Community Economic Development Committee

Planning for a Healthy Madison County Newsletter

Spring 2011: Issue #1

Building Healthy Environments

We're all familiar with the saying,
*"You are what you **eat**."*

Perhaps it's time to add a new saying,
"You are where you live."

Healthy Environments – The way we design and build our communities has an effect our physical and mental health. Healthy and vibrant communities are created by future-oriented design that integrates evidence-based health strategies into community planning, transportation, and land-use decisions.

Rural Smart Growth Symposium

Growth is smart when it gives us great communities, with more choices and personal freedom, good return on public investment, great opportunity across the community, a thriving natural environment, and a legacy we can be proud to leave our children and grandchildren.

Healthy Community Design was the topic of a rural Smart Growth symposium held October 26, 2010 at Colgate University. The workshop created awareness and increased understanding of Smart Growth and Empowering Communities initiatives and how they can be applied to local, rural communities.

In years past, the emphasis on Smart Growth was primarily for larger, denser, mostly urban populations, but the Madison County symposium focused on strategies for rural communities that benefitted local planners, planning and zoning boards, and elected officials. Rural Smart Growth is a topic receiving increasing attention and one that we will continue to educate ourselves on here in Madison County.

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Community Economic Development

What do health issues have to do with community economic development? As stated in the Health Improvement Planning Report for Madison County, "Investments in health is good business, good for business and good for the economy overall." Here in Madison County, as in most areas of Central New York, our economy is faltering. We not only need to attract new businesses, but we need to focus on retaining and growing the businesses currently located here.

A healthier work force can have very positive impacts on local businesses. Fewer production days lost to illness creates a healthier bottom line for a business. This can also directly affect the cost of health insurance for both the business and the employee. As we all know, health insurance costs are rising significantly each year, with the extra financial burden being passed on to businesses and employees.

Madison County is fortunate in that we are home to a vital health care network. We need to move toward improving access for all residents, thereby ensuring that everyone in our work force has adequate health care. In terms of economic development, this means not only adults who are employed, but their children as well, so that days lost due to caring for ill children are minimized.

A healthier work environment is also important. A work site should be free from conditions that would directly impact an employee's health in a negative manner. But just as important is the role a business can play in helping its employees improve their health by offering educational programs and services that promote positive behaviors such as stopping smoking, increasing exercise, and other preventive health care issues. A strong educational component can be put into place in businesses of all sizes. Madison County has a wide array of agencies that comprise our local health system, many of which offer educational assistance in health-related issues and programs that can be adapted to small businesses as easily as larger ones.

In 2011, the Madison County Strategic Economic Development Plan will be finalized. This Plan will work hand-in-hand with the County's Health Improvement Planning Report to identify ways in which community economic development and health issues can be moved forward together. We are anticipating a variety of actions and strategies that will be mutually beneficial. Health issues and community economic development **DO** have many things in common, and Madison County is now poised to take advantage of the work that has been done to date. We will continue to provide information on the County's progress in future newsletters.

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http://mcrpsweb/MadisonHD/index.html
http://www.madisoncounty.org/
http://www.oneidacity.com/

Have suggestions for a future topic? Want to learn more about something specific?
Contact:
planning@co.madison.ny.us or PublicHealthServices@co.madison.ny.us
Try this: Smart Growth Network:
http://www.smartgrowth.org/network.php

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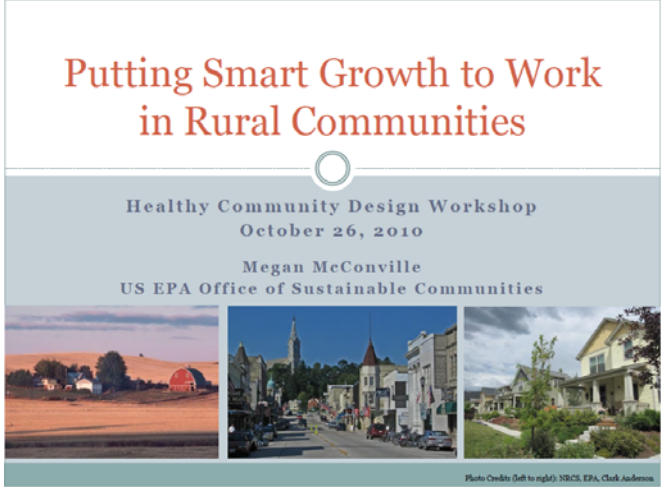
The Healthy Community Design Workshop (mentioned on page 1) was developed through collaboration between the Madison County Department of Health and the Madison County Planning Department. The idea for the agenda came from the Community Economic Development Team, one of four groups working to implement the Health improvement Plan for Madison County. The session was held at Colgate University in Hamilton, NY with the collaboration and cooperation of the Colgate University Upstate Institute. After Megan McConville, of the U.S. EPA in Washington D.C. spoke on "Smart Growth for Rural Communities", and after John Cochran, from the New York State Office for the Aging who spoke on the topic of "Empowering Communities to Create a Livable New York", we asked participants to fill out a survey rating the workshop and looking for future topics. Of the 62 workshop attendees (110 attended overall) who filled out the survey, the vast majority felt that the conference was informational and educational and they felt that they left there with a better understanding of the Smart Growth and Empowering Communities initiatives. Many respondents were members of communities working on comprehensive plans and with an aging population, felt that it will be ever more important to plan for their needs in the coming years. Perhaps the most general takeaway was that most people were left wanting more specific examples and action items for implementing aspects of both initiatives in their communities. We are working to make that happen, so stay tuned!



Livable New York

Sustainable Communities for all ages

The 10 Smart Growth Principles

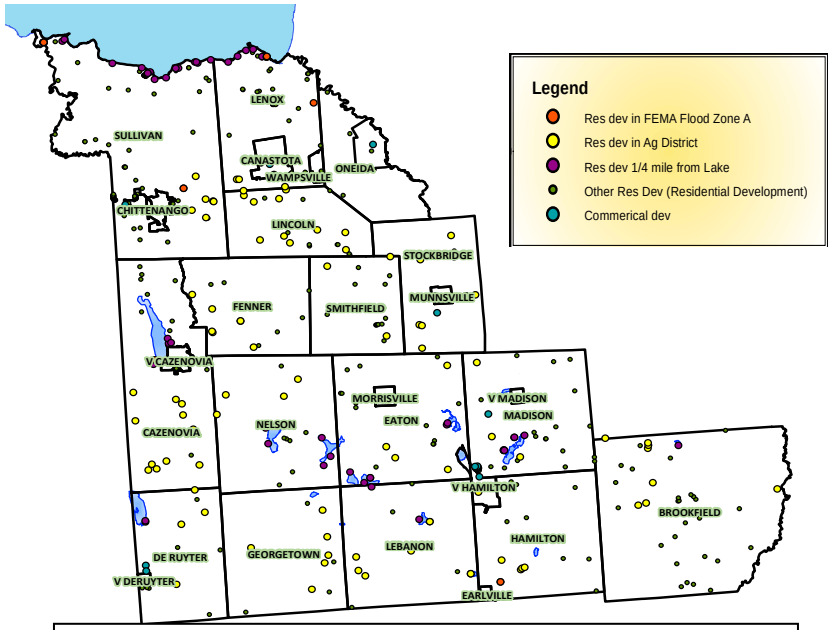
1) Mix Land Uses
2) Take Advantage of Compact Design
3) Create a Range of Housing Opportunities and Choices
4) Create Walkable Communities
5) Foster Distinctive, Attractive Communities with a Strong Sense of Place
6) Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas
7) Strengthen and Direct Development Toward Existing Communities
8) Provide a Variety of Transportation Options
9) Make Development Decisions Predictable, Fair, and Cost Effective
10) Encourage Community and Stakeholder Collaboration

-developed by The Smart Growth Network

The Need for Smart Growth in Madison County

Smart Growth Principle #7: Strengthen and Direct Development Toward Existing Community Centers

Madison County New Development 2004 - 2010



The dots on this map represent where growth has been going in our county from 2004-2010.

From 2004-2010 there have been 428 new *residential developments* in Madison County:

- Only 7.7% (or 33 of 428) of the new residential development occurred inside our villages and inner district of Oneida; the rest, or 92.3% (or 395 of 428), was in our towns
- Nearly 22% (or 94 of 428) of all new residential development occurred on property in an Agricultural District, and there were four towns where over 50% of their new residential development was on property in an Agricultural District
- 13.3% (or 57 of 428) new residential development occurred within ¼ mile of a lake, and10 of the 428 new developments occurred inside a 100- year flood zone

From 2004-2010 there have been 26 new *commercial developments* in Madison County:

- Only 34.6% (or 9 of 26) of the new commercial development occurred within the villages/city inner district while the remaining 17 (65.4%) developments have been built in towns

Madison County Population Change from 1980 – 2000

Community	1980 POP	1990 POP	2000 POP	2010 POP	Btw 1980-1990	Btw 1990-2000	Btw 2000-2010
ONEIDA	10,810	10,850	10,987	11,393	40	137	406
SULLIVAN	9,081	9,888	10,136	10,258	807	248	122
CHITTENANGO	4,290	4,734	4,855	5,081	444	121	226
CANASTOTA	4,773	4,673	4,425	4,804	-100	-248	379
CAZENOVIA	3,281	3,507	3,867	4,251	226	360	384
LENOX	3,197	3,447	3,679	3,775	250	232	96
V HAMILTON	3,725	3,790	3,509	4,239	65	-281	730
EATON	2,475	2,630	2,678	3,056	155	48	378
V CAZENOVIA	2,599	3,007	2,614	2,835	408	-393	221
MADISON	1,918	2,458	2,486	2,703	540	28	217
BROOKFIELD	2,037	2,225	2,403	2,545	188	178	142
MORRISVILLE	2,707	2,732	2,148	2,199	25	-584	51
NELSON	1,495	1,892	1,964	1,980	397	72	16
LINCOLN	1,722	1,669	1,818	2,012	-53	149	194
FENNER	1,580	1,694	1,680	1,726	114	-14	46
STOCKBRIDGE	1,448	1,530	1,643	1,629	82	113	-14
HAMILTON	1,317	1,548	1,433	1,906	231	-115	473
LEBANON	1,117	1,265	1,329	1,332	148	64	3
SMITHFIELD	1,001	1,053	1,205	1,288	52	152	83
DE RUYTER	807	890	1,001	1,031	83	111	30
GEORGETOWN	779	932	946	974	153	14	28
EARLVILLE	985	883	791	545	-102	-92	-246
WAMPSVILLE	569	501	561	543	-68	60	-18
V DERUYTER	542	568	531	558	26	-37	27
MUNNSVILLE	499	438	437	474	-61	-1	37
V MADISON	396	316	315	305	-80	-1	-10
Total	**65,150**	**69,120**	**69,441**	**73,442**			
				Total lost	-464	-1,358	-288
				Total gained	4,434	1,679	4,289
				Net gain/loss	3,970	321	4,001
				% gain/lost	6.1%	0.5%	5.8%

City/Villages are in yellow. Red indicates a loss in population

Source: U.S. Census Bureau

Overall	1980	1990	2000	2010
POP in city/ villages	31,895	32,492	31,173	32,976
POP in towns	33,255	36,628	38,268	40,466
TOTAL	65,150	69,120	69,441	73,442
% in city/ village	49.0%	47.0%	44.9%	44.9%
% in Towns	51.0%	53.0%	55.1%	55.1%

Madison County's total population continued to increase from 1980-2010 but an increasing amount of that growth has occurred in the towns. Most villages, the community centers of these towns, actually lost people from 1980 to 2000. While most villages did not lose people in 2010, the towns still grew more and overall trends show that growth in towns (i.e. places outside city/villages) has gradually gained compared to growth in community centers: the % of people living in towns is now 55.1% compared to 51% in 1980 and the % living in the city/villages is 44.9% compared to 49% in 1980.