



LOCAL HEALTH ACTION PLAN WORKSHEET

Municipality: Township of Woodbridge

Date Began: June 29, 2021

Use this worksheet to indicate the selection and implementation details of the Sustainable Jersey (SJ) actions and other strategies that comprise the municipality's Local Health Action Plan.

**Note:** All highly ranked health issues (Section 1) should match with one or more SJ actions or other Innovative Community Project listed (Section 2), and vice versa. The only exception is that it is not necessary to include the *Best Practices for Local Boards of Health* or *Integrating Health in Municipal Decision-Making* actions in Section 2 because they are already required for the Health Gold Star.

**SECTION 1:**

List *at least* three highly ranked health related issues that surfaced during the Local Health Assessment process.

Health issue	Describe how the conditions and evidence (data and community input) support making this health issue a priority?
1. Mental Health	During the covid-19 pandemic mental health emerged as a sometimes quiet but persistent issue that is personal and internal as well as external and impacted by outside forces. The team realizes that this issue is one that needs to be addressed through on-going comprehensive programs and outreach. The Team created a survey to distribute in schools in order to better understand the impacts and needs. Identifying mental health importance is also included on the broader Community Health Survey.
2. Vaping	During the local health assessment process, the team thought critically about the term 'healthy food' and where dietary needs and nutritional value could be met in relation to local establishments that readily sell said goods. It became apparent that vaping related items were at times rather accessible near some of the same establishments. The Community Health Survey and community forum discussions outlined this priority as per the local health assessment.
3. Persons without health insurance	During the local health assessment process, in relation to the scrutiny of 'persons without insurance', said issue was flagged as an important element to note, as this often creates a driver towards emergency medical care when preventative treatments are economically infeasible. In response to these findings the health team proposed 'pop-up' clinics within disproportionately impacted areas of the Township as per analysis from the Robert Wood Johnson Health Needs Assessment for Middlesex County (2020) and differentiation among census tracts with regard to 'insured persons'.
4. Access to Environmentally Friendly Equitable Interconnected Transportation	As a result of the local health assessment survey process and interest from local residents and businesses during discussions it became evident that looking more broadly at community wellness and transportation connections proved to hold merit. The team examined ways to ensure wellness and aging in addition to innovative ways to enhance connectivity between places of interest and healthy food options. As downtown redevelopment continues to be a success, balance was emphasized on ways to best ensure a range of wellness activities for all ages while enhancing better interconnectivity to transit locations, and places of interest through zero carbon-emission transportation.

5. Climate Change – (increased flooding, extreme temperatures, severe weather)	Unhoused, unemployed and average income were statistics within the local health assessment that caused the Health team to take serious alarm. In addition, although not noted as a direct question in the LHA, the Task Force took interest in another metric: under-insurance. This data point was a concern especially in areas known to be at increased risk for flooding. As climate change makes our storms, summer heat, and winter weather more intense, the Health Team realizes that these impacts are felt most by the aforementioned persons of the population. As a result, the Task Force outlined climate change as a major underlying factor, which is escalated by vehicle emissions, and impacts significant storm patterns and accessibility to services.
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**SECTION 2:**

List the corresponding strategy (SJ actions or other evidence-based strategy) which will be implemented in both the short and long term to address the health issues found in the Local Health Assessment and listed above.

- View the [Health Gold Action](#) for a list of qualifying SJ actions. Use SJ’s Innovative Community Project action under Innovative Projects to address a health or health equity issue identified in your Local Health Assessment and not already included in the SJ program.
- As stated in the Health Gold Action, in order to obtain a Gold Star in Health, a municipality must implement 2 high impact strategies + 2 others from this list, taken from at least three Health Gold categories. Add/remove rows for additional strategies in the charts below as needed.
- The tables below are for listing strategies that: have already been implemented (2a), will be implemented in the short term by the time the Health Gold application is submitted for certification or recertification (2b), and will be implemented in the long term (2c).
- This action plan will need to be updated to reflect the updated Local Health Assessment when resubmitting for certification in 3 years. Check the Health Gold Action for resubmission details.

**2a. Strategies Already Implemented** - Use this space to list any qualifying SJ Health Gold actions (including relevant Innovative Community Projects) that were approved and have not expired.

Implemented Strategy #1	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Coastal Vulnerability Assessment
<b>What health issue did the strategy address?</b>	Climate Change (increased flooding, extreme temperatures, severe weather)

<p><b>Description of implementation</b> (Provide a short narrative describing what and how you did it. <b>If an Innovative Community Project</b>, provide details as to how it was identified &amp; what evidence there was to support potential success within your community. <b>Since the action has already been approved by SJ</b> and is still active, you may use the language in the approved action or provide an update.)</p>	<p>The Township used the CVA as a stepping stone to shape it's resiliency and floodplain management programs. Our Township Floodplain Management program exceeds the requirements of the National Flood Insurance Program (NFIP), and has earned the status of a Class 5 within the FEMA - Community Rating System (CRS). The CRS program rewards communities that implement programs and standards that are above the minimum requirements of the NFIP and that meet best practice floodplain management criteria with reductions in individual homeowner flood insurance premiums. FEMA has estimated that nationwide only about seven percent of eligible NFIP communities gain entry to the CRS program – and Woodbridge Township’s efforts correlate to a 25 percent reduction in flood insurance premiums for each policy. Furthermore, in 2021 the Township applied for a nationally competitive grant application to FEMA (Building Resilient Infrastructure and Communities - BRIC) in order to flood-proof the Township sanitary pump station located on Woodbridge Avenue. The site was noted as among the highest priority during the initial CVA, and as such, the Township has undertaken significant studies to best ensure mitigation.</p> <p>Specific recommendations associated with CVA helped the Township to carefully analyze and protect vulnerable lives and property by providing improved drainage and flood storage with regard to local flood risks. The tools and resources within the CVA helped the township to identify cost-effective</p>
	<p>mitigation decisions, such as but not limited to, re-zoning efforts focused human safety and floodplain restoration. The Township's holistic floodplain management program was vetted as a result of close examination tied to fluvial issues which helped develop a GIS-based problem site maintenance program focused on specific rain-fall predictions. CVA resources and suggestions also provided invaluable community outreach ideas to help protect vulnerable lives and property, especially in areas along the Woodbridge River floodplain. In the Fall of 2021 some of the most exciting elements of flood storage design and ecological uplift projects were installed in one of the previously most vulnerable areas (the Watson / Crampton Neighborhood). The project consists of educational nature trails to provide access to open space within areas previously disproportionately impacted by flood risk.</p> <p>Additionally, as a result of CVA suggestions with regard to outreach and education, detailed FEMA Flood Insurance Rate Map (FIRM) determinations based on a street address which delineate floodways, limits of wave action, state protected natural areas, NOAA sea-level-rise data, historical extents of flood inundation, and flood depths are provided by the Woodbridge Township Division of Engineering. The township recycling calendar (mailed to every property address in town) includes the website information and phone number to obtain said data for free and in a timely manner. Furthermore, although sea-level rise projections nor structural development dramatically changed since the township's initial CVA, discussions are currently centered on potential ways to make policies and procedures best align with the NJDEP - Protecting Against Climate Threats concepts that use the most up-to-date sea level rise projections. Although these conversations are still preliminary, nuisance flooding during full-moon high tides, heavy rain events, and strong coastal surges during storm seasons have been increasing in velocity, frequency, and intensity. Thus, the Township continuously monitors these climactic shifts to ensure decision making processes are in line with flooding issues and model predictions in order to continue to reduce vulnerability and disproportionately impacted neighborhoods and areas.</p>

**Implemented Strategy #2**

<b>Action title</b> (For Innovative Community Projects, briefly describe)	Transit-Oriented Development Supportive Zoning
<b>What health issue did the strategy address?</b>	Access to Environmentally Friendly Equitable Interconnected Transportation
<b>Description of implementation</b> (Provide a short narrative describing what and how you did it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there was to support potential success within your community. <b>Since the action has already been approved by SJ</b> and is still active, you may use the language in the approved action or provide an update.)	<p>The Main Street Rehabilitation and Transit Village Plan was adopted by ordinance, the Plan provides for new zoning and design standards for the transit village district, which includes properties one-half mile from the Woodbridge New Jersey Transit Train Station. The vision is for more mixed-use buildings and denser housing options in the Main Street area. The Township has been heavily involved in implementing the plan over the past 14 years. These efforts have led to many construction projects, including beautifully crafted mixed-use buildings with commercial space and residential units. In Downtown Area 1, a six-story, &gt;140 unit residential building with a parking deck is nearing final construction. In the Rahway-Nielson Area, a five-story mixed use building is now open, which consists of 11,700 square feet in retail space, &gt;200 apartments and a parking deck. Both buildings fit well into the Township’s Transit Oriented Development vision as the Township looks forward to the future of its downtown.</p>
<b>Implemented Strategy #3</b>	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Farmers Markets & Making Farmers Markets Accessible
<b>What health issue did the strategy address?</b>	Access to Environmentally Friendly Equitable Interconnected Transportation
<b>Description of implementation</b> (Provide a short narrative describing what and how you did it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there was to support potential success within your community. <b>Since the action has already been approved by SJ</b> and is still active, you may use the language in the approved action or provide an update.)	<p>The market is held in the heart of downtown Woodbridge at Town Hall's Parking Lot every Saturday from 9:00am-1:00 pm from spring through fall. The municipal government organized, publicized, and provides financial support as well as volunteer staffing aid for the market. Vendors have included: Alstede Farms, Popcorn for the People, Ice Cream Emergency, and Joe's Organic Tea. The market continues to grow and has been partnered with vendors and entertainment. The market does not generate income for the Township, and only functions to help provide access and availability of fresh foods, while aiding in the ability to host a site for regional farmers to sell their products.</p> <p>The farmer’s market promotes accessibility to public transportation, enhanced practices focused on economic equity, and increased visibility using digital media platforms. The Farmers Market is located in the Woodbridge Town Hall Parking Lot and under 1/4 of a mile from the Woodbridge Train Station and an NJ Transit Bus stop located on Main St. The Farmers Market accepts SNAP, FMNP, and EBT forms of payment in order to ensure equitable access to healthy local produce. The Township also focused on promoting the Farmers Market through digital media platforms such as a promotional video (run on local closed circuit Twp television stations) and on the Township website.</p>
<b>Implemented Strategy #4</b>	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Bicycle and or Pedestrian Plan

<b>What health issue did the strategy address?</b>	Wellness and Aging & Access to Environmentally Friendly Equitable Interconnected Transportation, Mental Health, & Vulnerable, Underserved, and /or Disproportionately impacted population
<b>Description of implementation</b> (Provide a short narrative describing what and how you did it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there was to support potential success within your community. <b>Since the action has already been approved by SJ</b> and is still active, you may use the language in the approved action or provide an update.)	Woodbridge Township studied the feasibility of implementing a network of bicycle routes within the township. The proposed bicycle roadway network will provide connections with commercial corridors and downtown business areas, mass transit options including train stations and bus routes, schools, recreational areas and large parks, and local government services. In addition, the proposed bicycle network will work in conjunction with our Complete Street Policy to expand travel choice and reduce traffic congestion, strengthen our local economy, protect our environment, promote healthy lifestyles, and improve our resident's quality of life. The potential impact of achieving a multi-modal transportation network that is accessible, safe, and convenient is substantial, and can serve as a model for other communities to emulate. The plan will utilize local, low-stress routes and roadways as much as possible. The design options may include, but are not limited to sharrows, advisory bicycle lanes, standard bicycle lanes, buffered bicycle lanes, and/or cycle tracks. All designs will adhere to the American Association of State Highway and Transportation Officials Bike Guide. Furthermore, Woodbridge Township will increase signage, increase roadway and
	bicycle lane striping, and install additional bicycle racks and other related amenities throughout the proposed bicycle network.

**2b. Short Term Strategies** - These are strategies that the municipality is committing to implement over the next 1-2 years. Any actions that are intended to be part of a municipal application for the Gold Star in Health must be completed and submitted for review within the cycle which that application is being reviewed.

<b>Short Term STRATEGY #1</b>	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Innovative (described below) – Safe Place Program
<b>What issue does this strategy address?</b>	Mental Health
<b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there is to support potential success within your community.)	<p>WPD SAFE PLACE is geared to enhance the relationship between the Woodbridge Police Department, the LGBTQ+ community, victims of bias incidents, local businesses, schools and allies. WPD SAFE PLACE will provide decals to local businesses, schools, organizations and allies encouraging those locations and entities to clearly post the signage at the entrance(s) and publicly visible areas in their premise as the symbol of safe haven for victims of LGBTQ+ crime.</p> <p>The WPD SAFE PLACE decals are designed to:</p> <ul style="list-style-type: none"> <li>Be highly visible, uniform and recognizable to the entire community</li> <li>Provide designated safe locations for community members to seek services</li> <li>Show support for the LGBTQ+ Community</li> </ul>
<b>Municipal departments involved in implementation</b>	WPD

<b>Timeline for completion within next 1-2 years</b>	Roll-out in 2022; enhancement / expansion of program in 2023
<b>Short Term STRATEGY #2</b>	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Emergency Communications Planning
<b>What health issue does this strategy address?</b>	Climate Change (increased flooding, extreme temperatures, severe weather)
<b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there is to support potential success within your community.)	In consultation with the Township Office of Emergency Management the program will be designed to protect lives and property by providing tools and information to help residents understand local risks as they pertain to climate change and make cost-effective mitigation decisions, when possible.
<b>Municipal departments involved in implementation</b>	Office of the Mayor, OEM, WPD, Engineering
<b>Timeline for completion within next 1-2 years</b>	Roll-out planning in 2023
<b>Short Term STRATEGY #3</b>	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Tobacco Free Community
<b>What issue does this strategy address?</b>	Vaping
<b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there is to support potential success within your community.)	Enhance 'Age of Sale Task Force', and collect metrics for monitoring re-inspections, fines, and revocation of license to sell products.
<b>Municipal departments involved in implementation</b>	Department of Health and Human Services
<b>Timeline for completion within next 1-2 years</b>	Roll-out in 2022 / 2023
<b>Short Term STRATEGY #4</b>	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Building Healthier Communities (Entire Community) - Electric Shuttle Mobility
<b>What health issue does this strategy address?</b>	Access to Environmentally Friendly Equitable Interconnected Transportation

<p><b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b>, provide details as to how it was identified &amp; what evidence there is to support potential success within your community.)</p>	<p>The Electric Shuttle Mobility program goal is to connect the Township’s re-development initiatives through zero-carbon emissions, enhance inter-connected travel infrastructure, and create equitable healthily living options for all ages. Woodbridge Township encompasses ten towns: Avenel, Colonia, Fords, Hopelawn, Iselin, Keasbey, Port Reading, Menlo Park Terrace, Sewaren, and Woodbridge. Although these are separate unincorporated towns, the Township functions and prospers as one community. And, while redevelopment projects are distinct innovative features located within different geographical areas, the overarching desire to improve safety, wellness, environmental stewardship, and connectivity throughout the township centers on reliable efficient travel means to enhance public welfare and access to downtown corridors, transportation, and healthy living options.</p>
<p><b>Municipal departments involved in implementation</b></p>	<p>Mayor’s Office, Planning, Engineering, Public Works</p>
<p><b>Timeline for completion within next 1-2 years</b></p>	<p>Roll-out in 2023 / 2024</p>

Short Term STRATEGY #5	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Building Healthier Communities (Entire Community) – Mobile Health Unit
<b>What health issue does this strategy address?</b>	Persons without health insurance
<b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there is to support potential success within your community.)	The Mobile Health Unit’s goal is to best ensure that those in need of care can access critical preventative treatments and services within their own neighborhood. The notion of this program is centered on providing for the ability for vulnerable and disproportionately impacted populations to have access to screenings, immunizations, community health education, and follow-up care entirely within their own local neighborhoods. Thus, these crucial services will serve as a guiding principal to never let the emergency room function as the only perceived option for health care.
<b>Municipal departments involved in implementation</b>	Mayor’s Office, Dept. of Health and Human Services
<b>Timeline for completion within next 1-2 years</b>	Roll-out in 2022 / 2023

**2c. Long Term Strategies** - Are there action items the committee would like to implement but cannot commit to now because of lack of resources or time, or a particular obstacle exists? “Long term” equates to 3+ years from when the Action Plan was developed.

Long Term STRATEGY #1	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Building Healthier Communities (Entire Community) – Enhanced access to healthcare facilities
<b>What health issue does this strategy address?</b>	Persons without health insurance
<b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there is to support potential success within your community.)	Although the Township will continue to enhance its pop-up clinic workshops, the long-term plan is focused on ensuring equitable access to important healthcare facilities and screenings. This is being considered as a potential expansion of the E-Mobility Shuttle whereby the Township would help mobilize residents to healthcare facilities and / or it’s Dept. of Health / Community Center in order to complete vital annual health screenings and other preventative medical care.
<b>Municipal departments involved in implementation</b>	Mayor’s Office, Department of Health and human Services, Public Works
<b>Timeline for completion over next 3+ years</b>	Roll-out in 2023/2024
Long Term STRATEGY #2	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Building Healthier Communities (Entire Community) – Enhanced Mental Health Awareness / Recovery
<b>What health issue does this strategy address?</b>	Mental Health
<b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b> , provide details as to how it was identified &	Enhance the manner by which mental health is discussed / realized for training purposes within first aid, CERT, and other emergency roles where said topic might not be a currently included within training modules related to an existing



what evidence there is to support potential success within your community.)	role. This will serve in order to best ensure that those in-need of mental health services are aided and guided to the best possible support networks.
<b>Municipal departments involved in implementation</b>	Mayor's Office, Department of Health and human Services, WPD
<b>Timeline for completion over next 3+ years</b>	Examine programs and integration mechanisms in 2022 / 2023 and roll-out in 2023 / 2024
<b>Long Term STRATEGY #3</b>	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Building Healthier Communities (Entire Community) - Lunch and Learn Nutrition Literacy Program Seminars
<b>What health issue does this strategy address?</b>	Access to Environmentally Friendly Equitable Interconnected Transportation
<b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there is to support potential success within your community.)	We have programs that increase access to healthy food. However, for a sustainable effect, people not only need to learn how to take advantage of these resources, but also how to take control of their own nutritional wellbeing and in order to do so have access to nutritional choices. Making the right choice requires awareness and education. Such a program would facilitate this, taking into account the unique circumstances of individuals, like age, medical conditions, transportation, access to healthy food, and socioeconomic status. Through mobile lunch and learn educational courses the Township hopes to offer to bring enhanced nutritional understanding to socially vulnerable areas, while also offering EV-Shuttle services to events at specific recreational and senior centers within the community.
<b>Municipal departments involved in implementation</b>	Mayor's Office of Communications & Health Department
<b>Timeline for completion over next 3+ years</b>	Examine existing programs and integration mechanisms in 2022 / 2023 and roll-out in 2024 / 2025
<b>Long Term STRATEGY #4</b>	
<b>Action title</b> (For Innovative Community Projects, briefly describe)	Re-Establish Wildfire Safety Council and Planning Process for Wildfire Protection
<b>What health issue does this strategy address?</b>	Climate Change (increased flooding, extreme temperatures, severe weather)
<b>Description of implementation</b> (Provide a short narrative describing what you plan to do and how you plan to do it. <b>If an Innovative Community Project</b> , provide details as to how it was identified & what evidence there is to support potential success within your community.)	The Township is over 350 years old, consists of ten unincorporated towns, and encompasses approximately 24 square miles, including approximately 3,000 acres of regulated Special Flood Hazard Areas in tidal and fluvial floodplains. With regard to the coastal floodplain surrounding the Woodbridge River, the Township has been extremely successful in removing people and structures from flood risk through the NJDEP Blue Acres Program, and restoring said areas to best ensure natural floodplain functions. To date over 160 structures have been removed from harm's way. Therefore, improved wildfire warning and mitigation measures along this section of the Township's newly forested floodplain is of interest in order to protect and warn those near or utilizing these protected open space buffers.

<b>Municipal departments involved in implementation</b>	Mayor's Office of Communications & Health Department
<b>Timeline for completion over next 3+ years</b>	Examine existing programs and integration mechanisms in 2022 / 2023 and roll-out in 2024 / 2025

**SECTION THREE:**

**Briefly describe the process to collect community feedback on this Action Plan, as required in Tier 2.2 of the action.**

Date & location of public forum(s). <i>If multiple forums were held, please number them so it is easy to follow.</i>	<ol style="list-style-type: none"> <li>1. National Immunization Awareness Month Outreach Event at Free Township Summer Concert – August 18, 2022 (Herbert Rankin Park, Sewaren)</li> <li>2. Tabling Event at Famers Market at Town Hall on August 20, 2022 (Woodbridge)</li> <li>3. Town Council Meeting on August 23, 2022</li> </ol>
Describe methods used to publicize the forum(s). <i>If multiple forums were held, please number them so it is easy to follow.</i>	<ol style="list-style-type: none"> <li>1. Municipal Website</li> <li>2. Greenable Woodbridge TV 35 Show (Harry Health)</li> <li>3. Mayor's Facebook Page</li> <li>4. Mayor's Friday Announcements</li> </ol>
Describe any other methods used to collect public feedback (e.g., surveys, polls, focus groups)	<p>Feedback methods included the following:</p> <ul style="list-style-type: none"> <li>• Email: <a href="mailto:Greenable@twp.woodbridge.nj.us">Greenable@twp.woodbridge.nj.us</a></li> <li>• Public engagement at the events noted above (8/18; 8/20; 8/23)</li> <li>• Digital outreach methods using Facebook and QR codes which enabled the ability to download the Action Plan and provide feedback online.</li> </ul>
Describe any public feedback collected that caused the committee to revise its plan or shift priorities	<p>Public feedback helped the Task Force to shape the Action Plan in relation to the data assessment. There were no drastic changes, but the Task Force was able to better to plan for short term and long-term implementation actions through diversifying outreach opportunities for feedback (i.e. public feedback opportunities at different areas within the Township geographically and varying outreach locations based on event activities. Using social media and QR codes also permitted more wide-spread outreach of the Action Plan. One example of prioritization focused on comments by residents noting the importance of preventative care and innovative benefit that mobile health units would provide to the community.</p>

**SECTION 4:**

**A member of the LBOH should sign below to signify the LBOH's approval of this Action Plan.**

Gregg M. Ficarra

*Gregg M. Ficarra*

Print Name

Signed Name

8/24/2022

Date