



Public Health
Prevent. Promote. Protect.

**Winnebago County
Health Department**

Omro Comprehensive Plan Recommendations

Based on results of the [Healthy Rural Community Design Scorecard](#)

Thank you for letting us use the draft City of Omro Comprehensive Plan 2019-2039 as our pilot for reviewing comprehensive plans with a health lens in Winnebago County! Winnebago County Health Department staff - Emily Dieringer, Community Health Strategist, and Niki Euhardy, Policy & Equity Coordinator – reviewed the draft City of Omro Comprehensive Plan 2019-2039 using the [Healthy Rural Community Design: A Scorecard for Comprehensive Plans](#), a new tool meant to help rural planners, public health advocates, and community members recognize planning policies, strategies, and visions within their local comprehensive plans that promote healthy living and to identify areas for improvement.

The draft City of Omro Comprehensive Plan 2019-2039 is a very thorough plan compared to many others we have seen. The scores are subjective, and we think you scored very high, which is something the City of Omro should be proud of! The scoresheet with the results can be found on pages 3-4. Each number within the scoresheet has a score along with notes to help provide context regarding how we determined that score. Based on the results, we put together this short list of recommendations to make the updated comprehensive plan even stronger and to incorporate health more explicitly.

General

- Add “policies” to the Economic Development section on p.25. Each of the other 8 required elements has policies listed in addition to goals and objectives (p.20-25), but the Economic Development element does not currently have any policies.
- p. 66 & 69 - Edit the bike/pedestrian plan mention to use the official plan name -- *Connecting People & Communities: Winnebago County Bicycle & Pedestrian Plan*

#1 & 2 on scoresheet – Planning4Health & Collaboration

- p.3 after 1st full paragraph that ends with “April 19, 2005” add... – “In Winnebago County, there has been an effort to incorporate a “health lens” into planning processes since 2012 because of the mounting evidence showing that health outcomes are directly impacted by where a person lives. This effort has been led by staff at the Winnebago County Health Department, East Central Wisconsin Regional Planning Commission, and University of Wisconsin Collaborative Extension. A “Health in Planning” approach offers strategies that recognize the relationship of the built environment to obesity, chronic disease, and the health of the public and the whole community. Because of this, the City collaborated with the Winnebago County Health Department to use the *Healthy Rural Community Design: A Scorecard for Comprehensive Plans* to review this update of the Comprehensive Plan and ensure health outcomes of Omro residents were considered. This interagency coordination during this Comprehensive Plan update process builds upon Omro’s engagement in Safe Routes to School, bicycle and pedestrian, transportation access, and community and economic development planning.”

#4 on scoresheet – Mental Social Wellbeing

- p. 114 under Parks and Recreation section, bottom line of the page, add text in bold...
 - “However it is considered a key quality of life ingredient **for mental health and sense of community.**”

#9 on scoresheet – Complete Streets

- p. 23 Add the following objective after #8
 - *Pursue the adoption of a Complete Streets ordinance to enable safe access for users of all ages and abilities regardless of their mode of transportation.*
 - The City of Omro already does a great job of ensuring safe access to transportation for various modes of transportation such as existing policies requiring sidewalks in new residential areas and budgeting for sidewalk installation where they do not exist. These policies align very closely with a Complete Streets policy, and adding this language would help fulfill Omro’s vision of having “a safe and efficient system of trails and sidewalks that encourages walking and biking in, and around, the community.”

#11 on scoresheet – Transit

- p. 11 Edit objective #3 to...
 - *Continue to ensure affordable transportation for elderly, disabled, low income, and other disadvantaged residents that meets the needs for access to jobs, healthcare, and other basic needs.*
- p. 63 Transit section – add language in bold below
 - “The growth of private transportation providers such as Uber and Lyft, **and on demand transportation services including as Winnebago Catch-a-Ride and Make the Ride Happen,** have accommodated local travel needs as well.

Please contact us if you have any questions or concerns related to the scoresheet or recommendations.

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Appendix A: Scoresheet

A. Overall plan, vision, and strategy			
1	Planning4Health	Score 1	Notes p.64 "trails also provide a quality of life aspect... health improvement"; WCHD recommendation provided
2	Collaboration	0	mentions citizen survey, but no input from other stakeholders; WCHD recommendation provided
3	Inequities	1	p.22-23 mentions transportation & housing needs for low/moderate income, elderly, disabled residents
4	MentalSocial Wellbeing	0	not currently mentioned - WCHD recommendation to include language
5	Economic Development	1	p.64 trails provide quality of life aspect that helps attract & retain businesses; p. 104-105
	Comprehensiveness subtotal:	3 /5	Total number of items in section that scored a 1 or 2
	Strength subtotal:	3 /10	Sum of scores in section
B1. Healthy Living: How we move around and access services			
6	BikePed ModeShare	Score 2	Notes p.16 requirement of sidewalks in new subdivisions to allow residents to walk to different parts of community; p.22 policy #2
7	BikePedInjuries	1	p.22 objective #8; p.32 considering traffic calming and pedestrian safety in STH 21; no specific data or goals
8	Trails	2	p.64 shall use Winnebago County Bicycle & Pedestrian Plan

9	CompleteStreets	0	Complete Streets not mentioned; very close language re: sidewalks - recommendation provided by WCHD
10	BikePedMobility	2	p.64 shall use Winnebago County Bicycle & Pedestrian Plan
11	Transit	1	p.22 objective #3; p.63 transit section; recommendation provided by WCHD
12	SRTS	2	p.22 objective #8 monitor SRTS program & implement recommended improvements
13	BikePedPlan	2	p.64 shall use Winnebago County Bicycle & Pedestrian Plan
14	HealthCareAccess	1	p.94 health care section; p.88-89 Omro Area Community Center and partner orgs
15	CoordinateServices	2	p.127-129 Intergovernmental Cooperation section
	Comprehensiveness subtotal:	9 /10	Total number of items in section that scored a 1 or 2
	Strength subtotal:	15 /20	Sum of scores in section
B2. Healthy living: How we eat and drink			
16	SpecialtyCrops	Score 1	Notes p.49 "Local Foods Movement" creating a localized need for sustainable agriculture
17	Community Gardens	0	not mentioned
18	Farmers Markets	1	p.106 Farmer's Market as a strength; p.107 "expansion of the Farmer's Market"
19	LocalFoods	1	p.15 promoting locally grown food; p.31 embrace the use & sale of local food

	Comprehensiveness subtotal:	3 /4	Total number of items in section that scored a 1 or 2
	Strength subtotal:	3 /8	Sum of scores in section

B3. Healthy living: How we play and get our exercise

20	ParkAccess	Score	Notes
		2	p.34 require developers to dedicate land or pay a fee-in-lieu for parks; p. 64 shall use the City of Omro CORP
21	SCORP/CORP	2	p.64 shall use the City of Omro CORP
22	Park Maintenance	2	Included in the CORP
23	Developer OpenSpace	2	p.24 policy #2 - require developers to dedicate land or pay fee-in-lieu to provide ample parks & rec facilities
24	SchoolRec Facilities	2	p.23 objective #8 - City & OSD continue developing and providing adequate parks/rec facilities
	Comprehensiveness subtotal:	5 /5	Total number of items in section that scored a 1 or 2
	Strength subtotal:	10 /10	Sum of scores in section

C. Active design

25	ActivityHubs	Score	Notes
		1	p. 24 objectives #1, 2, 9, & 13 - economic development in Downtown Business District & along Fox River
26	Infill	1	p.122 #3 infill vacant developable lands; p.123 lists growth areas
27	Aesthetics	2	p.36 Future Omro Design Committee; p.117 BID collects money to be used for improvements in business district;

28	Co-locate Services	1	p.24-25 objectives #9 & 13 - encourage the location of services & promote activities along Fox River
29	PedFriendly	2	p.64 shall use Winnebago County Bicycle & Pedestrian Plan
30	Designated GrowthAreas	1	p.6 encourage innovative reuse of existing buildings; p.109 use of brownfield sites
31	RuralHome Clustering	1	p.23 policy #2 shall promote innovative housing options
32	Farmland Preservation	0	p.58 agricultural land will eventually be converted to more intensive uses - residential, commercial, industrial
	Comprehensiveness subtotal:	7 /8	Total number of items in section that scored a 1 or 2
	Strength subtotal:	9 /16	Sum of scores in section

Comprehensiveness total:	27 /32	Sum of comprehensiveness subtotals
Comprehensiveness percentage	84 %	Comprehensiveness total ÷ 32 x 100
Strength total:	40 /64	Sum of strength subtotals
Strength percentage	63 %	Strength total ÷ 64 x 100