



# (Re)Energize! *Janesville*

(Re)Building a Healthy Community

Community Health Monitoring:  
The City of Janesville Rock Renaissance Redevelopment

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## Note

This report has been internally reviewed by the Rock County Health Department and externally reviewed by representatives from the City of Janesville, and the Wisconsin Department of Health Services. These reviews ensured information and data contained within the report are accurate and representative of Wisconsin, the City of Janesville, and the Rock Renaissance Redevelopment.

Any questions or comments regarding this report can be directed to the Rock County Health Department at 608-757-5440 or through the Health Department website at <http://www.co.rock.wi.us/health>.

## Table of Contents

Acronyms Used in This Report .....	iii
About This Project.....	1
History of Janesville .....	2
Introduction to the Rock Renaissance Redevelopment.....	3
Figure 1. The Rock Renaissance Area, Janesville, Wisconsin .....	4
Demographics for Rock County and the Redevelopment Area .....	5
Community Involvement and Redevelopment .....	6
Implementing the ATSDR Brownfield/Land Revitalization Action Model .....	7
The (Re)Energize Janesville Action Model.....	8
Priority Issue #1: Janesville’s Poor Image and Lack of Community Connectedness .....	14
Priority Issue #2: Brownfield Sites .....	16
Priority Issue #3: River Access.....	17
Priority Issue #4: Old and Vacant Buildings .....	19
Priority Issue #5: River Water Quality .....	21
Priority Issue #6: Unemployment/Lack of Jobs.....	26
Priority Issue #7: Healthy Eating.....	27
Priority Issue #8: Inactivity and Obesity .....	29
Priority Issue #9: Personal and Physical Safety.....	31
Priority Issue #10: Affordable and Safe Housing .....	34
Conclusions and Recommendations .....	36
Appendix A. Priority Brownfield Parcels, 2012.....	38
Appendix B. Brownfield Sites with Known Contamination, 2012.....	39
Appendix C. Janesville Trail System Map, 2014 .....	40
Appendix D. River Use Survey Data.....	41
Appendix E. Rock River Water Quality Sampling Locations, 2013 – 2014 .....	42
Appendix F. City of Janesville Food Desert Map, 2014 .....	43
Appendix G. City of Janesville Census Tract Map, 2012.....	44

## Acronyms Used in This Report

The following acronyms are used frequently throughout this report:

ATSDR – Agency for Toxic Substances and Disease Registry

BAC – Brownfields Advisory Committee

DRC – Downtown Revitalization Committee

EPA – U.S. Environmental Protection Agency

HMC – Health Monitoring Committee

RCHD – Rock County Health Department

WDHS – Wisconsin Department of Health Services

WDNR – Wisconsin Department of Natural Resources

## About This Project

The Rock County Health Department (RCHD) provides individual and population-based health services for prevention and control of illness and other health-related factors. The department works to improve physical, behavioral, environmental, social, and economic conditions for all County residents. In 2012, the RCHD requested funding under the Agency for Toxic Substances and Disease Registry (ATSDR) grant “Community Health Projects Related to Contamination at Land Reuse and Brownfield Sites” in order to (1) reduce exposure to contaminants and (2) improve health outcomes by using community health determinants as a driver for redevelopment strategies in the City of Janesville. The project came to be named *(Re)Energize Janesville*, and the RCHD collaborated with the City of Janesville, the Wisconsin Department of Health Services (WDHS), and ATSDR.

ATSDR is the main federal public health agency in charge of evaluating the human health effects of exposures to hazardous substances. The agency works in close collaboration with local, state, and other federal agencies, as well as with tribal governments and with communities and local health care providers. ATSDR’s goal is to help prevent or reduce harmful human health effects from exposure to hazardous substances and to provide education regarding health effects resulting from hazardous waste exposures at sites, including brownfield sites.

The U.S. Environmental Protection Agency (EPA) defines brownfield sites as “...real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” ATSDR and EPA have been working together to address brownfield and other land reuse sites, because these sites can be sources of potentially harmful exposures to hazardous substances or can diminish the quality of life for nearby community members in other ways.

ATSDR has created tools and resources to assist communities interested in revitalizing brownfield or other land reuse sites. One such tool, the ATSDR Brownfield/Land Revitalization Action Model, was originally developed through a 2007 pilot project in Milwaukee, Wisconsin. The Action Model is designed to encourage dialogue, communication and vision among community members, city agencies and developers. It also creates a framework for assessing changes in community health related to the redevelopment projects. In addition to Milwaukee and Janesville, this model has also been used in the Wisconsin communities of Baraboo and Lincoln Creek for community health assessment. In Janesville, the Action Model was used to enhance the work of the City’s Comprehensive Brownfields Program and monitor the health of the community living, working and/or participating in recreation activities in or adjacent to a targeted redevelopment area. In addition to the ATSDR grant received by the RCHD, the City of Janesville has received three grants from the US EPA: (1) the Brownfields Assessment Grant for the prioritization, planning, and assessment of contaminated sites in the community; (2) the Brownfields Area-Wide Planning Grant for the development of an area-wide plan and implementation strategy for key brownfield sites; and (3) the Brownfields Revolving Loan Fund Grant, which supplies funding to capitalize a revolving loan fund to provide loans and subgrants to carry out cleanup and redevelopment activities at brownfield sites. The City has allocated funds from their Area-Wide Planning Grant for continued health monitoring.

The *(Re)Energize Janesville* Action Model was used to focus on community issues and associated health outcomes that can be tracked over time to indicate changes in community health status. This report documents the results of the current community health conditions in the City of Janesville’s Rock Renaissance Redevelopment project area through 29 different baseline measurement indicators. The RCHD and the City of Janesville intend to continue to use these indicators to monitor the health of the community throughout the redevelopment process.

## History of Janesville

The City of Janesville is an industrial community of approximately 64,000 people located in south-central Wisconsin along Interstate 90/39. The City is approximately two hours or less from Chicago, Illinois, and Milwaukee and Madison, Wisconsin. Janesville was founded in the 1830's, and quickly became a regional center of industry and commerce. Downtown Janesville developed as a large shopping and service district along the Rock River, while mills for wheat, cotton, and wool, warehouses for small tobacco and vegetable factories, and creameries for dairy were powered by the Rock River. In the 1920's, the City's industrial base broadened to serve national markets with consumer products from General Motors, Parker Pen, and Radio Flyer Wagon. While not much industry remains Downtown, there are still many historic buildings reflecting the City's early agriculture-based industrial heritage.

After World War II, new industrial development, population growth, and retail development grew toward the City's outskirts, and was aided by the rise of automobiles, construction of the Interstate, and the development of the Janesville Mall. Many Downtown businesses closed, generating a wave of vacancy, demolition, and deterioration. Underutilized commercial areas and vacated industrial properties created blight, while manufacturing losses beginning the 1970's hurt the economy. In response, the City and local partners began working in the 1980's to revitalize the Downtown and stabilize aging neighborhoods.

However, in the early 21<sup>st</sup> Century, the City faced new economic challenges. In 2008, there was a 500-year flood, which severely impacted the City overall, and the Downtown in particular. Overall the flood resulted in \$9,865,000 in public damages and \$28,825,000 in private damages. Janesville was also hit hard by the recent economic recession, with the closure of many businesses. Of significant impact was the closure of General Motors' Janesville Assembly Plant in 2008, which was the company's oldest facility (in operation since 1919) and the City's largest employer for a number of years. Beyond GM-proper, the loss of the plant led to layoffs and closures at several "Tier One" GM suppliers and other directly- and indirectly-related businesses in the community. In 2009, the federal government designated Janesville as an "Auto-Impacted Community." The City estimates more than 4,000 auto industry jobs and 6,000 total jobs have been lost in the City since March 2008, which is equal to the loss of more than 17 percent of the City's workforce. Furthermore, the City's revenue has dropped 25 percent since 2008, and there is approximately 4.2 million square feet of vacant industrial space in the City.

Despite these events, the City of Janesville has been working with residents, community organizations, and partner agencies to create opportunities for reinvention and revitalization.



## Introduction to the Rock Renaissance Redevelopment

Janesville has a wide mix of brownfield sites and industrial contaminants, including petroleum, solvents, metals, and abandoned buildings posing fire and physical hazards. The City also has a number of vacant and underutilized properties where past uses suggest environmental contamination, but nothing official is known about the conditions of these properties. Janesville's industrial past has left a legacy of brownfield sites suspected for hazardous substances and/or petroleum contamination. The lack of information hinders reuse and potentially threatens public health. Residents may be exposed to contaminants in the soil, air, or water. The existence of brownfields in or near neighborhoods also creates an unwelcoming environment that reduces street life and vitality, discourages walking, and reduces opportunities for development of neighborhood amenities.

In 1999, the City used a grant from the Janesville Foundation to purchase riverfront properties throughout the community, including several in the Rock Renaissance Area, to provide additional green space and provide sites for private redevelopment. Several of these sites were found to be contaminated, and the City worked with the Wisconsin Department of Natural Resources (WDNR) to have them assessed and cleaned up. However, the City did not fully identify the extent of and prioritize the brownfields in the area until they received a Brownfield Assessment Grant from the US EPA in 2011. The City of Janesville then established a Comprehensive Brownfields Program<sup>1</sup> using the US EPA Brownfield Assessment Grant for the prioritization, planning, and assessment of contaminated sites in the community. One of the ultimate goals of this program is to remediate sites so they can be reused for economic and environmental gain. The City's Comprehensive Brownfields Program builds upon the significant planning efforts by Janesville in previous years that identified areas for revitalization and set land use and economic development goals, objectives, and policies to help guide the redevelopment process. These efforts include the *City of Janesville Comprehensive Plan*, the *Downtown Vision and Strategy*, and the *Look West & Fourth Ward Neighborhood Revitalization Plan*.<sup>2</sup> The City created a Brownfields Advisory Committee (BAC), which later became the Downtown Revitalization Committee (DRC), to assist with the inventory and prioritization of community brownfields, and to provide guidance to the City for all aspects of the Comprehensive Brownfields Program. The City also established a Health Monitoring Committee (HMC), in partnership with ATSDR, WDHS, and the RCHD, to monitor the impacts of brownfields on the community's health and to evaluate changes in health as a result of the Brownfields Program.

In partnership with the BAC and the HMC, the City and its consultants completed an inventory of over forty potential brownfield sites, consisting of more than 200 parcels spread over 390 acres in four general areas of the community most impacted by brownfields (Traxler Park area, Downtown, Five Points, and General Motors area). Public comments, environmental conditions, and redevelopment accessibility showed a clear need to focus the brownfield redevelopment in the Downtown area and along the Rock River. The City, therefore, established the Rock Renaissance Area, a 240-acre area within the City's central business district which lies along both banks of the Rock River. The City was also awarded a US EPA Brownfield Area-Wide Planning Program Grant for the development of an area-wide plan and implementation strategy for the Rock Renaissance Area. The City of Janesville selected six sites as catalyst, high priority sites based on their 1) strategic locations; 2) ability to directly address community goals identified by the public through outreach efforts; 3) redevelopment potential; and 4) adjacency to other pending projects. Figure 1 illustrates the Rock Renaissance Area and outlines the catalyst sites. In continued partnership with the BAC/DRC, HMC, residents, and other community organizations, the City of Janesville expects to create a shared vision for the Downtown/riverfront area and a detailed implementation strategy for the clean-up and redevelopment of the Rock Renaissance Area, with the goals of maximizing the integration of green and healthy design, facilitating sustainable development compatible with future land use, and supporting the creation of living-wage jobs.<sup>3</sup>

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<sup>1</sup> City of Janesville Planning Services, Redevelopment Program: <http://www.ci.janesville.wi.us/index.aspx?page=535>

<sup>2</sup> City of Janesville Planning Services, Comprehensive Plan: <http://www.ci.janesville.wi.us/index.aspx?page=214>

<sup>3</sup> More information on the Rock Renaissance Redevelopment and Implementation Strategy can be found at <http://www.saa-madison.com/cc/janesville/overview>



Figure 1. The Rock Renaissance Area, Janesville, Wisconsin



## Demographics for Rock County and the Redevelopment Area

Rock County has a unique combination of urban and rural areas; the county’s population was estimated at 160,331 in 2010.<sup>4</sup> The City of Janesville is the largest municipality in the county with a population of 63,575 in 2010 and estimated population of 63,588 in 2012. Beloit and Janesville have minority populations of 36.5 percent and 11.2, respectively; Wisconsin has a minority population of 17.5 percent.

Rock County ranks 62<sup>nd</sup> out of Wisconsin’s 72 counties in health outcomes, which include mortality and morbidity.<sup>5</sup> Rock County ranks 52<sup>nd</sup> out of Wisconsin’s 72 counties for premature death with an estimated 6,593 years of potential life lost before age 75 per 100,000 population, which is higher than both state and national averages. Morbidity is defined as the percentage of adults reporting poor or fair health (15 percent), poor physical health days (3.7 per last 30 days), poor mental health days (3.5 per last 30 days), and the percentage of babies born with low birth weight (7.1 percent). In each of these categories, Rock County ranks higher than the state average. Rock County also ranks 62<sup>nd</sup> out of 72 counties in health factors, which includes health behaviors, clinical care, social and economic factors, and physical environment. The health of residents is not only impacted by their daily health decisions, such as their level of physical activity and nutrition, but also through a variety of socio-economic factors. In 2013 Rock County had an unemployment rate of 7.9 percent and Janesville had an 8.5 percent unemployment rate.<sup>6,7</sup> Nearly one fourth of the children in Rock County live in poverty. Table 1 shows the percentage of students approved for free or reduced lunches at public schools within a one-mile radius of the brownfield sites.

**Table 1.** Percent of Janesville Students Eligible for Free or Reduced Lunches Within One Mile of a Brownfield Site<sup>8</sup>

School	% of Children Eligible for Free/Reduced Lunch, 2013
Franklin Middle School	60.1%
Janesville Academy for International Studies	45.0%
Madison Elementary School	71.6%
Rock River Charter School	70.9%
TAGOS Leadership Academy	54.2%
Van Buren Elementary School	44.9%
Washington Elementary School	56.7%
Wilson Elementary School	88.2%

The Rock Renaissance project area resides Downtown and includes land surrounding the Rock River. The area lies in the intersection of Census Tracts 1,2,3,4, and a very small portion of Census Tract 6. Table 2 includes the demographic information for these Census Tracts, with the exception of Tract 6, as it is less affected by issues in the project area because of topography, rail, and road corridors. Included in these Census Tracts are the Look West and Fourth Ward neighborhoods, two of the City’s historic districts located just west of the Rock River and adjacent to Downtown and the project area. The neighborhoods are primarily residential and are Janesville’s most diverse area, with a population including a range of incomes, age groups, and racial and ethnic backgrounds. The City of Janesville and, specifically, the Rock Renaissance area have higher-than-state averages in poverty, obesity, smoking, fruit and vegetable unavailability, fast food restaurants, and physical inactivity, creating an excellent opportunity to incorporate health and improve the quality of life for residents while revitalizing the City of Janesville.

<sup>4</sup> <http://quickfacts.census.gov>

<sup>5</sup> <http://www.countyhealthrankings.org>

<sup>6</sup> <http://worknet.wisconsin.gov/worknet>

<sup>7</sup> <http://www.bls.gov>

<sup>8</sup> Wisconsin Department of Public Instruction: “Fiscal Year 2013” Data, [http://fns.dpi.wi.gov/fns\\_progstat](http://fns.dpi.wi.gov/fns_progstat)



**Table 2.** Demographic Information for Select Census Tracts, Janesville, Rock County, Wisconsin, and the U.S. (2010)

	Census Tract 1	Census Tract 2	Census Tract 3	Census Tract 4	City of Janesville	Rock County	Wisconsin	Nation
Population <sup>9</sup>	897	2,688	2,705	3,736	63,441	159,964	5,686,986	308,745,538
Unemployment <sup>10</sup>	19.9%	11.4%	16.1%	16.0%	8.7%	9.0%	6.7%	7.9%
Poverty Rate <sup>10</sup>	27.6%	18.4%	50.4%	25.7%	12.6%	12.4%	11.6%	13.8%
Percent Minority <sup>9</sup>	11.6% 8.8%**	5% 3.5%**	19.2% 10.8%**	13.1% 9.1%**	8.2%	10.3%	13.8%	27.6%
Median Household Income <sup>10</sup>	\$17,791	\$42,768	\$27,065	\$35,452	\$48,752	\$49,716	\$51,914	\$49,445

\*\*Hispanic or Latino

## Community Involvement and Redevelopment

The RCHD and the City of Janesville believe community input is critical in creating a shared vision for the Downtown and riverfront. Therefore, the RCHD met with fifteen community organizations and held two public meetings (Table 3), using the ATSDR Action Model, to obtain feedback from community members regarding what community health issues are important to them and what changes people would like to see happen in Janesville. The organizations engaged in the *(Re)Energize Janesville* Action Model process included charities, service groups, non-profits, business and development groups, civic organizations, landlords, and people involved in city and county services, as well as any other interested residents. All of these people are collectively known as the “Development Community.” Community members were also invited to provide feedback through the project website, <http://www.co.rock.wi.us/reenergize-janesville>. In addition, the City of Janesville, with its consultants the SAA Design Group, hosted additional public meetings and developed an informational website (<http://www.saa-madison.com/cc/janesville/overview>).

**Table 3.** *(Re)Energize Janesville* Action Model Meetings

Date	Organization	# of Participants
10/19/12	Everyone Cooperating to Help Others (ECHO)	9
10/29/12	Neighborhood Action Team	9
11/9/12	Boys & Girls Club (Director)	1
11/20/12	YMCA (CEO and Fitness Director)	2
12/11/12	Downtown Development Alliance	12
1/9/13	Public Meeting – Senior Activity Center	7
1/15/13	Noon Lions Club	20
1/21/13	Foundation for the Preservation of 108 S. Jackson St	10
1/23/13	West Gate Corridor	10
2/26/13	Century 21	21
3/6/13	League of Women Voters Lunch & Learn	8
3/6/13	Rock County Board of Health	10
3/11/13	Noon Rotary	58
3/21/13	Noon Kiwanis	26
4/16/13	Public Meeting – Janesville Women’s Club	19
5/16/13	Janesville Area Rental Property Association	20
5/23/13	Craig High School AP Government (2 classes)	37
	Online Submission Form	16

**Total Participants: 295**

<sup>9</sup> 2010 U.S. Census, <http://factfinder2.census.gov>

<sup>10</sup> 2010 American Community Survey (2006-2010 5-year estimates), <http://factfinder2.census.gov>

## Implementing the ATSDR Brownfield/Land Revitalization Action Model

As previously mentioned, the *(Re)Energize Janesville* Action Model was used to focus on community issues and associated health outcomes that can be tracked over to time to indicate changes in community health status. The process was based on the ATSDR Brownfield/Land Revitalization Action Model, which involves four steps and is described below.

*Step 1: What are the issues in the community?*

During brainstorming sessions with members of the Janesville Development Community, community issues were organized around four broad themes: Health, Community, Land and Environment, and Buildings and Infrastructure.

*Step 2: How can redevelopment address these issues?*

Once the community issues were identified, the Development Community suggested various ways in which redevelopment activities in the Rock Renaissance Area might address these issues, with the understanding that many issues cannot be solved through redevelopment alone.

*Step 3: What are the community health benefits?*

The third step of the Action Model is to list health benefits and improvements that could potentially result from redevelopment activities. These anticipated health benefits may result from many factors, including, but not limited to, redevelopment efforts.

*Step 4: What data are needed to measure change?*

The fourth step in the model is to identify specific ways to measure change over time. With input from community members, the HMC worked to develop sustainable indicators to measure the identified priority issues.

Twenty-five (25) community issues were identified through the *(Re)Energize Janesville* Action Model process, with ten of those being priority issues. Priority issues were identified using nominal voting during community meetings; participants were asked to select the community issues they felt were most important, as well as the redevelopment ideas they liked the most. The HMC used this input, and also considered which community issues would be most impacted by redevelopment efforts in the specified Rock Renaissance Area, in their selection of the top ten priority issues. The Development Community elected to use 32 indicators (Step 4) to measure changes in community health for the priority issues. Baseline measures were gathered in 2013-2014, and will be collected every three years.

This report summarizes the Action Model framework in Tables 4A and 4B. Each of the 29 measures listed in Step 4 of the Action Model for the Priority Issues (Table 4A) is presented in more detail following the table.

## The (Re)Energize Janesville Action Model

**Table 4A.** Results of the ATSDR Janesville Action Model: Priority Issues

Top 10 Priority Issues			
What are the issues in the community?	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
<p>Janesville has a poor image and lacks a strong sense of community – need to build community spirit, connections and trust</p>	<ul style="list-style-type: none"> <li>• Have a community center or “Town Hall” – gathering place, hold programs/events</li> <li>• Diversity training – language, race and ethnicity, culture</li> <li>• Community campaigns/events to bring people downtown (e.g., Racine closed downtown streets on three Friday nights for bands)</li> <li>• City Clean Up Day – regular event, involve City Council, community organizations, realtor groups, youth, etc</li> <li>• Monthly positive column in newspaper about what’s happening in Janesville</li> <li>• Outdoor Art</li> <li>• Neighborhood walking clubs/guided tours (e.g., tour of Wilson Hillside)</li> </ul>	<ul style="list-style-type: none"> <li>• Greater sense of community pride and stronger community connections</li> </ul>	<ul style="list-style-type: none"> <li>• Was a diversity training or cultural event organized (Y/N)?</li> <li>• # of people participating in community events</li> <li>• # of shops/restaurants downtown</li> </ul>
<p>Various Brownfield sites near and around downtown that need to be cleaned up</p>	<ul style="list-style-type: none"> <li>• Remediate the approved dangerous sites in the area</li> </ul>	<ul style="list-style-type: none"> <li>• Fewer lead/asbestos exposures</li> <li>• Fewer exposures to other potentially harmful contaminants</li> </ul>	<ul style="list-style-type: none"> <li>• # of properties assessed and cleaned up</li> <li>• # of sites with site restrictions</li> <li>• # of health consultations and assessments completed</li> </ul>
<p>Poor river access downtown</p> <p>No place for boating/canoeing/ kayaking</p> <p>Lack of fishing spots</p> <p>The river needs to be accentuated/ promoted as central to the city</p> <p>Bike trail system not connected to downtown/ riverfront</p>	<ul style="list-style-type: none"> <li>• Increase green space around river with pocket parks and connectivity to downtown areas</li> <li>• Remove steep retaining walls and replace with graduated walls/stairs/landscaping, providing multi-level access to the river</li> <li>• Canoe/kayak rental opportunities along the river</li> <li>• Build a marina</li> <li>• Trash cans near the boat launches</li> <li>• Create a kayaking course along the river</li> <li>• Increase the number of fishing docks</li> <li>• Restock fish and dredge Monterey and Traxler lagoons to improve fishing</li> <li>• Public use ice huts for winter fishing (Traxler lagoon)</li> <li>• Beautify the dam with lights and/or murals</li> <li>• Nice landscaping</li> <li>• More trash cans in parks along river</li> <li>• Bathroom/porta-potty at Kiwanis Pond</li> <li>• Festivals along the river (e.g., Riverfest in Beloit); in winter, perhaps a holiday/light festival</li> <li>• Boardwalk</li> <li>• Connect trail to neighborhoods with “inlets”</li> <li>• Expand trail along riverfront &amp; create connecting paths across river at multiple points</li> <li>• Make the bike trail a loop rather than linear</li> <li>• Create bike parking and bike lanes</li> <li>• Bike rental opportunities</li> <li>• Expand trail to neighboring cities/towns</li> </ul>	<ul style="list-style-type: none"> <li>• Improved/increased recreation along the river</li> <li>• Increased physical activity</li> <li>• Decreased obesity and related morbidity</li> <li>• Positive economic impact due to tourism</li> <li>• Improved health through substituting fish for fattier protein source</li> <li>• Community pride</li> </ul>	<ul style="list-style-type: none"> <li>• Miles/acres of river frontage in public ownership</li> <li>• # of people using trails</li> <li>• Mileage of trails in Janesville</li> <li>• # of people boating/canoeing/ kayaking/fishing</li> <li>• # and types of festivals/events along the river</li> </ul>

What are the issues in the community?	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
<p>Old buildings haven't been kept up and need lots of work, they're eyesores and deter new businesses</p> <p>Too many empty businesses in the downtown area</p>	<ul style="list-style-type: none"> <li>• Clean up and fix up rundown buildings</li> <li>• Revitalize Monterey Hotel</li> <li>• Involve Downtown Development Alliance</li> <li>• Remodel the warehouse near the YMCA for housing</li> <li>• Preserve historic buildings – highlight the beauty of the old buildings while keeping them historically accurate</li> <li>• Have artists or art students paint murals or put other artwork in the windows of empty storefronts</li> <li>• Attract new businesses – coffee/soup/sandwich shop, family-style restaurant, ice cream/candy shop, nice restaurants or cafes, ethnic restaurants</li> <li>• Movie theater</li> <li>• Conference Center</li> <li>• Boutique/Unique stores</li> <li>• Create incentives for businesses and developers to create healthy/more diverse stores on the street level</li> </ul>	<ul style="list-style-type: none"> <li>• Pride in Janesville's historic buildings</li> <li>• Economic development</li> <li>• Decreased number of vermin/pests that can carry diseases</li> <li>• Reduced number of potential fire hazards</li> <li>• More jobs downtown</li> <li>• Economic improvements</li> <li>• Community pride</li> <li>• More quality shopping and restaurant options downtown</li> </ul>	<ul style="list-style-type: none"> <li>• # of rehab building permits downtown</li> <li>• # of historic building designations</li> <li>• # of empty storefronts</li> </ul>
<p>Water quality issues: lack of clarity, fish contamination, etc</p>	<ul style="list-style-type: none"> <li>• Clean up the river through involvement of the community and health education</li> <li>• Improve fisheries and water quality</li> <li>• Decrease storm run-off into the river through rain gardens</li> <li>• Overall have a clean and health river</li> <li>• Geese control</li> <li>• Clean up Lions Beach and have lifeguards</li> </ul>	<ul style="list-style-type: none"> <li>• More recreation along the river</li> <li>• Fewer fish advisories = less risk to those eating fish from the Rock River</li> </ul>	<ul style="list-style-type: none"> <li>• River water quality testing</li> </ul>
<p>Unemployment/lack of jobs</p>	<ul style="list-style-type: none"> <li>• Recruit new businesses and thus provide new job opportunities</li> <li>• Increase job training opportunities, especially for high demand/technical jobs</li> </ul>	<ul style="list-style-type: none"> <li>• New job opportunities</li> <li>• Community pride</li> <li>• Increase in people traffic downtown</li> </ul>	<ul style="list-style-type: none"> <li>• # of businesses created out of assessment/redevelopment projects</li> <li>• # of jobs created out of assessment/redevelopment projects</li> <li>• Unemployment rate</li> </ul>
<p>Hard to eat healthy</p> <p>Need education about balanced diets</p> <p>Food access issues – downtown Janesville is a food desert</p>	<ul style="list-style-type: none"> <li>• Year-round Farmers Market – expand current market, more vendors; have 2 days/week (e.g., Wed. and Sat.)</li> <li>• Downtown Community Education Kitchen – collaborate with Farmers Market, ECHO, Blackhawk Tech, UW-Extension</li> <li>• Community Gardens – expand current program, involve more schools/youth and families</li> <li>• Involve schools in nutrition education, teaching kids important info, sending home information, recipes, etc.</li> <li>• Mobile Farms - sell fruit and veggies</li> <li>• Small, local community grocery store (e.g., Bushel &amp; Peck's in Beloit)</li> <li>• "Gleaning Day" – people go and pick food that would otherwise be left to rot in the fields</li> <li>• More healthy restaurants, including vegan and vegetarian options</li> </ul>	<ul style="list-style-type: none"> <li>• Increased access to healthy foods/vegetables for healthy eating</li> <li>• Improved nutrition</li> <li>• Decreased obesity, cardiovascular disease, etc</li> <li>• Food security</li> <li>• Decrease the feeling of a food desert</li> </ul>	<ul style="list-style-type: none"> <li>• # of vendors at Janesville Farmers Market</li> <li>• Inventory of food retail outlets downtown</li> <li>• # of people participating in community gardens</li> <li>• # of community garden plots</li> </ul>

What are the issues in the community?	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
Inactivity/Obesity	<ul style="list-style-type: none"> <li>• Community fitness challenge</li> <li>• Neighborhood walking clubs</li> <li>• “Park Hop” – competition to get people visiting the parks</li> <li>• Get people walking to school/work/shops/ restaurants</li> <li>• Indoor park with climbing wall, playground equipment, etc.</li> <li>• Sports &amp; Recreation Center/Field House with basketball courts, batting cages, soccer fields, miniature golf, squash, etc.; have separate area for young children/families</li> <li>• Outdoor gym that generates energy</li> <li>• Make Janesville a walkable community</li> <li>• Fitness Trail – have local businesses sponsor various stations along the trail</li> <li>• Splash Pad</li> <li>• Have local artist donate outdoor artwork for trails/parks</li> <li>• Coordinate fitness activities throughout the seasons (e.g., snowshoeing, winter walking, snowman building contests)</li> <li>• Clean up Rockport Pool</li> <li>• Community marathons</li> </ul>	<ul style="list-style-type: none"> <li>• Increased physical fitness</li> <li>• Decreased obesity and related morbidity</li> </ul>	<ul style="list-style-type: none"> <li>• Trail usage</li> <li>• Rock County adult obesity rate</li> </ul>
Personal and physical safety issues (mugging, theft, drug deals, slips/trips/ falls, etc)	<ul style="list-style-type: none"> <li>• Increase police presence in the higher crime areas</li> <li>• Recruit businesses to reduce empty storefronts – fewer empty storefronts=fewer vacant areas for loitering</li> <li>• Install more street lights to improve nighttime visibility and walkability</li> </ul>	<ul style="list-style-type: none"> <li>• Increased personal security (real and perceived)</li> <li>• Less stress</li> <li>• More opportunities for walking</li> </ul>	<ul style="list-style-type: none"> <li>• Crime data</li> <li>• Community Photo Mapping project</li> </ul>
Need more affordable and safe housing; five main slum lords in downtown/nearby neighborhoods and they don’t properly maintain rentals  Lead issues associated with old housing stock	<ul style="list-style-type: none"> <li>• Advocate group for residents (especially renters)</li> <li>• Tenant/Landlord Education program</li> <li>• Affordable new housing options downtown</li> <li>• Better access to information on how to get help for housing issues</li> <li>• More community education about lead and dangers to children</li> <li>• Continue Health Department Birth Certificate Lead program</li> </ul>	<ul style="list-style-type: none"> <li>• Greater sense of pride and safety in the neighborhoods</li> <li>• Fewer lead exposures and, therefore, fewer children with elevated blood lead levels</li> <li>• Reduced # of children affected by developmental delays related to lead exposure</li> </ul>	<ul style="list-style-type: none"> <li>• Housing characteristics (vacancy, # of units)</li> <li>• % of owner occupied units</li> <li>• Property maintenance complaints/violations</li> <li>• # of housing units made lead safe through housing programs</li> <li>• Prevalence of elevated blood lead levels among children age 6 and under</li> <li>• # of lead consults</li> </ul>

**Table 4B.** Results of the ATSDR Janesville Action Model: Additional Community Input

Health			
What are the issues in the community	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
Limited resources for mental health care and access to low/no cost preventative medical and dental care	<ul style="list-style-type: none"> <li>• More mental health care/counseling services available through HealthNet, county services or major health systems (e.g., Mercy, St. Mary's/Dean)</li> <li>• Expand HealthNet or add another location</li> <li>• Satellite clinic of major health system (e.g., Mercy, St. Mary's/Dean)</li> <li>• Bring in dental clinic to Janesville that serves people on Medicaid</li> <li>• Expand HealthNet dental services</li> </ul>	<ul style="list-style-type: none"> <li>• Improved health outcomes</li> <li>• Fewer # of school/work days missed due to poor mental health/poor health/dental issues/appointments</li> <li>• Increased access to mental health care/counseling services</li> <li>• Increased access to preventative health care and dental care</li> </ul>	<ul style="list-style-type: none"> <li>• # of months to wait for HealthNet appointment</li> <li>• % of population under age 65 without health insurance</li> <li>• # of dentists in Janesville that serve Medicaid patients</li> <li>• Ratio of population to mental health care providers</li> <li>• Ratio of population to primary care providers</li> <li>• Ratio of population to dentists</li> </ul>
Substance abuse – drugs, alcohol, drunk driving, binge drinking	<ul style="list-style-type: none"> <li>• Initiatives to reduce drunk driving and binge drinking (e.g., Free Ride)</li> <li>• Establish substance abuse treatment center</li> </ul>	<ul style="list-style-type: none"> <li>• Increased access to substance abuse treatment options</li> <li>• Decreased # of alcohol-related hospitalizations</li> <li>• Decreased # of people driving under the influence of alcohol/drugs</li> </ul>	<ul style="list-style-type: none"> <li>• Rate of alcohol-related hospitalizations per 1,000 population</li> <li>• # of arrests for drug possession/sales/manufacturing</li> <li>• # of arrests for DWI</li> <li>• # of liquor law violations</li> <li>• Youth drug and alcohol use</li> </ul>
Community			
What are the issues in the community	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
Large homeless population, especially teens	<ul style="list-style-type: none"> <li>• Add another homeless shelter/transitional living facility that includes on-site access to social services</li> <li>• Expand current homeless shelter</li> <li>• Have a shelter specifically for teens</li> <li>• Establish reasonable permanent housing options with stable low rent</li> </ul>	<ul style="list-style-type: none"> <li>• Fewer people living on the streets</li> <li>• Increased access to necessary social services</li> </ul>	<ul style="list-style-type: none"> <li>• # of homeless people (broken down by age and gender)</li> <li>• % occupancy of shelters</li> <li>• # of shelters</li> </ul>
Not enough young people in the area to support vibrant nightlife of restaurants/shops	<ul style="list-style-type: none"> <li>• Bring in educational facility downtown (e.g., Blackhawk Tech location, Upper Iowa University, Herzing University)</li> <li>• Expand housing for young professionals downtown</li> </ul>	<ul style="list-style-type: none"> <li>• More economic development</li> <li>• Increase in people traffic downtown</li> </ul>	<ul style="list-style-type: none"> <li>• # of people living downtown (Census Tract 1)</li> <li>• % of population downtown who are between 20 and 30 years old (Census Tract 1)</li> </ul>
Housing downtown is not family friendly	<ul style="list-style-type: none"> <li>• Housing units should be designed to accommodate growing families</li> </ul>	<ul style="list-style-type: none"> <li>• Community pride</li> <li>• Increase in people traffic downtown</li> <li>• Economic development</li> </ul>	<ul style="list-style-type: none"> <li>• # of people living downtown (Census Tract 1)</li> <li>• % of downtown residents with families</li> </ul>
Adults/families need more free opportunities for fun in Janesville	<ul style="list-style-type: none"> <li>• More community events</li> <li>• Community Recreation Center</li> <li>• Establish an Arts District</li> <li>• Free “Movies in the Park” during summer</li> <li>• Outdoor concert space</li> </ul>	<ul style="list-style-type: none"> <li>• More physical activity in families</li> <li>• Less stress</li> <li>• More community pride</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance at downtown events</li> <li>• # of events put on by Leisure Services</li> </ul>



What are the issues in the community	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
Kids/teens need a place to hang out and free/cheap things to do	<ul style="list-style-type: none"> <li>• Teen/Youth Center that provides options for informal/volunteer job opportunities, fun activities, life skills training, etc</li> <li>• Outdoor movie theater</li> <li>• Skate park</li> <li>• Student discounts for events, such as performances at JPAC</li> <li>• Something like Amazon Station</li> <li>• Sports and Recreation Center/Field House</li> </ul>	<ul style="list-style-type: none"> <li>• Fewer juvenile offences</li> <li>• Increased physical activity</li> <li>• Greater sense of pride in Janesville</li> </ul>	<ul style="list-style-type: none"> <li>• Youth crime data</li> <li>• # of youth participating in activities/events</li> <li>• # of youth using trails</li> </ul>
4 <sup>th</sup> Ward Park is used for drug deals	<ul style="list-style-type: none"> <li>• Increased police presence in the park</li> <li>• Improved lighting</li> </ul>	<ul style="list-style-type: none"> <li>• Decreased stress</li> <li>• More people using the park and more physical fitness in children able to access the park</li> </ul>	<ul style="list-style-type: none"> <li>• # of drug busts in the park</li> <li>• Other crime statistics for the area</li> <li>• # of people using the park</li> </ul>
<b>Land and Environment</b>			
What are the issues in the community	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
Flood control – real/perceived threat of future flooding is a potential barrier to redevelopment along the river	<ul style="list-style-type: none"> <li>• Increased flood control measures – sump pumps, higher flood walls, modify buildings to reduce damage</li> <li>• Public education about the river – how rivers work, how to anticipate/prepare for flooding</li> <li>• Decrease storm run-off into the river through rain gardens</li> </ul>	<ul style="list-style-type: none"> <li>• Less flood damage to buildings along the river</li> <li>• Economic development</li> <li>• Decreased mold problems and related health issues</li> </ul>	<ul style="list-style-type: none"> <li>• # of buildings flooded</li> <li>• Amount in damages due to flooding</li> </ul>
Downtown area lacks green space	<ul style="list-style-type: none"> <li>• More pocket parks and/or promote current pocket parks</li> <li>• Demolish some buildings downtown and make open green space</li> <li>• Have garden clubs put in some plants (but need to have arrangement set up for watering either by city or clubs)</li> <li>• Gardens by the river</li> </ul>	<ul style="list-style-type: none"> <li>• Less stress</li> <li>• Improved health</li> </ul>	<ul style="list-style-type: none"> <li>• Acreage of green space downtown</li> <li>• # of people using pocket parks/green space downtown</li> </ul>
<b>Buildings and Infrastructure</b>			
What are the issues in the community	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
Fear there won't be enough parking if current lot over the river is demolished and nothing put in its place	<ul style="list-style-type: none"> <li>• When investigating parking needs, count cars over multiple days at different times of day</li> <li>• Increase parking options downtown (if necessary)</li> <li>• Provide downtown trolleys/shuttles</li> <li>• Promote walking</li> </ul>	<ul style="list-style-type: none"> <li>• Adequate and balanced parking will meet needs of businesses and residents without a "sea" of parking that takes away from vibrancy of downtown</li> </ul>	<ul style="list-style-type: none"> <li>• Downtown parking study (available at <a href="http://www.ci.janesville.wi.us/index.aspx?page=291">http://www.ci.janesville.wi.us/index.aspx?page=291</a>)</li> </ul>
Not enough off-street residential parking, problem during snow emergencies – unable to control the snow removal process	<ul style="list-style-type: none"> <li>• Provide options for snow emergency lots for downtown/nearby neighborhood residents</li> <li>• Open up the funeral home parking lot (north of the 200 block of Washington St, near City Hall)</li> </ul>	<ul style="list-style-type: none"> <li>• Increase attractiveness of downtown living</li> <li>• Streets better cleared of snow</li> </ul>	<ul style="list-style-type: none"> <li>• Downtown parking study</li> </ul>
Sidewalks are damaged or need better linkages	<ul style="list-style-type: none"> <li>• Repair sidewalks and increase number of miles of sidewalks</li> <li>• Round off the edges of sidewalks/level off lips (like city of Milton)</li> </ul>	<ul style="list-style-type: none"> <li>• More people walking</li> <li>• Handicapped/elderly people will be able to better navigate the area</li> </ul>	<ul style="list-style-type: none"> <li>• Sidewalk survey – condition, mileage, area, etc</li> </ul>

What are the issues in the community	How can redevelopment address these issues?	What are the corresponding community health benefits?	What data are needed to measure change?
Lack of professional housing downtown and near the medical center	<ul style="list-style-type: none"> <li>• Housing programs/incentives for Mercy employees to live near the medical center</li> <li>• More condos/apartments for young professionals – attract affordable housing to the business district (living above businesses)</li> <li>• Check codes regarding parking requirements when building apartments and condos</li> </ul>	<ul style="list-style-type: none"> <li>• Housing market will drive demand for services downtown (shopping, restaurants, entertainment)</li> <li>• Increased people traffic downtown</li> </ul>	<ul style="list-style-type: none"> <li>• # of condo/apartment units</li> <li>• % of condo/apt units occupied</li> <li>• # of people living downtown</li> <li>• % commuters</li> </ul>
Expand bus routes and schedules	<ul style="list-style-type: none"> <li>• Expand locations to which buses travel and increase hours of operation</li> </ul>	<ul style="list-style-type: none"> <li>• Greater access to jobs, education and shopping</li> <li>• Economic impact of a mobile population</li> </ul>	<ul style="list-style-type: none"> <li>• # of people served by transit</li> <li>• Transit passengers/mile</li> <li>• Transit passengers/revenue hour</li> <li>• Hours of service</li> <li>• Geographic area served</li> </ul>

## Priority Issue #1: Janesville’s Poor Image and Lack of Community Connectedness

During numerous feedback sessions, people commented on Janesville’s image and lack of sense of community. Some of these comments focused on the downtown, with people saying the image of downtown is not positive, because there are so many bars, vacant storefronts, and rundown buildings. Another person commented Janesville is viewed as a truck stop between Madison and Rockford; there is nothing to encourage people to stop and spend time here. In addition, there were concerns Janesville is not very welcoming to new community members who are not White; suggestions included more diversity training workshops or events focused on language, race/ethnicity, and culture. Feeling welcome in and connected to the community can improve the health of residents.

“Social connectedness is having feelings of safety, peace, and inclusion in a neighborhood or community. It is the ability to interact with people who you would not commonly interact with; it is a pride that you share with your community.”<sup>11</sup> Higher levels of perceived social connectedness are associated with lower blood pressure rates, improved immune responses, and lower levels of stress hormones, which all contribute to the prevention of chronic diseases.<sup>12</sup> In contrast, the lack of social connectedness, or social isolation, is considered a risk factor for multiple chronic diseases, including obesity, high blood pressure, cancer, and diabetes.<sup>13</sup> The health effects of social isolation occur regardless of socioeconomic status, age, gender, or race, but these negative impacts appear most among disenfranchised communities. However, not all close social bonds are positive, as exclusive social networks can have some negative consequences. For example, high social connectedness among some residents in an area can exacerbate social divisions based on race/ethnicity, class, and other social features.<sup>14</sup> Overall, a person’s number of close friends, frequency of interactions with friends and family, trust in neighbors, and level of participation in volunteer activities and community events can influence health, directly and indirectly.

Three indicators were selected for monitoring this issue: (1) Was a diversity training or cultural event organized?; (2) Number of people participating in community events; and (3) Number of shops/restaurants downtown.

### What the Data Show

#### *Diversity and Culture*

Numerous cultural events are organized throughout the year, and can be found on the calendar provided through the Janesville Area Convention and Visitors Bureau (<http://www.janesvillecvb.com/events>). Events include historical and art exhibits, performances at the Janesville Performing Arts Center, and live music. However, there were limited events geared towards addressing cultural awareness and diversity in Janesville. Blackhawk Technical College does have an annual Diversity Week with speakers focusing on various aspects of diversity; events are open to the public. In addition, the YWCA, the School District, and the Hedberg Public Library have hosted events focused on racism, cultural awareness, and diversity. Furthermore, there is a Diversity Action Team (DAT) of Rock County whose mission is to eliminate racism and all forms of discrimination; they host free presentations regularly on a variety of topics related to diversity and multiculturalism (<http://www.datrockco.org>).

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<sup>11</sup> Ferris, M. and Stuber, N. (2014). Strengthening Connections, Building Community: Results from the 2012-2013 Connect for Health Challenge grant recipients. Wilder Research. <https://www.bcbsmnfoundation.org/our-focus/social-connectedness>

<sup>12</sup> Uchino, B., Cacioppo, J., and Kiecolt-Glaser, J. (1996). The relationship between social support and physiological processes: A review with emphasis on underlying mechanisms and implications for health. *Psychological Bulletin*, 119 (3), 488-531.

<sup>13</sup> Cacioppo, J. and Hawkey, L. (2003). Social isolation and health, with emphasis on underlying mechanisms. *Perspectives in Biology and Medicine*, 46 (3 Suppl): S39-S52.

<sup>14</sup> Ferris, M. (2012). Social Connectedness and Health. Wilder Research. <https://www.bcbsmnfoundation.org/our-focus/social-connectedness>

### *Community Participation*

The Janesville Farmers Market was selected to monitor change for the number of people participating in community events because it is a regularly held event that collects attendance information throughout the season, providing a consistent source of data over time. The Janesville Farmers Market runs from May through October on Main Street. During the peak of the 2013 season, as many as 3,000 people attended the Farmers Market on Saturdays. There were also Winter Markets on December 7, 2013 and February 1, 2014 at the Old Towne Mall; attendance data were not collected at the Winter Markets.

### *Shops and Restaurants*

This indicator was selected to provide a way to monitor how attractive downtown Janesville is to both residents and visitors. Having an abundance of interesting restaurants and shops downtown may help draw in both more residents and more visitors, and improve Janesville's image as the downtown and riverfront become a destination to visit. In downtown Janesville there are twenty restaurants and two Mexican grocery stores with small restaurants. There is a link to a map of all the restaurants and retail food outlets provided on the *(Re)Energize Janesville* website (<http://www.co.rock.wi.us/reenergize-janesville>). There are 313 additional businesses in downtown Janesville, including 39 retail shops, 34 salons/spas; three tattoo/piercing establishments; and three photography studios. The remaining 234 businesses offer a variety of services, such as accounting, financial planning, legal, auto repair, and health care and human services. These data were gathered by completing a walk through of the study area in September 2013 and recording the names and locations of all businesses; a full listing is available upon request.

### **Limitations and Recommendations**

It is difficult to track events organized in the community that are not included on the Janesville Area Convention and Visitors Bureau calendar; therefore, the information provided for cultural and diversity events is not likely to be inclusive. It would also be interesting to know how many people attend the different events, as well as the reach of the Diversity Action Team (DAT). Future data collection could include outreach to event organizers and the DAT. In addition, the attendance information for cultural and diversity events would be beneficial to add to the indicator for community participation, as the only participation numbers currently reported are for the Farmers Market. Partnering with the Janesville Area Convention and Visitors Bureau in the future may also help provide additional attendance information.



## Priority Issue #2: Brownfield Sites

The existence of multiple brownfield sites in an area can contribute to measurable environmental and social injustices, which can lead to poor health outcomes in the neighboring community. Janesville has over 40 potential brownfield sites that are made up of more than 200 parcels spread over 390 acres of land in the City (Appendix A). Ten of these sites are along the Rock River. Janesville has a wide mix of hazards and contaminants related to its brownfield sites, including petroleum, solvents, metals, and abandoned buildings posing fire and physical hazards (Appendix B). Residents may be exposed to contaminants in the soil, air or water. The existence of brownfields in neighborhoods also creates an unwelcoming environment that reduces street life and vitality, discourages walking, and reduces opportunities for development of valuable neighborhood amenities.

### What the Data Show

*Number of Properties Assessed and Cleaned Up*

*Number of Sites with Restrictions*

*Number of Health Consultations and Assessments*

### Limitations and Recommendations

[info from quarterly report on limitations of data; based on publicly available data/limited data available]

[add before and after photos of Adams Roofing site]

## Priority Issue #3: River Access

The Rock River is a key feature and asset to the City and downtown area, but is underutilized. Community members commented it is difficult to access the river, especially in the downtown area, and there are limited options for boating, canoeing and kayaking. Furthermore, while there is an excellent bike trail system in Janesville, it is not completely connected to the downtown riverfront.

Wisconsin's goal is to provide, maintain, and improve access to the navigable waters of the state. Access to waterways is essential for many activities, such as swimming, wading, boating, fishing, and scenic viewing.<sup>15</sup> Opportunities for recreation and aesthetic enjoyment can help improve physical and mental health. The City of Janesville hopes to increase the use of the river and riverfront, promoting the Rock River and Janesville as a destination to visit. The following indicators will be used to monitor change over time: (1) Miles of riverfront in public ownership; (2) Mileage of trails in Janesville; (3) Number of people boating, canoeing, kayaking, or fishing; and (4) Number and types of events or festivals held along the riverfront.

### What the Data Show

#### *Miles of Riverfront in Public Ownership*

Waterfronts can bring new life and energy to communities by creating new economic activity through the redevelopment of historic and abandoned structures, improvement of waterfront recreation, and the restoration and protection of natural resources. The Rock River and improving river access are a central part of the City of Janesville's revitalization plans for the downtown area. Currently the City owns 14 of the 18 miles (78 percent) of the Rock River shoreline.

#### *Mileage of Trails in Janesville*

Janesville is home to 28.75 miles of paved, off-road, multi-use trails, which is an increase of 3.75 miles since 2010. The trails radiate throughout the city, follow the Rock River in many areas, and extend along the City's lineal system of greenbelts, connecting many of the City's parks. The trails are most often used for bicycling, walking, running, and skating, as well as for winter activities such as snowshoeing and cross country skiing. The trails are free to the public year-round, and portions of the trails are plowed during the winter. Janesville's trail segments radiate from a central trail hub, which is just south of Downtown Janesville (see map in Appendix C). Janesville is working to continue expanding the trail system. The statewide Ice Age Trail that runs through Janesville will eventually connect to the west with the Sugar River Trail, north to Milton/Fort Atkinson, and east to Kettle Moraine State Forest.<sup>16</sup>

#### *Number of People Boating, Canoeing, Kayaking, or Fishing*

During a survey of river use on July 24, 2013, 19 people (5.1 percent) were observed boating on the river, four were canoeing or kayaking (1 percent), and 169 people (45.1 percent) were observed fishing. The areas of the river surveyed included Traxler Park, Riverside Park, Monterey Dam, and Kiwanis and Lions Ponds. Many people (151 people, 40.3 percent) were also observed using the parks near the rivers for walking, bicycling, picnicking, or playing on the playgrounds. The majority (88 percent) of those surveyed rated their satisfaction with the river as either good or very good. Many people also felt the river was easy to access in the areas surveyed. Comments for improvement included improving or restocking the fisheries, and adding additional trash cans and bathrooms in the parks and near the ponds. Additional data from the river use survey is available in Appendix D.

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<sup>15</sup> Wisconsin Department of Natural Resources. Access abandonment for public waterways. <http://dnr.wi.gov/topic/waterways/accessabandonment.html>

<sup>16</sup> City of Janesville. Bicycle Trails. <http://www.ci.janesville.wi.us/index.aspx?page=303>

### *Number and Types of Events or Festivals Held Along the Riverfront*

There were at least four different types of events held along the river during 2013. The Rock Aqua Jays held regularly scheduled water ski shows throughout the summer at their stadium in Traxler Park, drawing in visitors from all over the country and world. The Rock Aqua Jays estimate over 100,000 people attend their shows and special events annually, resulting in an estimated biennial economic impact of \$5 million.<sup>17</sup> Improving the connection between Traxler Park and the downtown could help draw more visitors into Downtown Janesville. In addition to the Rock Aqua Jays, Traxler Park also hosted the Renaissance Faire from May 18 – 19, 2013 and the Rotary Corn Roast and Mud Volleyball Tournament on August 17, 2013. In addition, there was a Riverside Music Festival held at Riverside Park on August 18, 2013. Many of these events are held annually.

### **Limitations and Recommendations**

The data on public ownership of the riverfront comes from the 2008 City of Janesville Parks and Open Space Plan,<sup>18</sup> and is, therefore, not the most updated information. The City has purchased more land along the riverfront since 2008, and potentially owns more than 78 percent of the river shoreline at this point, depending on whether or not all the land they have purchased over the years still remains in public ownership.

The river use survey was conducted on a Wednesday from 7 – 9 A.M., 12 – 2 P.M., and 5 – 7 P.M. at the locations mentioned previously. Conducting the survey on a single day provides limited data, and the survey could be improved in the future by more extensive observations and the collection of more surveys from a greater number of users. It would be especially beneficial to include a weekend in the next round of surveys. Given the limited number of volunteers/staff conducting the survey, it was also difficult to sufficiently cover the survey areas, creating the potential for missing people and/or activities in the counts. Having only one observer per area also limited the number of surveys that could be administered. Therefore, in addition to increasing the hours of observation, it would also be useful to have more volunteers involved in the process to improve data collection.



Fishing Derby at Traxler Park

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<sup>17</sup> <http://www.rockaquajays.com>

<sup>18</sup> City of Janesville MPO Document Library. <http://www.ci.janesville.wi.us/mpo>



## Priority Issue #4: Old and Vacant Buildings

There are a number of old and historic buildings downtown and in the nearby neighborhoods. Unfortunately, a number of these buildings haven't been maintained and need lots of work. The rundown and vacant buildings are eyesores, and may deter new businesses from moving into the area. These buildings may also represent safety hazards, including fire, falling debris, mold, and vermin. In addition, there are associations between abandoned buildings and increased crime, and vacant buildings can also reduce property values.<sup>19</sup> Therefore, through a variety of mechanisms, rundown and abandoned buildings can affect the health of a community.

Community members would like to see the historic buildings preserved rather than demolished, if possible, and renovated for businesses or downtown housing. They also suggested having students or artists paint murals or put other artwork in the windows of empty storefronts to improve the look of downtown Janesville. Three indicators have been selected to monitor this issue: (1) Number of rehab and new commercial building permits downtown; (2) Number of empty storefronts; and (3) Number of historic building designations.

### What the Data Show

#### *Number of Rehab and New Commercial Building Permits Downtown*

The City of Janesville wants to revitalize the downtown and improve how it looks. The number of rehab and new commercial building permits for the area provides an indicator of the commercial development and improvements being made to Downtown Janesville. There were sixteen rehab and new commercial building permits issued for the downtown area in 2012. In 2013, there were also sixteen permits issued for the downtown area.

#### *Number of Empty Storefronts*

As mentioned above, vacant storefronts may not only be eyesores if they haven't been maintained, but they may also deter new businesses from moving into the area. A walk through of the brownfield study area completed in September 2013 found 34 empty storefronts, and an additional 11 office buildings with vacancies. A link to a map of these empty storefronts and other vacancies can be found at <http://www.co.rock.wi.us/reenergize-janesville>.

#### *Number of Historic Building Designations*

Janesville has a number of historic buildings and homes that add character to the City. Many residents would like to see these historic buildings preserved and renovated rather than demolished. There were 1,255 buildings designated as historic within the study area and the surrounding neighborhoods (Table 5).

**Table 5.** Historic Building Designations, Janesville, Wisconsin, 2013

District	Number of Historic Buildings
South Main Street	14
North Main Street	9
West Milwaukee Street	54
East Milwaukee Street	7
Look West Neighborhood	71
Fourth Ward Neighborhood	1,100

<sup>19</sup> Purtle, J. (2012). How abandoned buildings could make you sick. *The Public's Health*. [http://www.philly.com/philly/blogs/public\\_health/Recklessly-abandoned-Phillys-neglected-buildings-might-affect-our-health-in-more-ways-than-one.html](http://www.philly.com/philly/blogs/public_health/Recklessly-abandoned-Phillys-neglected-buildings-might-affect-our-health-in-more-ways-than-one.html)



### Limitations and Recommendations

The data on vacancies in downtown Janesville is based on observation; it is possible some storefronts that appear vacant are actually in use, though the appearance of being vacant would still negatively impact the area. In addition, the condition of the vacant buildings was not recorded during the initial walk through, and some of the buildings were better maintained than others. Including building condition in future surveys of vacancies should be considered, as the information may be useful for targeting areas in need of revitalization.

The information on historic building designations comes from the Historical Society, and it is unclear how often their information is updated. The City of Janesville does notify the Historical Society if they are going to demolish any historically designated buildings, but private owners are not required to submit any notifications.



Vacant buildings in downtown Janesville

## Priority Issue #5: River Water Quality

As previously mentioned, the Rock River is a key feature and asset to the City of Janesville. Community members have expressed concerns about river water quality and whether it is actually safe to recreate in the water and eat the fish from the river. Poor water quality can harm people, wildlife, fish, and their habitats. There are numerous factors known to affect water quality, including sedimentation, runoff, erosion, dissolved oxygen, pH, temperature, decayed organic materials, pesticides, and toxic and hazardous substances.<sup>20</sup>

To ensure water quality is safe and protective of humans and wildlife, the RCHD will track water quality parameters, including *E. coli*, pH, temperature, nitrate levels, conductivity, and transparency. The RCHD monitored six locations along the Rock River from May 1 to September 30, 2013 and from May 1 to July 15, 2014.

### What the Data Show

#### River Water Quality Testing

**E. coli.** *Escherichia coli* (*E. coli*) is a bacterium commonly found in natural bodies of water; it is a particular species of fecal coliform, which is a subgroup of total coliforms. The strain of *E. coli* being tested for in the Rock River and other beach areas poses a low probability of making swimmers ill. Instead, the bacteria serve as an indicator of the possible presence of other health risks in the water, such as bacteria, viruses, protozoa, and additional organisms. The US EPA recommends *E. coli* as the best indicator of health risk from water contact in recreational waters. If high levels of *E. coli* are found in beach/river water, there is a high chance of fecal matter being in the water. The bacteria are measured in colony forming units (cfu) per 100 milliliters of water. The results from the Rock River are shown in Table 6, with the minimum, maximum, median, and mean levels for each sampling location. A water quality advisory is issued at 235 cfu/100 mL and water bodies are officially closed to the public at 1,000 cfu/100 mL. The results for the Rock River indicate it is safe for recreational use, as all testing results are below the advisory level.

**Table 6.** Rock River *E. Coli* Readings

Location*	Rock River <i>E. coli</i> Readings (cfu/100 mL)							
	2013				2014			
	Min	Max	Median	Mean	Min	Max	Median	Mean
Traxler Park	8.0	40.0	21.0	20.1				
Below Centerway Dam	15.6	131.7	23.5	43.3				
Parking Structure	19.9	96.0	39.4	43.1				
Dawson Bridge	23.1	155.3	44.7	64.1				
“The Rock”	47.1	172.3	93.4	74.9				
Afton Road – Peace Trail	46.5	<b>344.8</b>	74.9	111.6				

\*A map of the testing locations can be found in Appendix E.

**pH.** pH is a measure of how acidic or basic (alkaline) the water is. The pH scale ranges from 0 – 14; a pH of 7 is neutral, with levels below 7 indicating acidity and levels above 7 indicating alkalinity. Many biological processes necessary for the survival and growth of aquatic organisms require a narrow pH range from about 5.5 to 8.5.<sup>21</sup> Outside of this range, organisms become stressed, and some species may disappear entirely. Rapid fluctuations in pH can also stress aquatic organisms. The average pH of the Rock River in 2013 was 7.2 and in 2014 it was       ; Table 7 provides the maximum, minimum, and median pH at each of the sampling locations in 2013 and 2014. The pH of the Rock River indicates it is healthy and can support aquatic organisms, and it is a safe pH for people using the river for recreation, as well.

<sup>20</sup> U.S. Fish and Wildlife Service. Water Quality Issues. <http://www.fws.gov/contaminants/issues/waterquality.cfm>

<sup>21</sup> Tip of the Mitt Watershed Council. Water Quality Monitoring Data Parameters. <http://www.watershedcouncil.org/learn/water%20terminology>

**Table 7.** Rock River pH Readings

Location	Rock River pH Readings					
	2013			2014		
	Min	Max	Median	Min	Max	Median
Traxler Park	7.5	7.5	7.5			
Below Centerway Dam	6.8	7.4	7.2			
Parking Structure	6.8	7.5	6.9			
Dawson Bridge	6.8	7.6	7.5			
“The Rock”	6.8	7.6	7.1			
Afton Road – Peace Trail	6.8	7.4	6.9			

**Temperature.** Temperature is a measure of the average energy of water molecules, and is another very important water quality parameter. Temperature affects water chemistry and, therefore, the functions of aquatic organisms.<sup>22</sup> It influences the amount of oxygen that can be dissolved in water; the rate of photosynthesis; metabolic rates of organisms; the sensitivity of organism to diseases, parasites, and toxic wastes; and the timing of reproduction, migration, and dormancy of aquatic organisms. Warmer water holds less dissolved oxygen than cold water; therefore, temperature can dictate what types of organisms can survive in a body of water. Suspended particles within water absorb heat from sunlight, which raises the temperature of the water. Therefore, changes in temperature can indicate whether or not there are too many suspended particles within a body of water, potentially from an influx of pollution or run-off, for example. The average temperature at each of the sampling locations can be found in Table 8. [Sentence summarizing results for Rock River]

**Table 8.** Rock River Average Temperature Readings

Location	Average Temperature Reading (°F)	
	2013	2014
Traxler Park		
Below Centerway Dam		
Parking Structure		
Dawson Bridge		
“The Rock”		
Afton Road – Peace Trail		

**Nitrate Levels.** Nitrogen is one of the most important nutrients for aquatic plants. Nitrogen is found in several different forms in aquatic ecosystems, including ammonia (NH<sub>3</sub>), nitrates (NO<sub>3</sub>), and nitrites (NO<sub>2</sub>).<sup>23</sup> Nitrates are essential plant nutrients, but they can cause significant water quality problems in excessive amounts by affecting dissolved oxygen levels, temperature, and other water quality indicators. Sources of nitrates include wastewater treatment plants, run-off from fertilized lawns and cropland, run-off from animal manure storage areas, failing on-site septic systems, and industrial discharges that contain corrosion inhibitors. The natural level of nitrate in surface water is typically low (less than 1 mg/L); levels of 10 milligrams per liter (mg/L) or higher can result in low levels of dissolved oxygen and can also become toxic to warm-blooded animals. Results from the Rock River are shown in Table 9. The nitrate levels in the Rock River are acceptable for both animals and humans, though they are at a level that indicates there has been some human influence on water quality, such as from the sources listed above.

<sup>22</sup> Tip of the Mitt Watershed Council. Water Quality Monitoring Data Parameters.

<http://www.watershedcouncil.org/learn/water%20terminology>

<sup>23</sup> EPA. Water: Monitoring & Assessment, 5.7 Nitrates. <http://water.epa.gov/type/rsl/monitoring/vms57.cfm>

**Table 9.** Rock River Average Nitrate Levels

Location	Average Nitrate Level (mg/L)	
	2013	2014
Traxler Park	4.52	
Below Centerway Dam	4.48	
Parking Structure	4.48	
Dawson Bridge	4.36	
“The Rock”	4.36	
Afton Road – Peace Trail	4.74	

**Conductivity.** Conductivity is the ability of water to conduct electricity.<sup>24</sup> Charged particles, or ions, such as chloride (Cl<sup>-</sup>), nitrate (NO<sub>3</sub><sup>-</sup>), calcium (Ca<sup>+</sup>) or sodium (Na<sup>+</sup>), that dissolve in the water provide the means for water to conduct electricity. Conductivity is used as a measure of total dissolved solids since it measures the dissolved ionic content of water. The conductivity of streams and rivers is primarily affected by the geology of the area through which the water flows.<sup>25</sup> For example, streams or rivers that run through areas with granite bedrock tend to have lower conductivity because granite is composed of materials that do not dissolve into ions when washed into the water. On the other hand, streams or rivers that run through areas with clay soils tend to have higher conductivity because there is a higher presence of materials that dissolve into ions when washed into the water.

A significant change in conductivity can indicate pollution is occurring, as discharges to streams or rivers can affect conductivity. For example, a failing sewage system would increase the conductivity because of the presence of chloride, phosphate, and nitrate, whereas an oil spill would lower the conductivity because oil does not conduct electricity well.<sup>26</sup> The results from the conductivity testing are presented in Table 10. The conductivity results from the Rock River stayed relatively steady over time, suggesting there were no major pollution events and the river is healthy and safe.

**Table 10.** Rock River Conductivity Test Results

Location	Rock River Conductivity Test Results						
	5/20/13	6/18/13	7/1/13	8/12/13			
Traxler Park	-	625	-	-			
Below Centerway Dam	500	600	470	600			
Parking Structure	500	600	500	600			
Dawson Bridge	500	600	470	625			
“The Rock”	500	600	480	650			
Afton Road – Peace Trail	525	600	-	625			

**Transparency.** Turbidity is a measure of water clarity and it represents how much light can pass through the water. Since turbidity correlates directly with transparency, transparency can be used as a surrogate measure of water clarity; it is measured in centimeters (cm). When there are suspended soil particles, algae, or other substances, turbidity increases and water clarity decreases as less light is able to penetrate the water.<sup>27</sup> This can affect photosynthesis, which is necessary for plant growth, and the production of dissolved oxygen. As turbidity increases, water also becomes warmer, and warmer water holds less dissolved oxygen than cold water. Extremely high levels of turbidity can also impair aquatic organism survival by, for example, blocking gas exchange in membranes used for

<sup>24</sup> Tip of the Mitt Watershed Council. Water Quality Monitoring Data Parameters.

<http://www.watershedcouncil.org/learn/water%20terminology>

<sup>25</sup> EPA. Water Monitoring & Assessment, 5.9 Conductivity. <http://water.epa.gov/type/rsl/monitoring/vms59.cfm>

<sup>26</sup> EPA. Water Monitoring & Assessment, 5.9 Conductivity. <http://water.epa.gov/type/rsl/monitoring/vms59.cfm>

<sup>27</sup> Bad River Watershed Association – 2006 Level 2 Stream Monitoring Results.

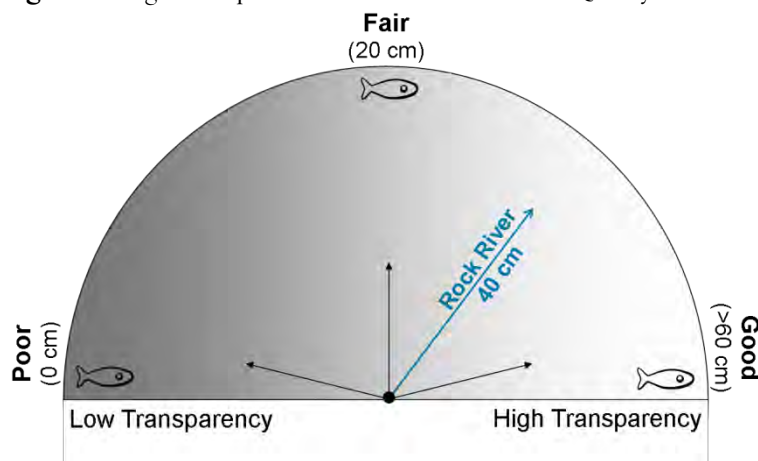
<http://watermonitoring.uwex.edu/pdf/level2/reportBRWA.pdf>

respiration or by restricting predation by sight-feeding fish. Erosion, run-off, algae, decaying plants, and wastewater discharges can all affect turbidity and, therefore, transparency.

All rivers and streams have background or normal levels of water clarity. Fish and aquatic life inhabiting particular bodies of water are adapted to those background levels; however, the longer the water remains at an unusually high turbidity level, the greater the effect it will have on the fish and other aquatic life. High turbidity levels can affect humans, too. An acceptable turbidity level for recreation is 5 NTU (units of measurement for turbidity), and acceptable levels for human consumption range from 1 to 5 NTU.<sup>28</sup> Turbidity can be caused by both inorganic and organic materials, and the organic materials may harbor microorganisms, increasing the possibility of waterborne diseases; the inorganic materials have no health effects.<sup>29</sup> In addition, highly turbid waters may be hazardous to swimmers and boaters by obscuring potentially dangerous obstructions, such as boulders and logs.

High transparencies, or low turbidity, indicate good water quality (Figure 2). The Rock River has an average transparency of 40 cm, which is equivalent to a turbidity of 15 NTU; the maximum, minimum, and median transparency levels at each sampling location can be found in Table 11. In addition, Table 12 illustrates the range of transparency and turbidity values possible, as well as the range of values measured in the river over the course of the sampling time periods. The transparency, and therefore turbidity, levels of the Rock River are good enough to support aquatic life, but are higher than the generally acceptable levels for human recreation. However, these higher levels are mainly due to sediment and algae, not potentially disease-causing microorganisms, suggesting the main hazards posed to people using the river for recreation are due to visibility concerns.

**Figure 2.** High Transparencies Indicate Good Water Quality



**Table 11.** Rock River Transparency Readings

Location	Rock River Transparency Readings (cm)					
	2013			2014		
	Min	Max	Median	Min	Max	Median
Traxler Park	-	-	-			
Below Centerway Dam	28.0	60.0	38.0			
Parking Structure	28.0	60.0	37.0			
Dawson Bridge	26.0	60.0	37.5			
“The Rock”	22.0	60.0	35.0			
Afton Road – Peace Trail	27.0	60.0	38.0			

<sup>28</sup> Water Action Volunteers. 2006. Transparency: A Water Clarity Measure. Volunteer Monitoring Factsheet Series. <http://watermonitoring.uwex.edu/pdf/level1/FactSeries-Turbidity.pdf>

<sup>29</sup> <http://www.water.ncsu.edu/watershedss/info/turbid.html>

**Table 12.** Transparency Conversion from Centimeters (cm) to NTU

Transparency (cm)	Turbidity (NTU)	
<6.4	>240	Poor Water Quality
6.4 to 7.0	240	
7.1 to 8.2	185	Fair Water Quality
8.3 to 9.5	150	
9.6 to 10.8	120	
10.9 to 12.0	100	
12.1 to 14.0	90	
14.1 to 16.5	65	
16.6 to 19.1	50	
19.2 to 21.6	40	
21.7 to 24.1	35	
24.2 to 26.7	30	
26.8 to 29.2	27	Good Water Quality
29.3 to 31.8	24	
31.9 to 34.3	21	
34.4 to 36.8	19	
36.9 to 39.4	17	
39.5 to 41.9	15	
42.0 to 44.5	14	
44.6 to 47.0	13	
47.1 to 49.5	12	
49.6 to 52.1	11	
52.2 to 54.6	10	
>54.7	<10	

Range of Rock River Test Results

### Limitations and Recommendations

The RCHD investigated fish tissue sampling as an additional measure of river water quality, and to verify whether or not the fish from the Rock River are safe to eat. The RCHD contacted the WI DNR about fish tissue sampling; however, the DNR stated the lab testing would take over year to complete due to their backlog. Therefore, the RCHD elected not to pursue fish tissue testing at this time. If it is possible in the future, this would be good indicator to pursue for additional data collection.

All of the water quality measures can be affected by rainfall. In 2013, Janesville had higher than average precipitation in April and June, but below average precipitation in August through September; the precipitation in 2014 has been average to above average during the testing season.<sup>30</sup> Sampling numerous times throughout the season at various locations improves the accuracy of the results over time. Although the RCHD tested for nitrates, future testing could include tests for phosphorous, nitrites, and ammonia. Water that is polluted with nitrogen-rich organic matter might show low nitrates; under such circumstances, it might be necessary to also monitor for nitrites or ammonia, which are considerably more toxic to aquatic life than nitrate.<sup>31</sup> For phosphorous, even very low concentrations in fresh water can have a dramatic impact, making it an important compound to measure. Even a modest increase in phosphorus can result in accelerated plant growth, algae blooms, low dissolved oxygen, and the death of certain aquatic life, such as fish and some invertebrates.

<sup>30</sup> <http://www.usclimatedata.com>

<sup>31</sup> <http://water.epa.gov/type/rsl/monitoring/vms50.cfm>

## Priority Issue #6: Unemployment/Lack of Jobs

Janesville was hit hard by the recent economic recession. In 2008, the General Motors Janesville Assembly Plant was closed. This was the company's oldest facility (in operation since 1919) and, for many years, the City's largest employer. Janesville offers many amenities for individuals and businesses looking to locate here: good schools, parks, and affordable housing. Locating a business at one of the brownfield sites could be attractive to businesses since many of these sites have easy access to major transportation routes. In addition, because the City has access to state and federal grants to assess and clean up the brownfield sites, the City would be able to provide reduced/limited liability for new business owners.

American adults spend more than half of their waking hours at work.<sup>32</sup> Steady employment can provide numerous benefits important to maintaining good health, while job loss and unemployment are associated with negative health effects. A good-paying job makes it easier for people to live in healthier neighborhoods, provide quality education for their children, obtain child care services, and buy more nutritious food. A good job also often provides additional benefits, such as health insurance, and higher earning has been linked to a longer lifespan. In contrast, unemployed Americans have numerous health challenges, as they are 54 percent more likely than those continuously employed to have fair or poor health. They are also 83 percent more likely to develop a stress-related condition, such as stroke, heart attack, heart disease, or arthritis. In addition, unemployed Americans are much more likely to be diagnosed with depression and report feeling worry and sadness. Americans classified as "working poor" also face health challenges, as they are less likely to receive health insurance through their employer and are less likely to access preventative care services that insurance may cover.<sup>33</sup> Therefore, people's success at finding and/or maintaining a decent job with good benefits will greatly impact their current and future health.

### What the Data Show

#### *Unemployment Rate*

The unemployment rates for Janesville, Rock County, Wisconsin, and the United States are presented in Table 13. In 2012 and 2013, Janesville had a higher unemployment rate than that of Rock County, Wisconsin, and the U.S.

**Table 13.** Unemployment Rates<sup>34</sup>

	2012	2013
City of Janesville	9.0	8.5
Rock County	8.4	7.9
Wisconsin	6.9	6.7
United States	8.1	7.4

### Limitations and Recommendations

There are two additional indicators for this issue: the number of businesses created out of assessment/redevelopment projects and the number of jobs created out of assessment/redevelopment projects. This information will be gathered by the City of Janesville over the course of the redevelopment projects, but these indicators are difficult to measure in the short term, especially before any major redevelopment projects have begun. In addition, It would be preferable to have an unemployment data specifically for the brownfield study area, but this information is not available.

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<sup>32</sup> Robert Wood Johnson Foundation. How Does Employment – or Unemployment – Affect Health? *Health Policy Snapshot*, March 2013. <http://www.rwjf.org/en/research-publications/find-rwjf-research/2012/12/how-does-employment-or-unemployment-affect-health-.html>

<sup>33</sup> Robert Wood Johnson Foundation. How Does Employment – or Unemployment – Affect Health? *Health Policy Snapshot*, March 2013. <http://www.rwjf.org/en/research-publications/find-rwjf-research/2012/12/how-does-employment-or-unemployment-affect-health-.html>

<sup>34</sup> <https://dwd.wisconsin.gov>



## Priority Issue #7: Healthy Eating

In Janesville, the central city is a “food desert” (see map in Appendix F). Food deserts are geographic areas where residents’ access to affordable, healthy food options (especially fresh fruits and vegetables) is limited or nonexistent due to a lack of grocery stores or other whole food outlets within a convenient traveling distance.<sup>35</sup> This is a significant problem, because while food deserts often do not have whole food providers, there are usually many local quick marts that sell a variety of processed, sugar, and fat laden foods. Food deserts are most commonly found in communities of color and low-income areas, where many people don’t have cars. In urban areas, public transportation may help residents who don’t have cars, but this depends on the availability of routes traveling between the affected areas and the supermarkets. The choices people make about what to eat are severely limited by the options available to them and what they can afford. Healthier foods are also generally more expensive than unhealthy foods, particularly in food deserts. While unhealthy eating may be economically cheaper in the short-term, the consequences of long-term limited access to healthy foods include obesity, type 2 diabetes, cardiovascular disease, and other diet-related conditions. Providing greater access to fresh fruits and vegetables, for example, through farmers markets and community gardens, and providing nutritional education, as well as information and recipes on preparing different produce, may help improve the health of residents living in Janesville’s food deserts.

### What the Data Show

#### *Number of Vendors at the Janesville Farmers Market*

The Janesville Farmers Market operates from May through October and is located on Main Street in Downtown Janesville. During the 2013 Farmers Market, there were 83 vendors, which included 41 farm vendors and 12 other food vendors. There was also a Winter Market on December 7, 2013 and February 1, 2014 at the Old Towne Mall. There were twenty vendors at the Winter Market; however, food items were limited to baked goods, pickled items, and meats since no fresh seasonal produce was available.

#### *Inventory of Food Retail Outlets Downtown*

There are two small Mexican grocery stores and four convenience stores in Downtown Janesville, providing limited access to options for buying healthy food and fresh produce. A link to a map of the retail food outlets can be found at <http://www.co.rock.wi.us/reenergize-janesville>. More recently, a resident started Tracy’s Farm bus to connect local customers to area farmers and seasonal fresh foods (<http://www.tracysfarmbus.com>). During the nicer weather, Tracy takes her mobile market around the city; in the winter, customers can still place orders online for delivery to their homes. Tracy’s online and mobile market provides fresh produce, dairy and meat options, and other locally produced food items.

#### *Number of Plots and Number of People Participating in Community Gardens*

Within the brownfield study area, and the food desert area, there are two community gardens. The garden in the Look West Neighborhood has twelve plots and approximately fifteen households participate. The garden in the Fourth Ward Neighborhood has four to five staff members and over thirty children who participate.

### Limitations and Recommendations

Although knowing the number and type of vendors at the Farmers Market is important information, it would also be interesting to know how many users of the Farmers Market live downtown or in the nearby neighborhoods. However, that information is not currently collected and would not be available unless a specific survey was conducted to gather the data. In addition, the Janesville Farmers does accept EBT/Quest, so it would also be interesting to know how many customers utilize this service.

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<sup>35</sup> <http://www.foodispower.org/food-deserts>



There is limited information on the community garden programs. It may be interesting and/or useful to know what kinds of produce are planted and harvested, how much produce is harvested, and if there is any additional programming associated with participation in the gardens (e.g., how to use the different produce, recipe ideas, or nutrition education).



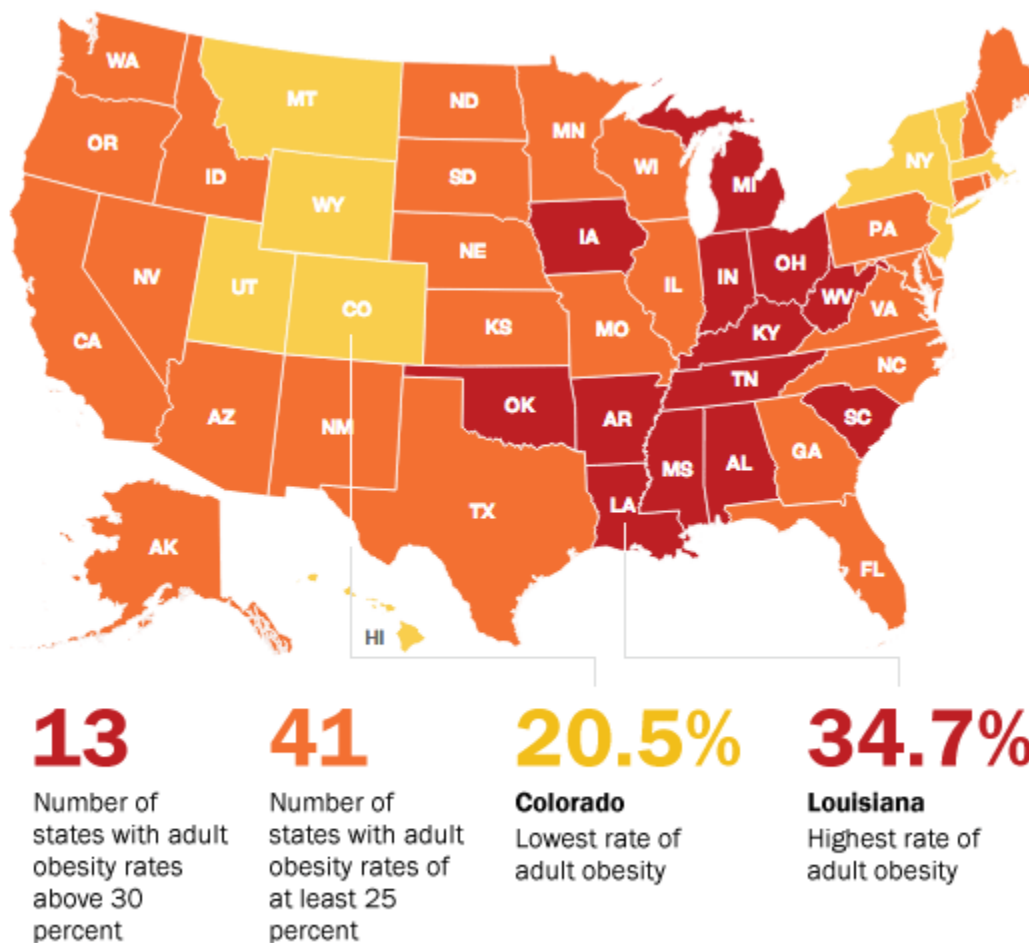
Look West Neighborhood Garden

## Priority Issue #8: Inactivity and Obesity

Poor diet and physical inactivity contribute to many serious and costly health conditions. From 2009–2010, approximately 17 percent of children and adolescents and 36 percent of adults were obese. Medical costs in the United States associated with adult obesity were approximately \$147 billion in 2008.<sup>36</sup> Twenty years ago, no state had an obesity rate above 15 percent. Today, more than four out of five states, 41 total, have obesity rates over 25 percent, and no states have a rate lower than 20 percent (Figure 2).<sup>37</sup>

**Figure 2.** Adult Obesity Rate by State, 2012

Percent of Obese Adults (Body Mass Index 30+) ■ 20.0 – 24.9% ■ 25.0 – 29.9% ■ 30.0 – 34.9%



Independent of obesity, decreased physical activity has been linked to several diseases, including type 2 diabetes, cancer, stroke, hypertension, and cardiovascular disease.<sup>38</sup> In Rock County, the estimated percent of adults age twenty and over who report no leisure time physical activity is 23 percent, which is about the same as for Wisconsin at 22 percent.<sup>39</sup> Limited physical activity can also result in obesity, which increases the risk of coronary heart disease,

<sup>36</sup> <http://www.cdc.gov/stltpublichealth/psr/npao>

<sup>37</sup> <http://www.fasinfat.org>

<sup>38</sup> <http://www.countyhealthrankings.org>

<sup>39</sup> <http://www.countyhealthrankings.org>

type 2 diabetes, cancer, hypertension, stroke, liver and gallbladder disease, sleep apnea, respiratory problems, osteoarthritis, and overall poor health status.

## What the Data Show

### *Trail Usage*

Trail usage was selected as a measure of physical activity, because the City of Janesville regularly conducts trail surveys, resulting in a reliable source of data collected in a consistent manner over time. The annual trail usage for 2013 was estimated to be 258,308 trips; this number represents the estimated total number of trips occurring on the trails, not the number of people on the trails. Between June 18<sup>th</sup> and July 3<sup>rd</sup>, 2013, 1,364 trail users were counted, with bicycling being the most observed activity (58 percent) on the trails. Adults (age 18 and over) were the most common age group (75 percent) observed on the trails, suggesting the trails are primarily used by individual adults rather than families. A link to the full 2013 Trail User Survey Report can be found in the City of Janesville's Metropolitan Planning Organization (MPO) Document Library.<sup>40</sup>

### *Adult Obesity Rate for Rock County*

Obesity rates are difficult to calculate and are often based on self-reported data. There are no sources of obesity data specific to Janesville; therefore, the obesity rate for Rock County will be used to monitor this issue. Janesville residents comprise approximately 40 percent of the population of Rock County. The percent of the adult population (age 20 and older) with a body mass index (BMI) greater than or equal to 30 kg/m<sup>2</sup> is 30 percent in Rock County; Wisconsin's adult obesity rate is 29 percent.<sup>41</sup>

## Limitations and Recommendations

For the trail survey, all one-way (southbound) trail traffic was counted, and user age, gender, and mode of transportation were observed. Although caution was used to avoid double counting trail users by only counting one-way traffic, it is possible a trail user could be recorded during the same survey shift at multiple survey locations, resulting in an artificially high trail count. This is especially true for bicyclists who can typically cover more ground than runners or walkers. A double count factor was included in the computation of annual trail trips to help mitigate this issue. It is also important to note the designation of trail users as child, teen, adult, or senior was based solely on observation, and actual age was only ascertained while surveying individuals.

Obesity data tend to be unreliable, and there are no data available for Janesville specifically. Typically, height and weight measurements are used to calculate a person's body mass index (BMI), which is used as a measure of a person's body fat. Research has shown people frequently overestimate their height and underestimate their weight, creating unreliable data<sup>42</sup>. Ideally, BMI would be calculated from measured height and weight, and not from self-reported or parent-reported height and weight.

It would be beneficial to have additional measures for obesity and activity/inactivity, but these data are difficult to capture. Potential future data sources include working with HealthNet, a local free health clinic, to collect data based on their clients and/or working with the elementary schools within the study area (Jackson, Washington and Wilson Schools) to obtain some of the data they collect for physical fitness testing. Currently the schools have no established database or data management system for their physical fitness testing, nor a consistent protocol for gathering the information, making the information difficult to access. Helping the schools establish a program and database would not only provide useful information for this project, but may also help the schools obtain funding sources for improving the health of students and expanding fitness activities. Collaboration with the local health systems may also provide an opportunity for collecting information on diabetes prevalence, for example, or obesity.

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<sup>40</sup> City of Janesville MPO Document Library. <http://www.ci.janesville.wi.us/mpo>

<sup>41</sup> <http://www.countyhealthrankings.org>

<sup>42</sup> Cortes, R. Measures of U.S. Child Obesity Flawed. Population Reference Bureau. 2012. <http://www.prb.org/Publications/Articles/2012/child-obesity.aspx>

## Priority Issue #9: Personal and Physical Safety

Community members expressed concerns about a range of personal and physical safety issues, including drug dealing, poor street lighting, poorly maintained properties, uncontrolled intersections, and uneven sidewalks that cause tripping hazards. The way communities are built can influence physical activity, mental health, traffic safety, children's health, affordable housing, and crime.<sup>43</sup> This built environment includes all of the physical parts of where we live and work, such as homes, buildings, streets, open spaces, and infrastructure. For example, inaccessible, poorly maintained or nonexistent sidewalks and bicycle or walking paths contribute to sedentary habits.<sup>44</sup> These habits in turn lead to poor health outcomes, such as obesity, cardiovascular disease, and diabetes. Uncontrolled or otherwise dangerous intersections can also limit physical activity by deterring people from walking or bicycling. Ensuring people have a safe environment in which to live can greatly improve both their physical and mental health.

### What the Data Show

#### Community Photo Mapping Project

The community photo mapping project was created to help visualize both positive and negative aspects of Downtown Janesville, the riverfront, and the nearby neighborhoods. Community members can submit photos with a description and a location, and the photo is placed on a Google Map. Student Ambassadors from the University of Wisconsin-Whitewater provided many of the initial photos, but community members are welcome to contribute to the map at any time in the hopes that the project becomes an ongoing source of information and conversation in the community. As changes are made during the redevelopment process, photos can be added showing the improvements over time, creating a visual history of Janesville's revitalization.

The map can be viewed at: <https://mapsengine.google.com/map/edit?mid=zznRjmylUe3c.kqo-aV0H5ueE>; a link is also available on the (Re)Energize Janesville website at <http://www.co.rock.wi.us/reenergize-janesville>.



The good: A beautiful river walk



The bad: Graffiti

<sup>43</sup> Jackson, R. 2003. The Impact of the Built Environment on Health: An Emerging Field. *American Journal of Public Health*: Vol. 93, No. 9: 1382-1384.

<sup>44</sup> <http://www.cdc.gov>



*Crime Data*

Information on calls for various types of police service was provided by the City of Janesville Police Department (Table 14). The following data represent calls for service and are a reflection of how the calls were labeled when they came into 911 or the police department. It is important to note the incidents may or may not have resulted in a person being charged with a crime.

**Table 14.** Calls for Service, City of Janesville Police Department, 2013

	City-Wide	4 <sup>th</sup> Ward Neighborhood	Look West Neighborhood
Alcohol Violation	72	12 (16.7%)	4 (5.6%)
Animal Complaint	1,603	176 (11.0%)	101 (6.3%)
Armed Subject	47	11 (23.4%)	2 (4.3%)
Arson Investigation	11	2 (18.2%)	1 (9.1%)
Battery	152	20 (13.2%)	13 (8.6%)
Burglary	266	34 (12.8%)	17 (6.4%)
Child Offense	140	19 (13.6%)	14 (10.0%)
Civil Dispute	1,156	168 (14.5%)	77 (6.7%)
Code Enforcement	11	1 (9.1%)	2 (18.2%)
Crimes, All Other	5	2 (40%)	0
Death Investigation	48	4 (8.3%)	2 (4.2%)
Disorderly Conduct	770	115 (14.9%)	73 (9.5%)
Disturbance	798	157 (19.7%)	72 (9.0%)
Drug Offense	447	62 (13.9%)	29 (6.5%)
Family Problem	504	75 (14.9%)	27 (5.4%)
Fraud/Forgery	277	19 (6.9%)	4 (1.8%)
Gunshot Wound	4	0	0
Harassment	556	69 (12.4%)	38 (6.8%)
Hazardous Condition	380	37 (9.7%)	20 (5.3%)
Intoxicated Subject	34	6 (17.6%)	2 (5.9%)
Kid Problem	289	55 (19.0%)	32 (11.1%)
Loitering	41	7 (17.0%)	0
Loud Noise	685	140 (20.4%)	73 (10.7%)
Ordinance Violation	413	47 (11.4%)	31 (7.5%)
Overdose	69	5 (7.2%)	2 (2.9%)
Parking Complaint	596	42 (7.0%)	43 (7.2%)
Prowler	11	2 (18.2%)	1 (9.1%)
Restraining Order/TRO Violation	60	7 (11.7%)	4 (6.7%)
Robbery	21	4 (19.0%)	1 (4.8%)
Sex Offense	70	9 (12.9%)	6 (8.6%)
Shots Fired	32	9 (28.1%)	2 (6.3%)
Stabbing	6	3 (50.0%)	1 (16.7%)
Subject Down	69	5 (7.2%)	6 (8.7%)
Suicide	21	3 (14.3%)	2 (9.5%)
Suspicious	1,356	125 (9.2%)	74 (5.5%)
Theft	1,293	110 (8.5%)	52 (4.0%)
Threat	205	29 (14.1%)	20 (9.8%)
Vandalism	501	62 (12.4%)	35 (7.0%)
Weapons Offense	28	8 (28.6%)	1 (3.6%)

*Percentages represent the percent of the City-wide calls for service in each neighborhood*

### Limitations and Recommendations

There are currently limited photos and information available on the *(Re)Energize Janesville* Photo Map, as it was difficult to engage community members in the project. This will be an ongoing project, and hopefully now that there are some initial examples, it will be easier to engage community groups, neighborhoods, and residents in the process. Working with school groups could also be considered, especially if there are any high school photography classes which could use the Photo Map as a class project.

The data provided by the City of Janesville Police Department is not crime data, it is incident data. As previously mentioned, not all the calls for service resulted in charges for a specific crime. In addition, the initial category assigned to the call may not have been an accurate representation of the situation; therefore, the data may not be representative of the actual crime statistics for the area. In addition, geographic boundaries for the different neighborhoods are not clearly or consistently defined across City departments and agencies, making it more difficult to gather information from the Police Department on the Fourth Ward and Look West Neighborhoods, specifically.

## Priority Issue #10: Affordable and Safe Housing

Community members expressed concerns about landlords not properly maintaining rental properties, ensuring homeowners and renters are knowledgeable about and access to information on how to get help for any housing issues they may have, and making sure residents are aware of the potential for lead contamination in their homes and the dangers it poses to children. Providing safe, affordable and diverse options for housing downtown, along the riverfront and in the nearby neighborhoods will enliven the downtown as an activity center and provide a larger population to support existing and emerging businesses.

### What the Data Show

#### *Housing Characteristics*

In Census Tract 1, there were 664 housing units and 138 (21 percent) were vacant. In Census Tract 3, there were 1,163 housing units and 192 (17 percent) were vacant. A map of the Census Tracts can be found in Appendix G. Vacant properties are expensive for local governments. There are many and varied costs imposed on communities by vacant and abandoned properties, including city services (nuisance abatement, crime and fire prevention) and decreased property values and tax revenues. A study in Austin, Texas found “blocks with unsecured [vacant] buildings had 3.2 times as many drug calls to police, 1.8 times as many theft calls, and twice the number of violent calls” as blocks without vacant buildings.<sup>45</sup> In addition, more than 12,000 fires break out in vacant structures annually in the United States, and most are the result of arson. Furthermore, a 2001 study in Philadelphia, Pennsylvania found houses within 150 feet of a vacant or abandoned property experienced a net loss of \$7,627 in value.

#### *Percent of Owner Occupied Units*

There is contradictory research on the impact of rental properties in neighborhoods. One study conducted by the Massachusetts Institute of Technology shows no real link between home values and the proximity of rental developments that house people of mixed incomes<sup>46</sup>, while other studies have shown a high density of rental properties can drive down home values. Renters are likely to have lower incomes than homeowners,<sup>47</sup> and may be less likely to get involved in the community because they do not want to make a significant personal investment in what may be a temporary situation. The constant turnover of neighbors can also negatively affect the quality of life in a neighborhood. In the Look West Neighborhood, 47 percent of housing units were owner occupied, and 44 percent were owner occupied in the Fourth Ward Neighborhood in 2012.

#### *Property Maintenance Complaints/Violations*

There were 853 property maintenance complaints or violations in 2012. These include complaints/violations regarding the condition of buildings, housing units, and nuisances (junk cars, trash, etc.). Poorly maintained properties affect the overall look and feel of a neighborhood, as well as have an impact on property values and safety.

#### *Lead*

Protecting children from exposure to lead is important for good health, as lead toxicity affects the nervous system and can lead to kidney and brain damage, among other effects.<sup>48</sup> Even low levels of lead in the blood have been shown to

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<sup>45</sup> Smart Growth America. Vacant Properties: The True Costs to Communities.

<http://www.smartgrowthamerica.org/documents/true-costs.pdf>

<sup>46</sup> Pollakowski, O., Ritchay, D., and Weinrobe, Z. (2005). Effects of Mixed-Income, Multi-Family Rental Housing Developments on Single-Family Housing Values. MIT Center for Real Estate. <http://community-wealth.org/content/effects-mixed-income-multi-family-rental-housing-developments-single-family-housing-values>

<sup>47</sup> <http://www.census.gov/programs-surveys/ahs.html>

<sup>48</sup> <http://www.atsdr.cdc.gov>

affect IQ, the ability to pay attention, and academic achievement.<sup>49</sup> Prior to 1978, much of the paint used in homes and on other surfaces was lead-based paint. Peeling paint and dust from older homes can contribute to lead dust in the interior and exterior of homes. In Rock County, 2 out of 3 homes were built before 1978 and are, therefore, potentially contaminated with lead. Houses built before 1950 have the greatest risk for lead contamination; 25 percent of houses in Janesville were built before 1950 and many of these houses are in the Look West and Fourth Ward Neighborhoods.

The RCHD has two programs focused on reducing lead exposures. The birth certificate lead program seeks to identify infants at risk for lead paint in their environment and provide nursing intervention and education to prevent exposure before the infant begins crawling. In 2013, 739 referrals were processed and 185 families (25 percent) accepted a home visit for education. The RCHD is also part of the Rock County Healthy Homes and Lead Hazard Control Program. In August 2013, the United States Department of Housing and Urban Development (HUD) jointly awarded a lead hazard control grant to Rock County and the Cities of Beloit and Janesville. This project assists owners of dwelling units reduce the risk of childhood lead poisoning and also helps remove other hazards from the home.<sup>50</sup> In Janesville in 2013, 54 children were identified as having blood lead levels greater than or equal to the level of concern (5 micrograms per deciliter ( $\mu\text{g}/\text{dL}$ )), and the RCHD completed 42 lead assessments in Janesville. In addition, through grants and city programs, the City of Janesville has made 95 housing units lead safe.

### Limitations and Recommendations

For the housing characteristics data, Census Tract 1 was chosen because it represents the downtown area; Census Tract 3 represents the Fourth Ward Neighborhood. It is difficult to include information for the Look West Neighborhood for this indicator because it crosses multiple census tracts, and including all of the applicable tracts would add too much of the areas outside of the brownfield study region.

There are no measures on the affordability of the housing downtown and in the nearby neighborhoods, which would be important and useful information to have since the issue includes not only safe housing, but affordable. Including affordability information in future data collection should be considered.

There is no way to know exactly how many houses in Janesville may contain lead paint or other sources of lead without conducting assessments of all potentially contaminated residences; the birth certificate lead program targets babies born to families who live in specific areas of the City known to have older housing. Since there are not records of homes made lead safe with private funding, it is possible not all of these homes are still contaminated. This also means the data provided on the number of housing units made lead safe may be lower than the actual number of lead safe houses since these data only represent the lead abatement projects funded through the City.

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<sup>49</sup> <http://www.cdc.gov>

<sup>50</sup> <http://www.co.rock.wi.us/hudlead>



## Conclusions and Recommendations

The City of Janesville is finalizing a plan for the Rock Renaissance Redevelopment and Implementation Strategy (to be released in September 2014), which includes numerous ideas for addressing many of the community issues presented in this report. In addition to the City's plans, Forward Janesville is leading a project to build a riverfront amphitheater between the Janesville Performing Arts Center (JPAC) and the Hedberg Public Library in downtown Janesville, and there are also plans for improvements to Lower Courthouse Park, including an arched shelter for small gatherings and celebrations.<sup>51,52</sup> The riverfront amphitheater and improvements to Lower Courthouse Park could directly address some of Janesville's image issues and resident's complaints that there is not enough to do in Janesville. The goal is to have this amphitheater become one of southern Wisconsin's premier outdoor venues, drawing in people from all over the region; however, many of the amphitheater functions would be small, family-friendly events that attract residents, including several free events. Improving the look and feel of downtown and creating more opportunities for community interaction can help improve community pride, connectedness, and health. The new amphitheater and expanded events schedule could also create new jobs downtown, and increased traffic downtown could encourage new businesses to open, potentially filling in vacant storefronts.

A significant number of the City's plans address community concerns about river access and trail connectivity. A continuous riverwalk on both sides of the river would increase recreation opportunities along the river, connect the downtown to Traxler Park, and improve the overall walk-ability and bike-ability of the downtown riverfront. On the east side of the river, the riverwalk would extend from JPAC to the Ice House at Traxler Park; on the west side, it would run from Racine Street to Centerway Street. Along this riverwalk, there would be enhanced lighting (for safety), benches, river overlooks, the removal of some of the vertical floodwalls, and additional river access. There would also be refuge medians for pedestrian and bumpouts at busy intersections to improve trail crossings. The City is also considering building a whitewater course, and establishing kayak put-in and take-out points. In addition, in place of the parking deck that will be removed, there are plans to build a pedestrian bridge across the river; leave some of the deck pillars in to create floating gardens or river art; and have an interactive water feature, additional green space, floating docks, and festival areas. Not only would these improvements improve access to the river and expand recreation opportunities, they could also increase traffic downtown and, as with the amphitheater, improve Janesville's image and encourage the establishment of new businesses. In addition, more recreation opportunities directly addresses community concerns surrounding inactivity and obesity, making it easier for people to walk and bicycle to their destinations, experiment with kayaking, and enjoy fun, family-friendly physical activities.

Additional plans that directly address issues raised by community members include building a hotel/premier mixed use site, having festival streets, and establishing new housing. The hotel/mixed use site would create jobs, encourage business, and improve Janesville's image. The festival streets would create more opportunities for community events and activities, drawing people downtown, improving community pride and connectedness, and, again, encouraging economic growth downtown. New housing downtown could provide space for young professionals or families, though there is limited information on who the new housing would be geared towards and its affordability. The City has also expressed one of their goals is to preserve the historical character and authenticity of the downtown, suggesting they are interested ensuring historical buildings are revitalized and utilized rather than destroyed.

There are a couple priority issues the City's plans do not sufficiently address, including improving river water quality and healthy eating. There are no specific plans for improving access to healthy food downtown; however, even if there were plans, there are some obstacles. Larger grocery stores often require a significant amount of space, which there is not really room for downtown. A smaller, specialty grocery store, such as Bushel & Peck's in Beloit, could potentially provide healthy food options but may be unaffordable for the majority of nearby residents. There would also unlikely be enough customer traffic to support a large grocery store downtown; however, the idea should not be dismissed without further market research. A year-round Farmers Market is also something to consider, though living in Wisconsin means there is not fresh produce year-round given the limited growing season. The City could still

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<sup>51</sup> [http://www.gazettextra.com/20140608/group\\_unveils\\_plans\\_for\\_janesville\\_riverfront\\_amphitheater](http://www.gazettextra.com/20140608/group_unveils_plans_for_janesville_riverfront_amphitheater)

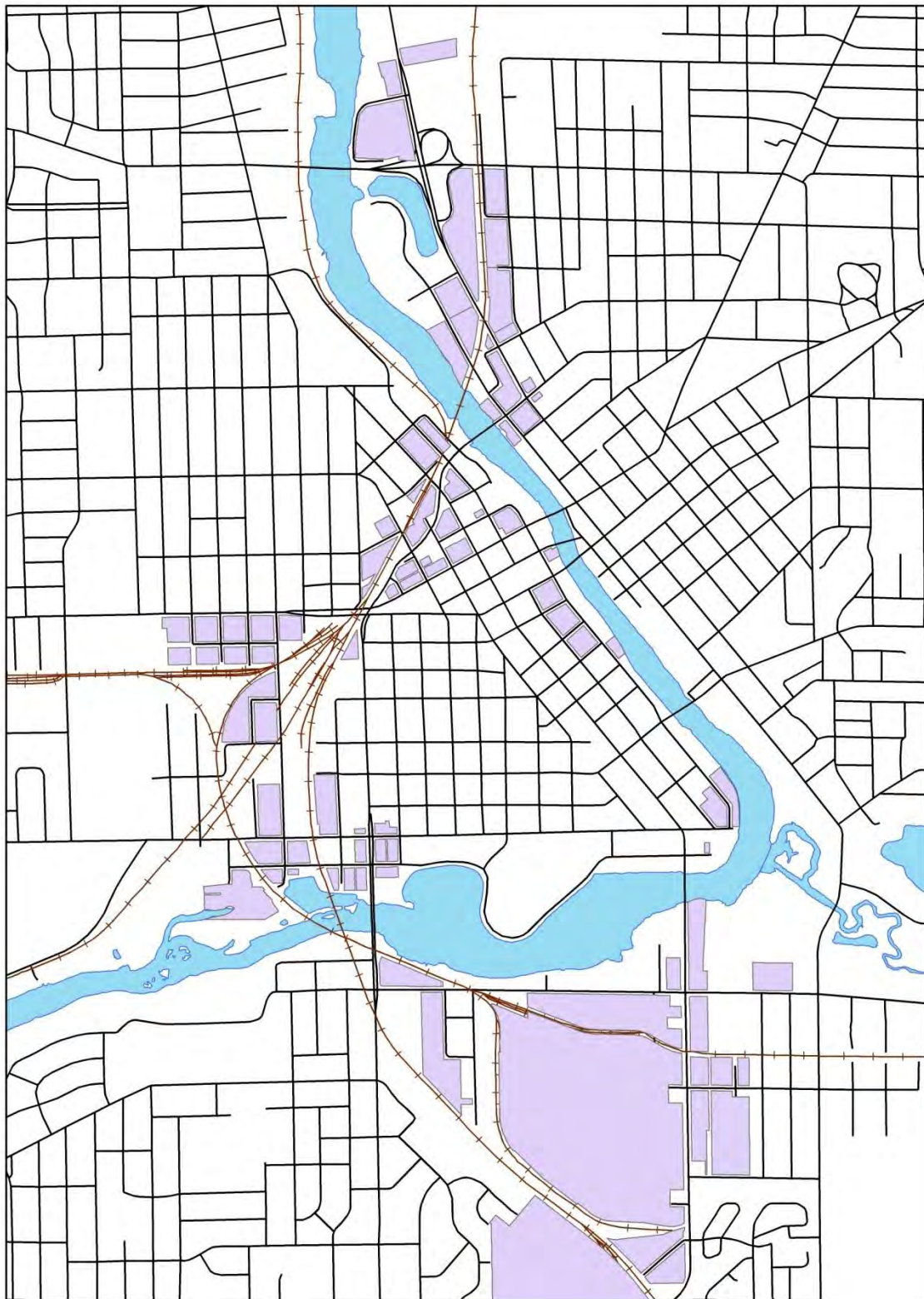
<sup>52</sup> <http://www.forwardjanesville.com/CommunityInfo/RiverfrontAmphitheater.aspx>

consider working with UW-Extension, ECHO, Blackhawk Technical College, or other organizations to host community events focused on nutrition education or fun, family-centered cooking classes. Expanding the community garden program, and further expanding and promoting the Farmers Market could also improve seasonal access to fresh produce for residents.

Although the water quality of the Rock River is reasonably good, it could still be improved. The City has suggested a couple ideas which would help water quality. This includes connecting the Traxler Park Lagoon to the river and creating a bypass around the Centerway Dam for the kayak course. Connecting the Traxler Park Lagoon to the river would improve the water quality within the lagoon by creating water circulation. Creating a bypass around the Centerway Dam for a kayak course has the potential to improve river water quality if more water is allowed to flow around the dam. This would increase the flow and circulation of the river, improving river transparency and turbidity. The river water quality could be further improved by removal of the Monterey Dam. This is something the City considered, but decided not to include in this particular plan; however, they may consider it again in the future as part of a separate project, as it would most likely take significant research and investment to develop the new shoreline. The WI DNR fully supports removing the dam, as it would improve river access, recreational and fishing opportunities, and water quality. If the dam is removed, the river water level would be six to seven feet lower than the current levels. Instead of a reservoir with concrete retaining walls, the river would become a riparian corridor that would be park-like and offer many points of access at the natural river banks. Removal of the dam would also remove a huge navigational hazard for canoes and kayaks, creating an open navigational channel from downtown Janesville all the way to the Beloit Dam. In addition, there would be benefits for the fish and wildlife population if the dam is removed. There is currently very limited fish or wildlife habitat between the Centerway Dam and the Monterey Dam, but removing the Monterey Dam and reestablishing a riparian corridor would greatly improve the habitat for fish and wildlife and, therefore, create more fishing opportunities. As for water quality, currently most of the sediment that enters the Rock River from Spring Brook remains trapped behind the Monterey Dam. Heavy sediment lowers transparency (increasing turbidity), and the sediment filling the reservoir at Monterey Dam also contains large amounts of the pollutant phosphorous, which increases the growth of harmful algal blooms. If Monterey Dam were removed, the sediment and phosphorous from Spring Brook would either be transported downstream with the flowing river or become deposited in the riparian corridor and assimilated by terrestrial or wetland plants. In addition, many acres of riparian wetland would be created if the dam was removed, and these wetlands would act as natural filters, removing sediment, nutrients, and pollutants from the Rock River. Therefore, public access, fish and wildlife habitat, water quality, and river aesthetics would all benefit if the City of Janesville removes the Monterey Dam.

As the City of Janesville moves forward with redevelopment plans, the RCHD will continue to work with City staff and the Health Monitoring Committee (HMC) to monitor the indicators outlined in this report and ensure health is incorporated into as many redevelopment efforts as possible. Many of the indicators in this report are regularly collected by various agencies, and the HMC will compile them for reporting every three years. The data collected for this report, as well as the focus on improving community health, can help both the City of Janesville and the RCHD leverage future funding for brownfield remediation and community revitalization.

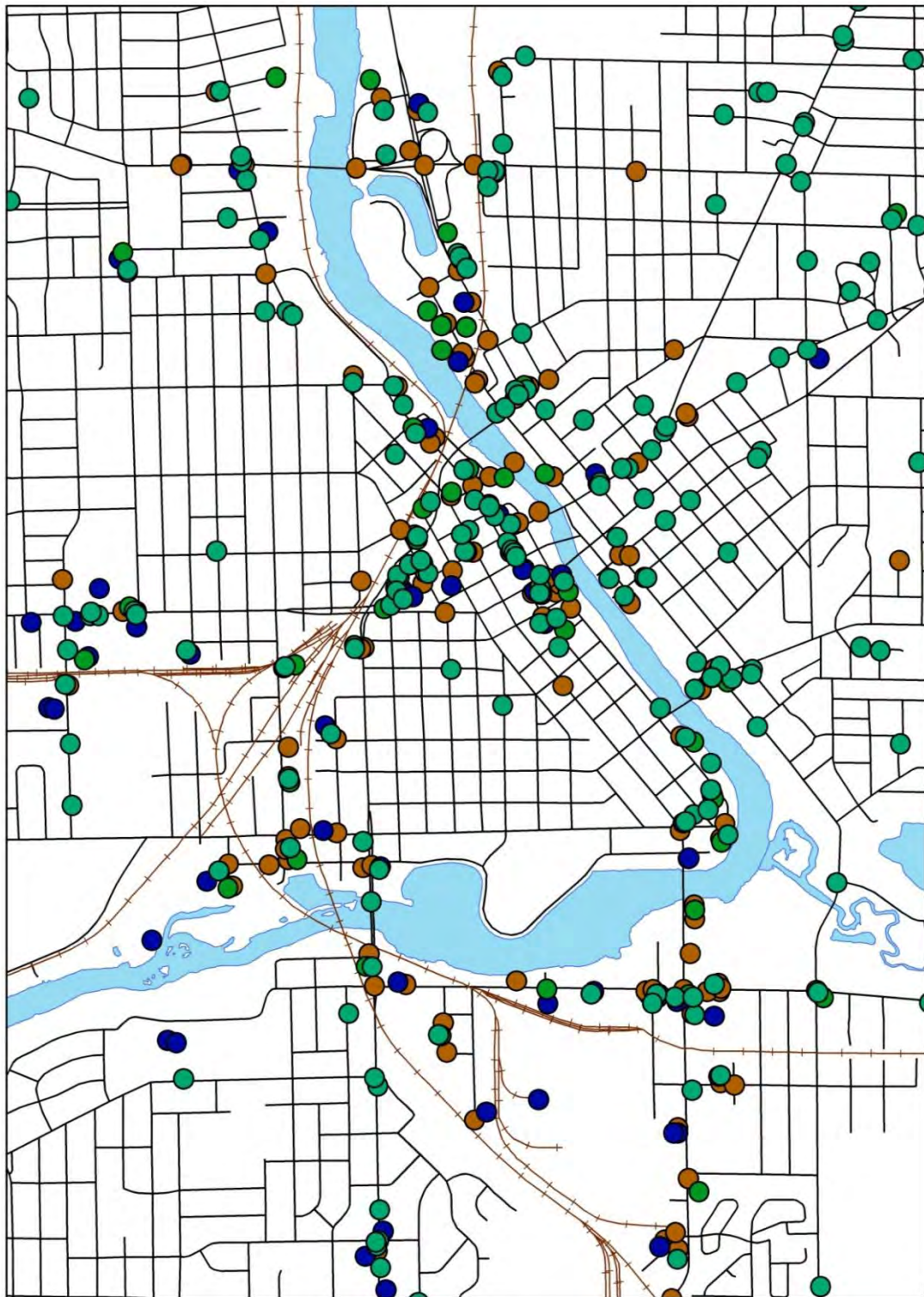
## Appendix A. Priority Brownfield Parcels, 2012



 Priority Brownfield Parcel

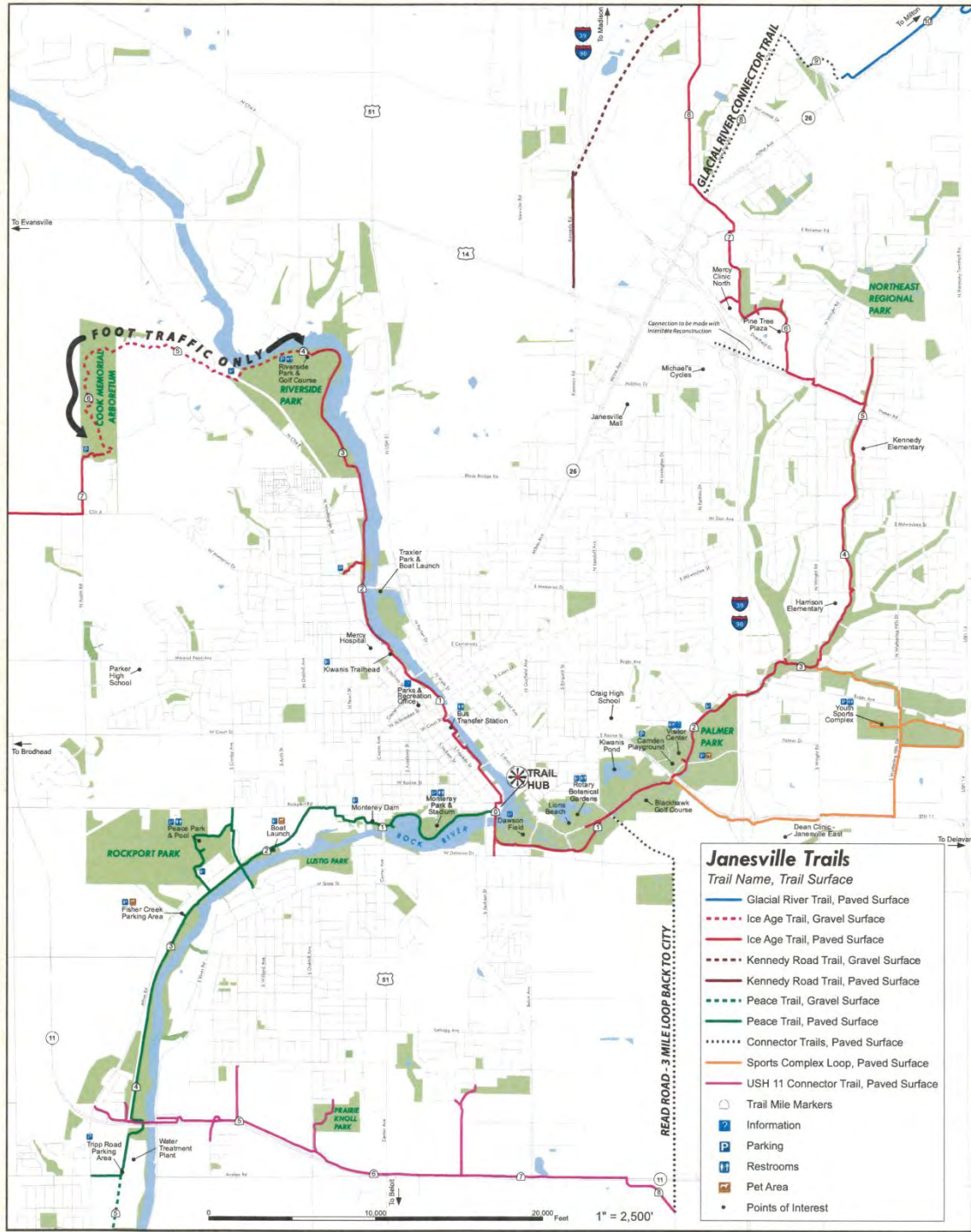


## Appendix B. Brownfield Sites with Known Contamination, 2012



- [Need legend info from Rick – what do
- each of the colors mean?]
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# Appendix C. Janesville Trail System Map, 2014

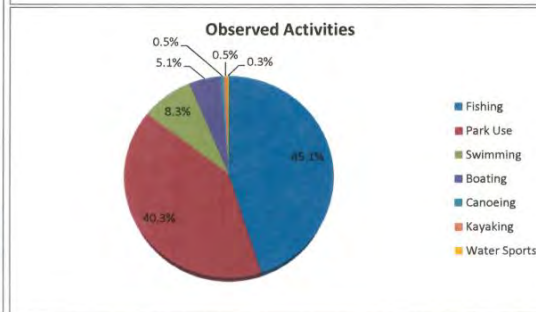
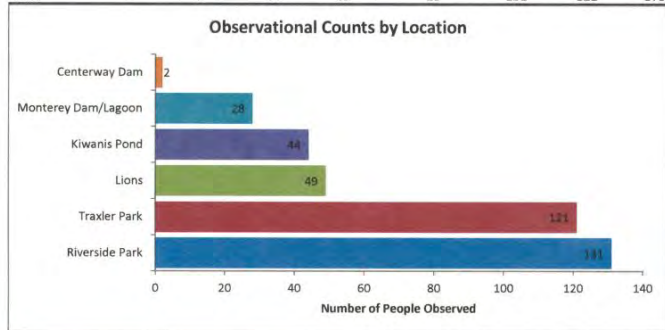
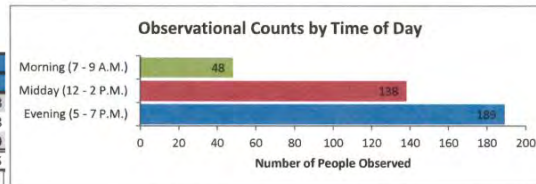




## Appendix D. River Use Survey Data

Rock County Health Department, (Re)Energize Janesville  
 River Use Survey - Wednesday, July 24, 2013

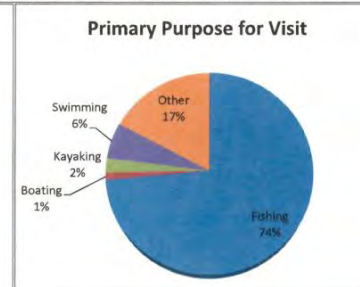
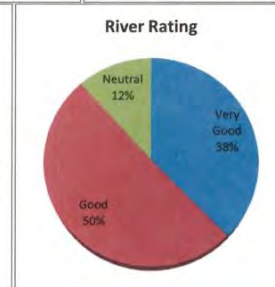
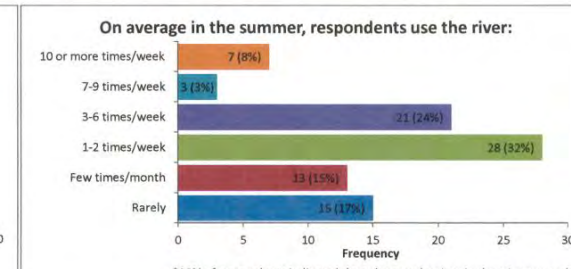
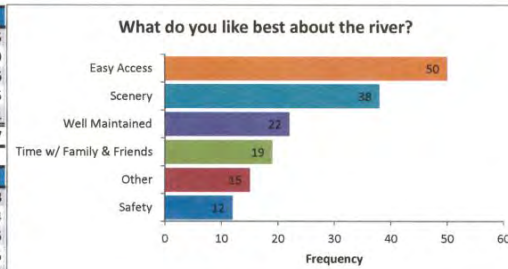
Observational Data							
Time	Centerway Dam	Kiwanis	Lions	Monterey	Riverside	Traxler	Total
Morning	2	9	5	0	19	13	48
Midday	0	15	21	18	41	43	138
Evening	0	20	23	10	71	65	189
<b>Total</b>	<b>2</b>	<b>44</b>	<b>49</b>	<b>28</b>	<b>131</b>	<b>121</b>	<b>375</b>



Number of Surveys by Location	
Kiwanis Pond	25
Lions	10
Monterey Dam & Lagoon	6
Riverside Park	15
Traxler Park	31
<b>Total</b>	<b>87</b>

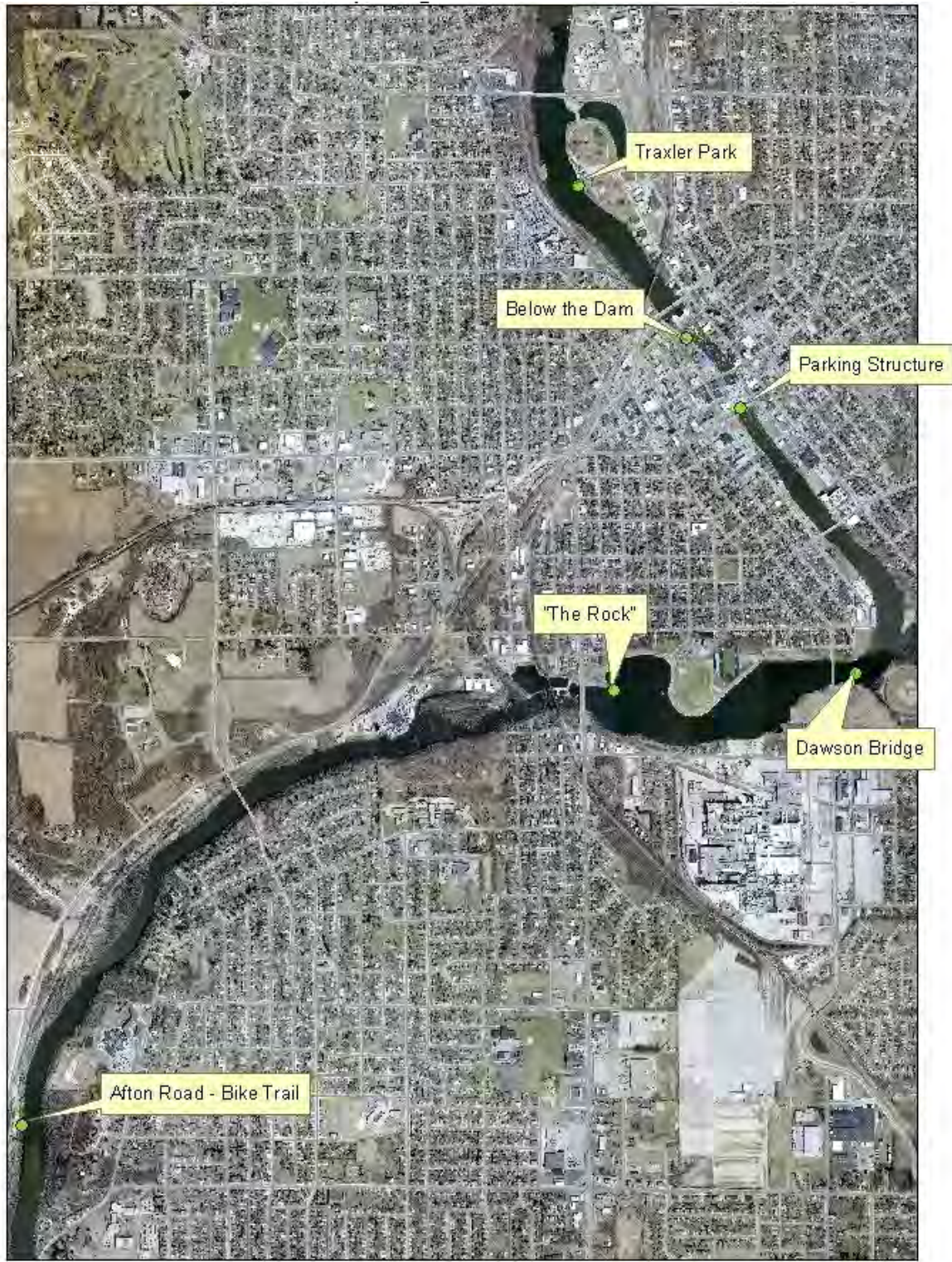
Descriptive Statistics - Survey Data	
Average Age	40.8
Age Range	13 - 84
Median Age	35
% Male	67%
% Janesville Residents	77%

Distance Traveled to Destination	
0-3 miles	52%
4-5 miles	20%
6-10 miles	13%
11-15 miles	2%
>15 miles	14%



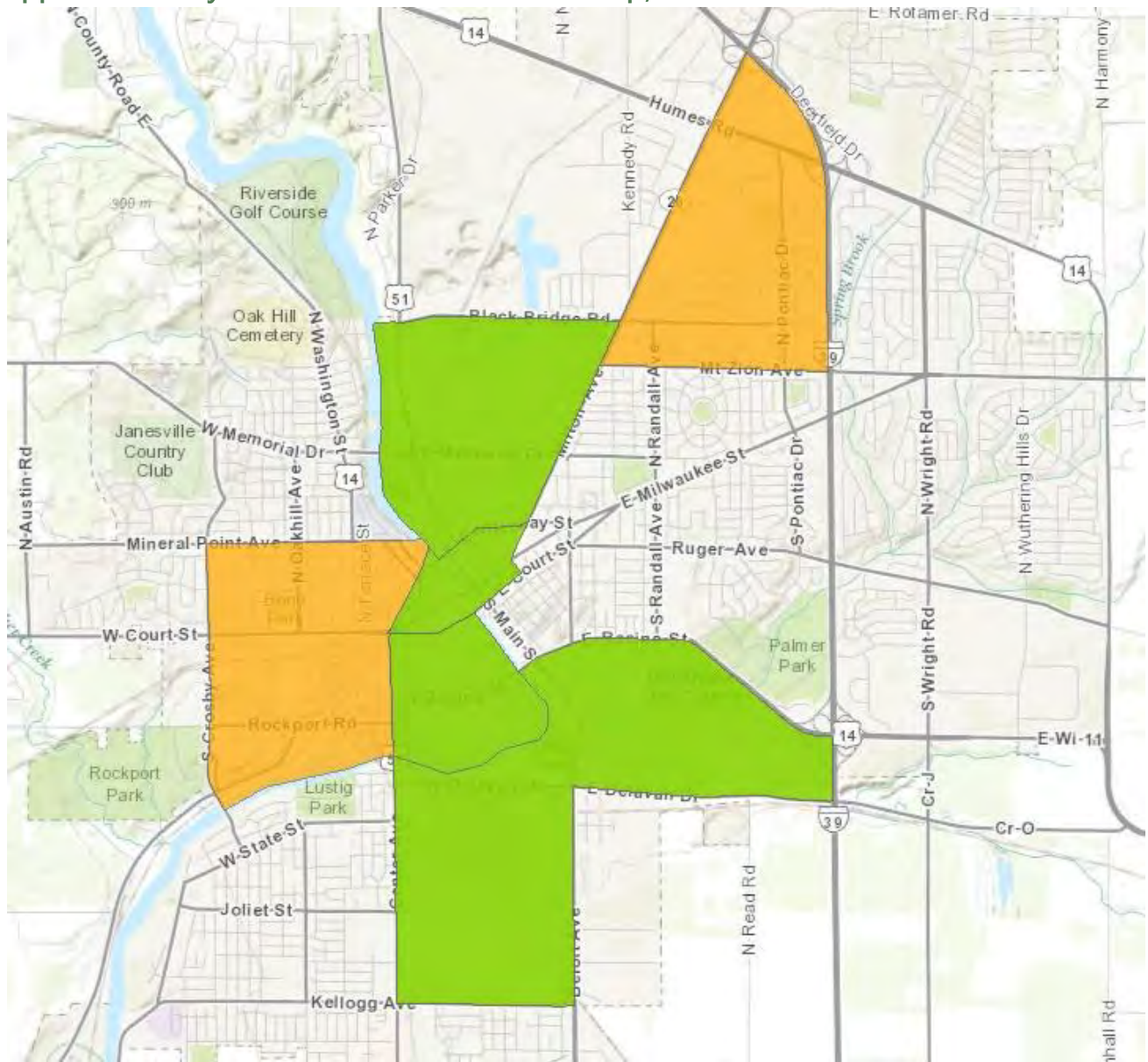


## Appendix E. Rock River Water Quality Sampling Locations, 2013 – 2014





## Appendix F. City of Janesville Food Desert Map, 2014 <sup>53</sup>



- Low-income census tracts where a significant share or number of residents is more than 1 mile (urban) or 10 miles (rural) from the nearest supermarket
- Low-income census tracts where a significant share or number of residents is more than 1/2 mile (urban) or 10 miles (rural) from the nearest supermarket

<sup>53</sup> <http://www.ers.usda.gov/data-products/food-access-research-atlas.aspx>

## Appendix G. City of Janesville Census Tract Map, 2012

