

# HADDON AVENUE STUDY

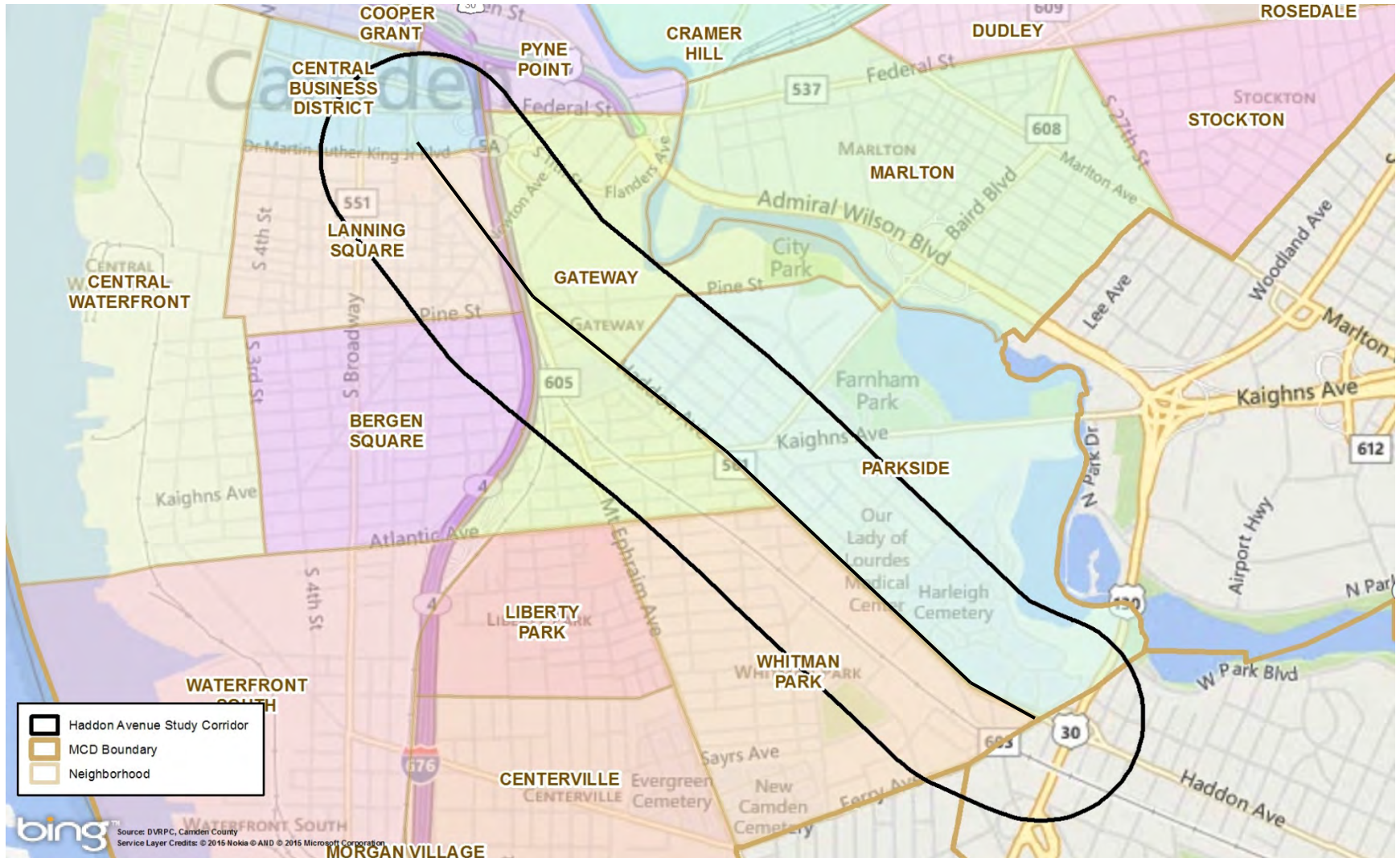
## Focus Areas



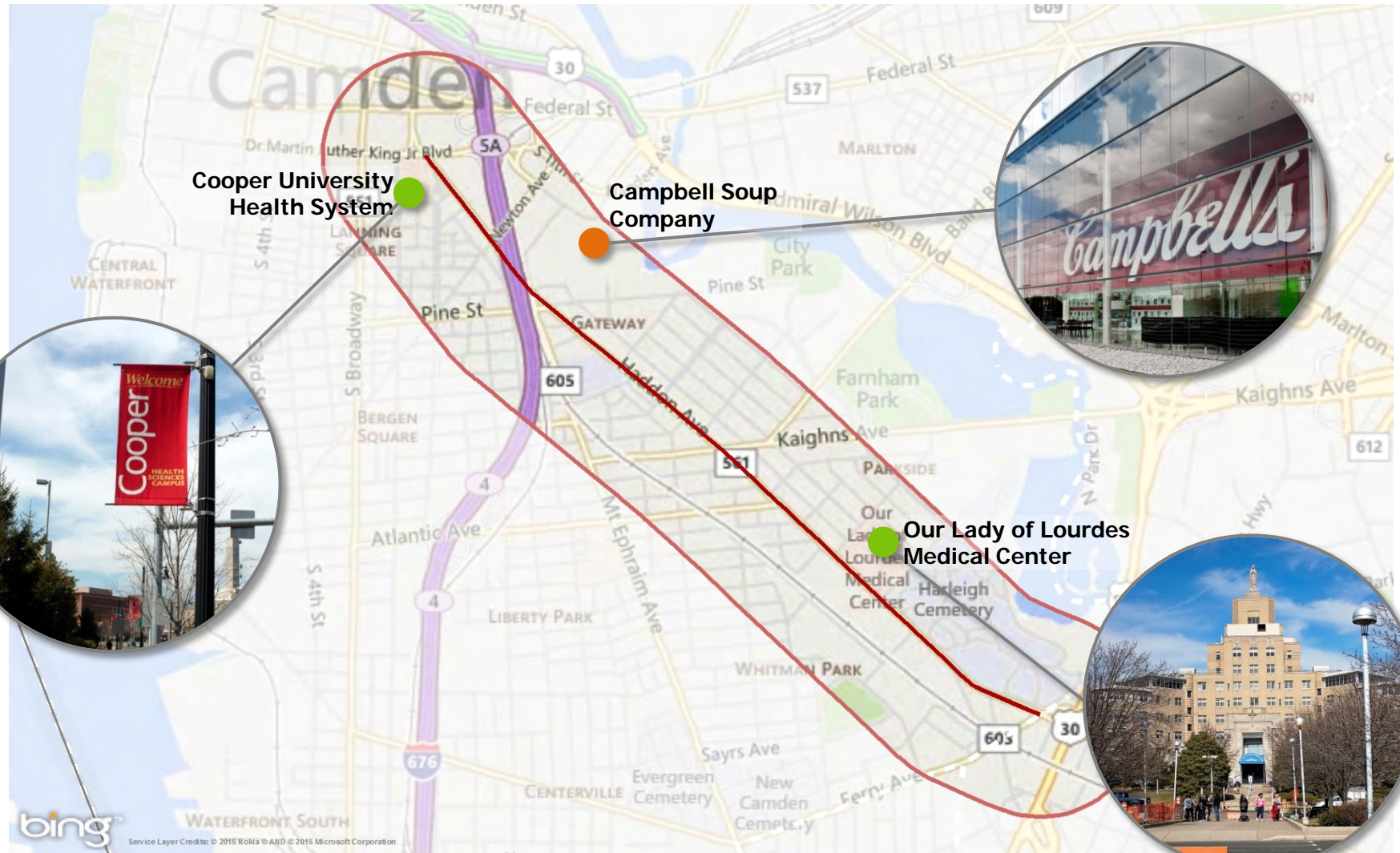


# STUDY AREA

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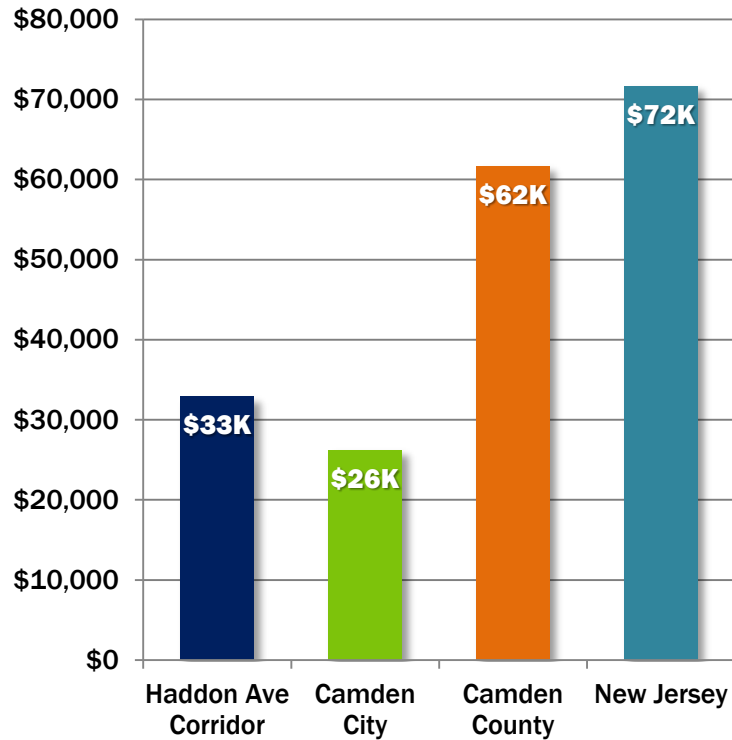




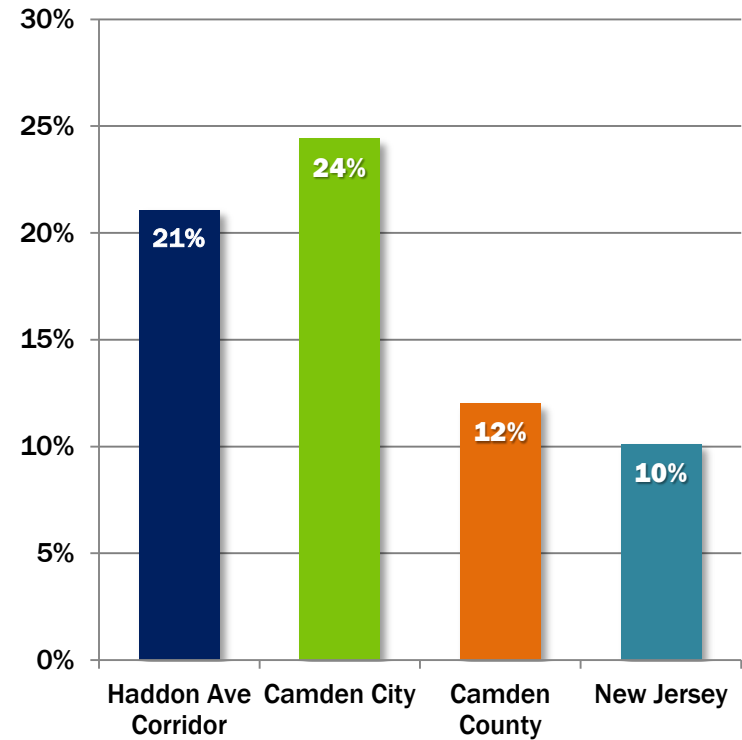
# OVERVIEW

# DEMOGRAPHICS

## MEDIAN INCOME

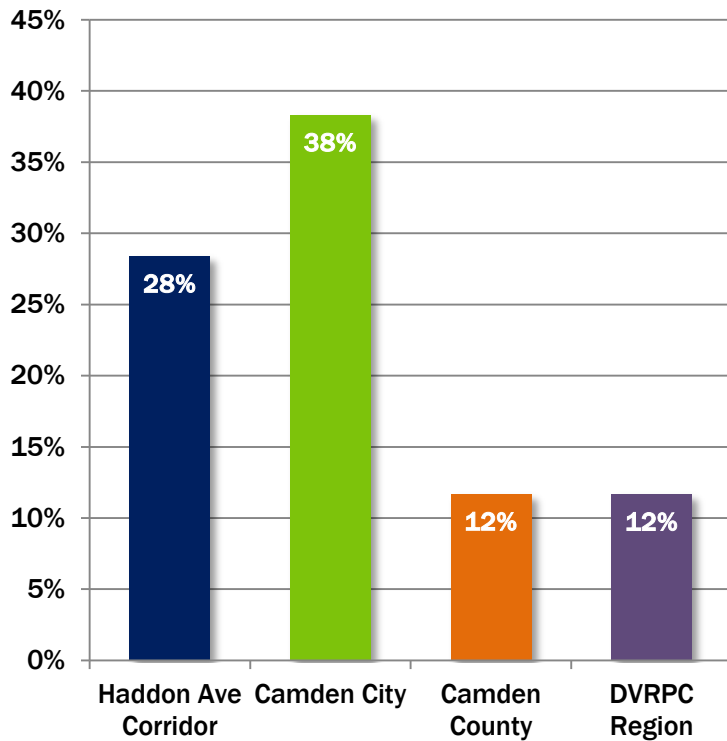


## UNEMPLOYMENT

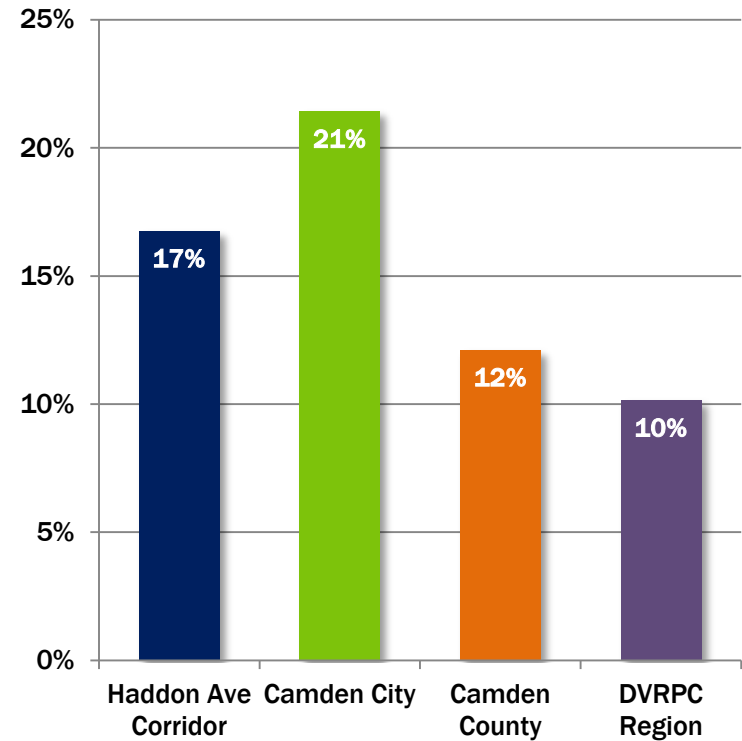


# DEMOGRAPHICS

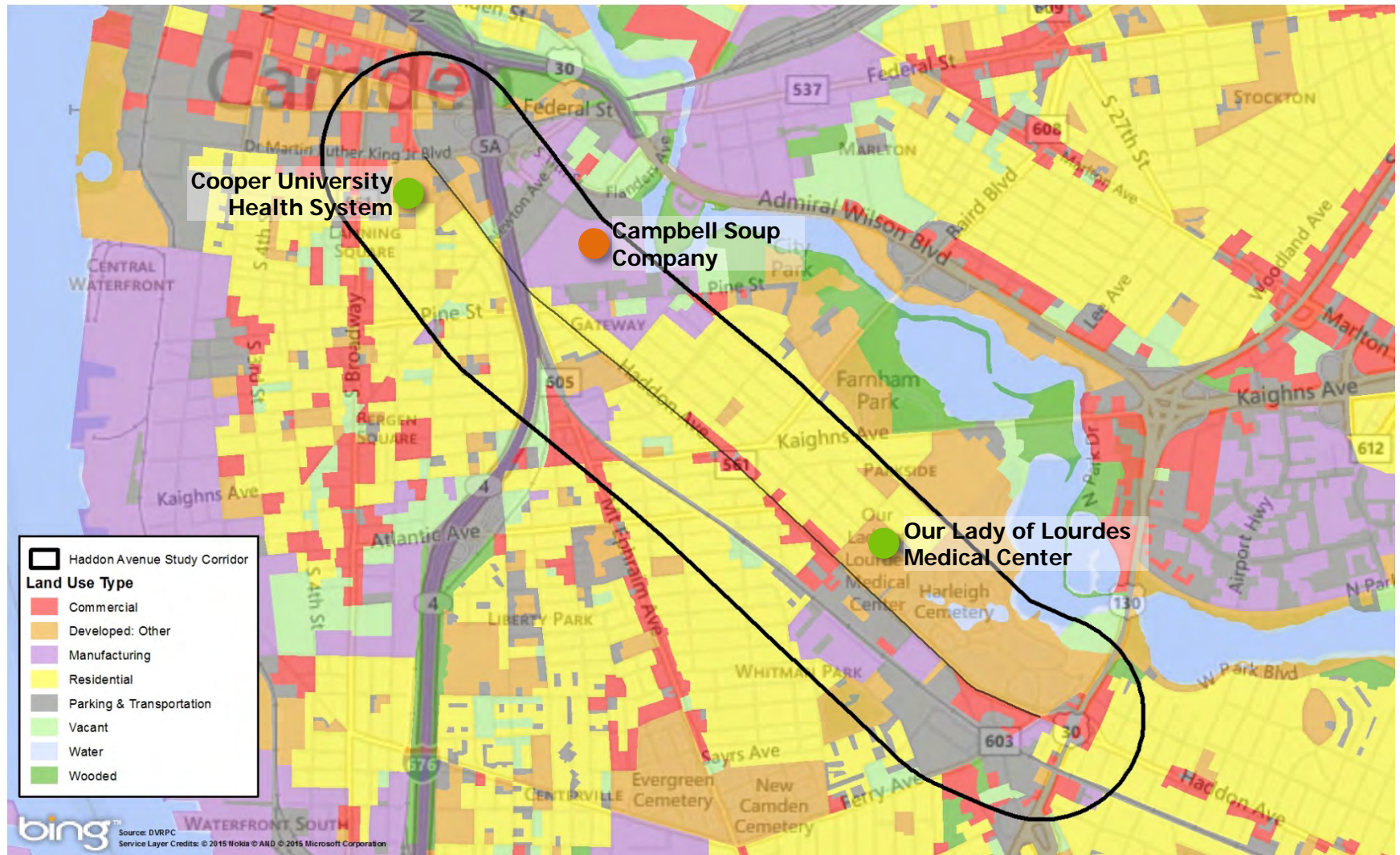
## SNAP PARTICIPATION



## % UNINSURED

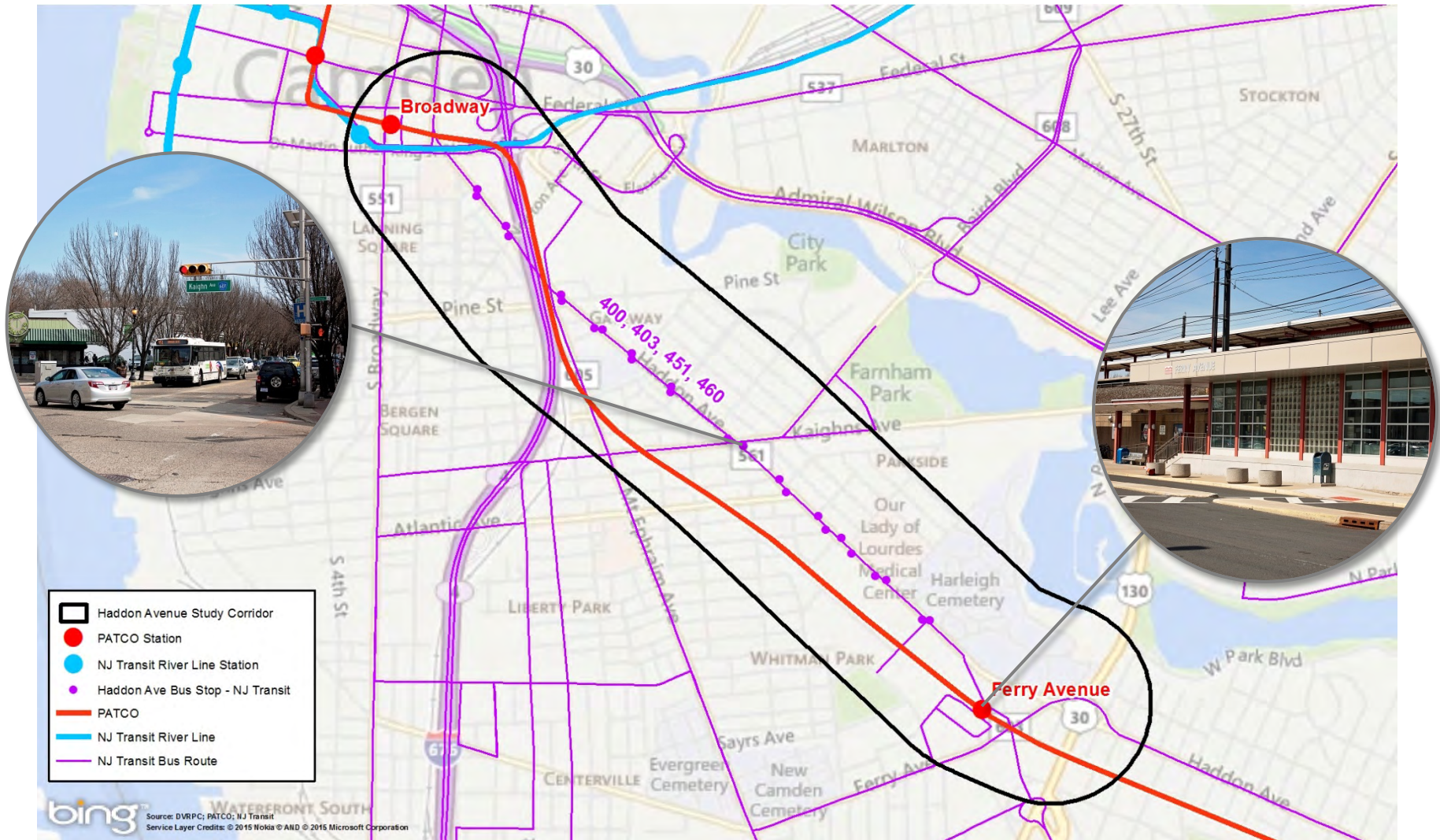


# LAND USE



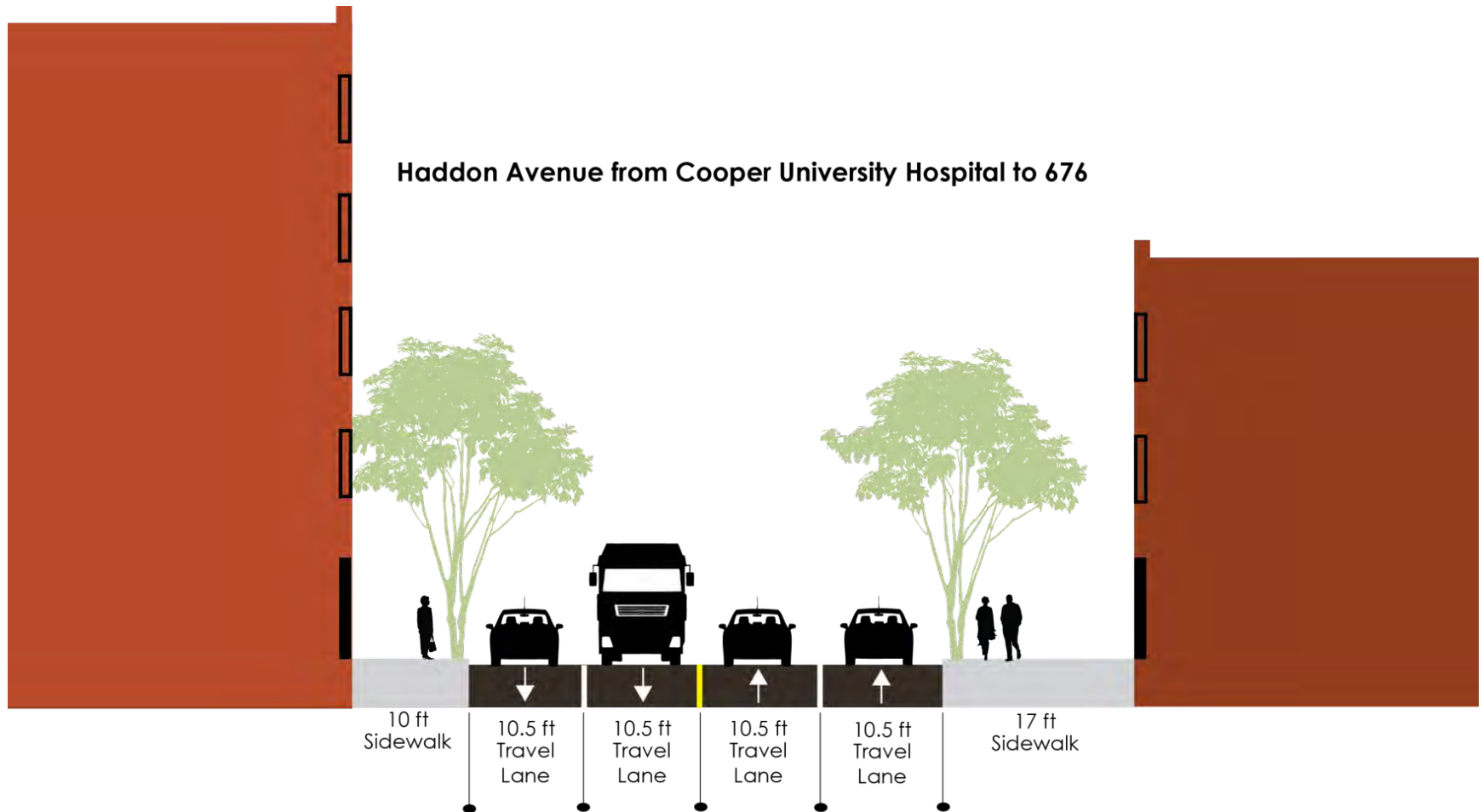


# TRANSIT



# STREET SECTION

Haddon Avenue from Cooper University Hospital to 676

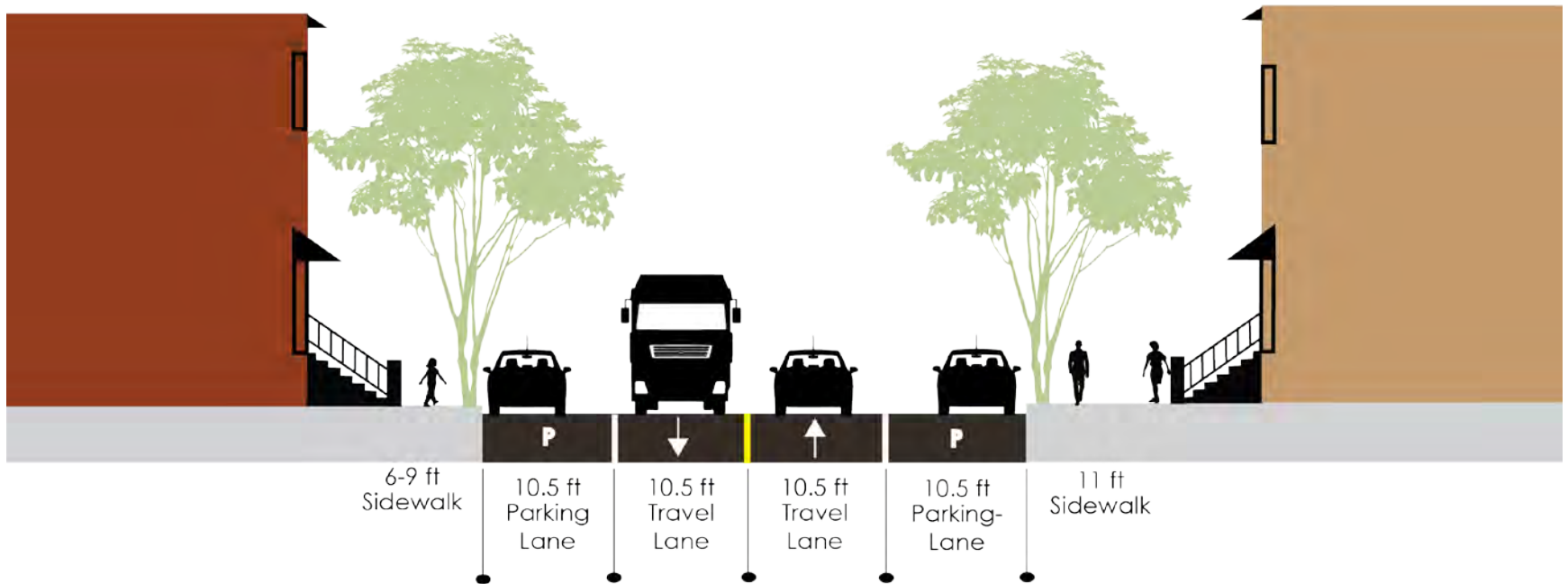


# STREET CONDITION

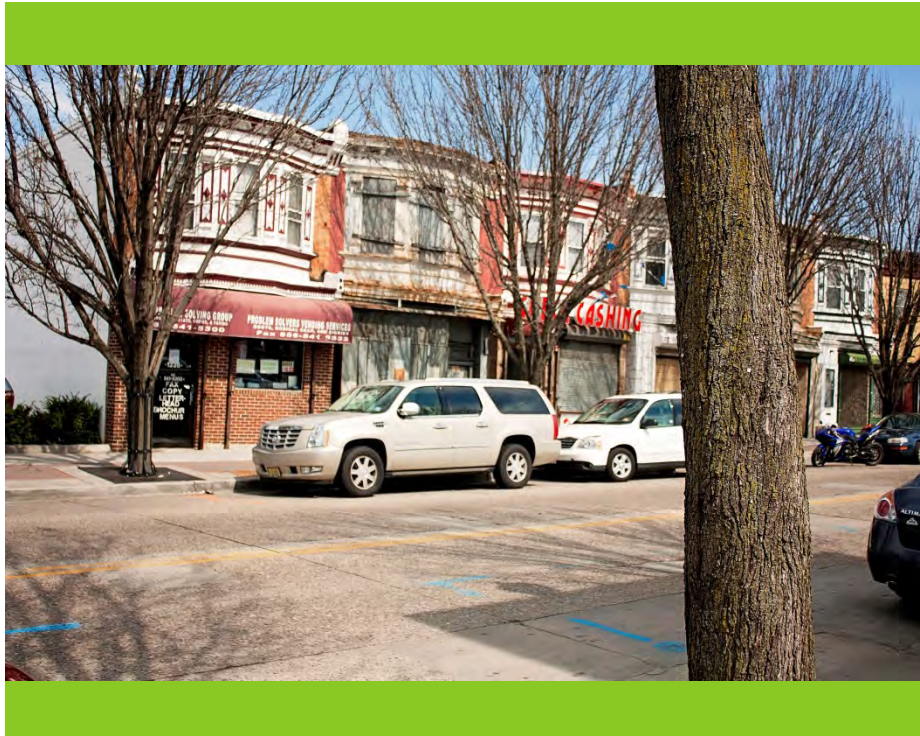


# STREET SECTION

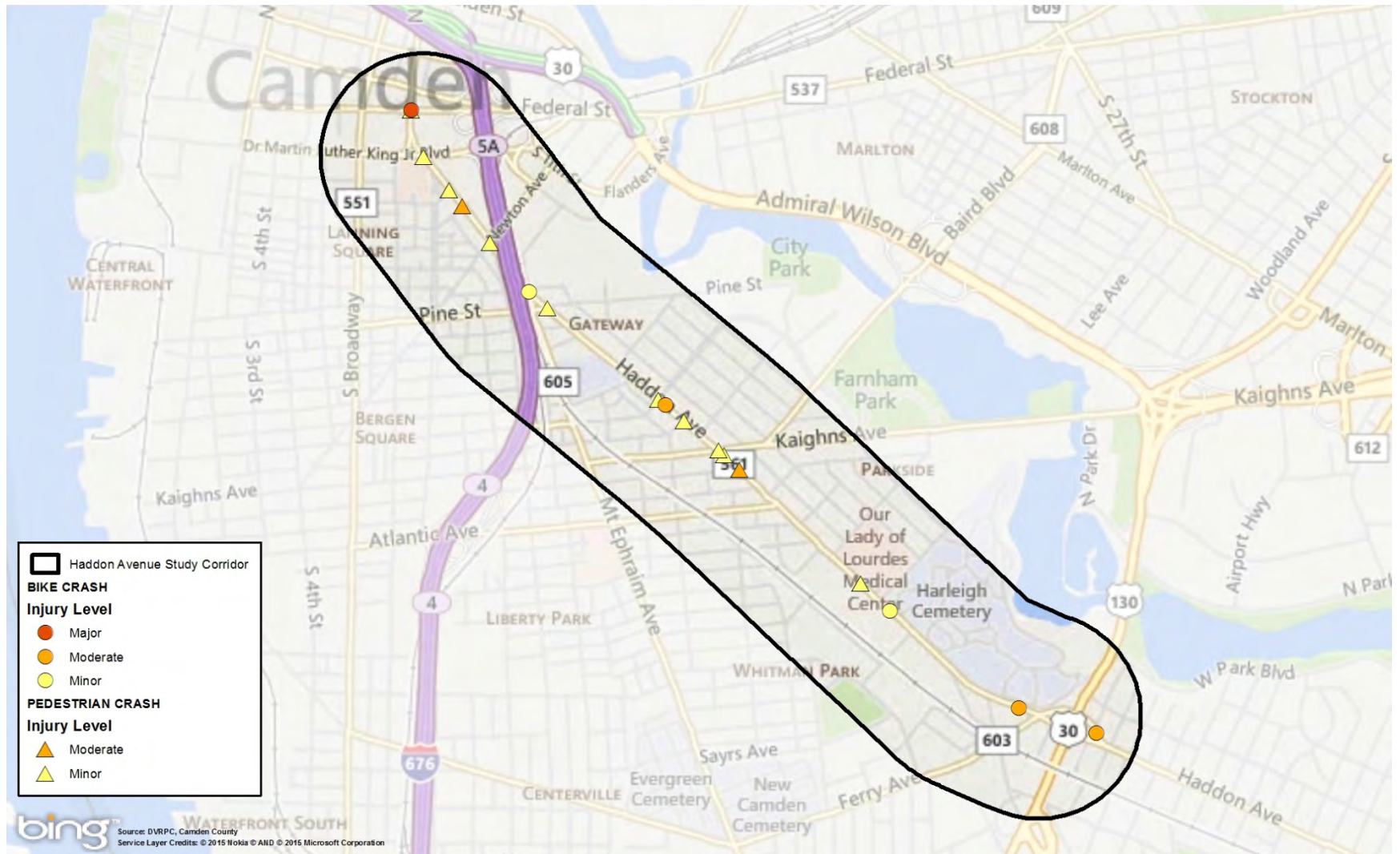
Haddon Avenue from 676 to Ferry Avenue



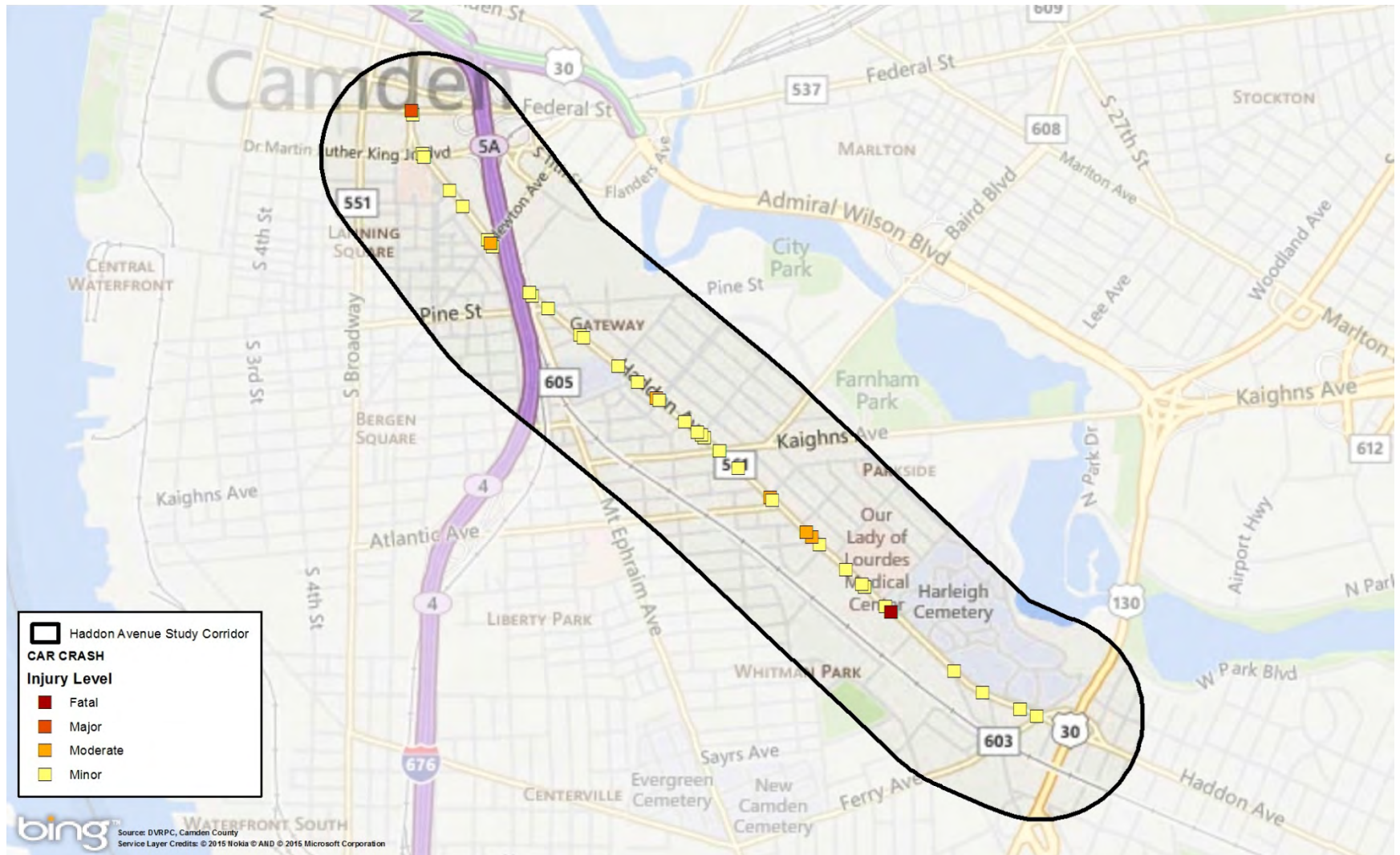
# STREET CONDITION



# CRASHES – BIKE/PED



# CRASHES – CAR





# MORE DATA: CRIME + VACANCY + HEALTH





Camden  
Coalition  
of Healthcare Providers

***Innovative Strategies for  
Multi-Sector  
Collaboration: ARISE  
Camden***



The *mission* of CCHP  
is to improve the health  
of all Camden residents  
by increasing the  
**capacity, quality, and accessibility**  
of the city's healthcare delivery system.

**Health Care**



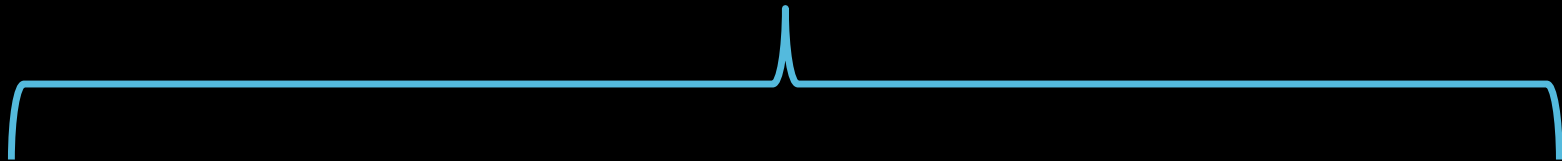
**Government**



**Residents /  
Community**



**Social Services**



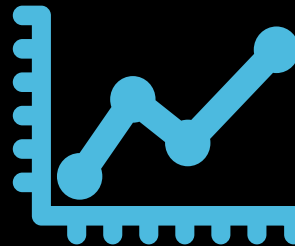
**Care  
Management  
Initiatives**



**Clinical Redesign**



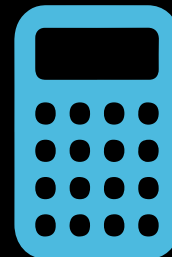
**Cross-Site  
Learning &  
Workforce  
Development**



**Data, Research  
& Evaluation**



**Legal &  
External Affairs**



**Finance &  
Administration**



# Camden Coalition of Healthcare Providers

Dr. Jeffery Brenner,  
family physician &  
founder, CCHP



“ Hotspotting is segmentation. It's taking big data sets, [and] segmenting them into a strategy

so that you can target different pockets of need...

Hotspotting is making sure that people who are in need get their needs met... in a rigorous, data-driven way.”



Building a Citywide, All-Payer, Hospital Claims Database  
to Improve Health Care Delivery  
in a Low-Income, Urban Community

Kennen Gross, PhD, MPH,<sup>1</sup> Jeffrey C. Brenner, MD,<sup>1</sup> Aaron Truchil, MS,<sup>1</sup>  
Ernest M. Post, MD,<sup>2</sup> and Amy Henderson Riley, MA, CHES<sup>1</sup>

Population Health  
Management



# Camden Hospital Utilization

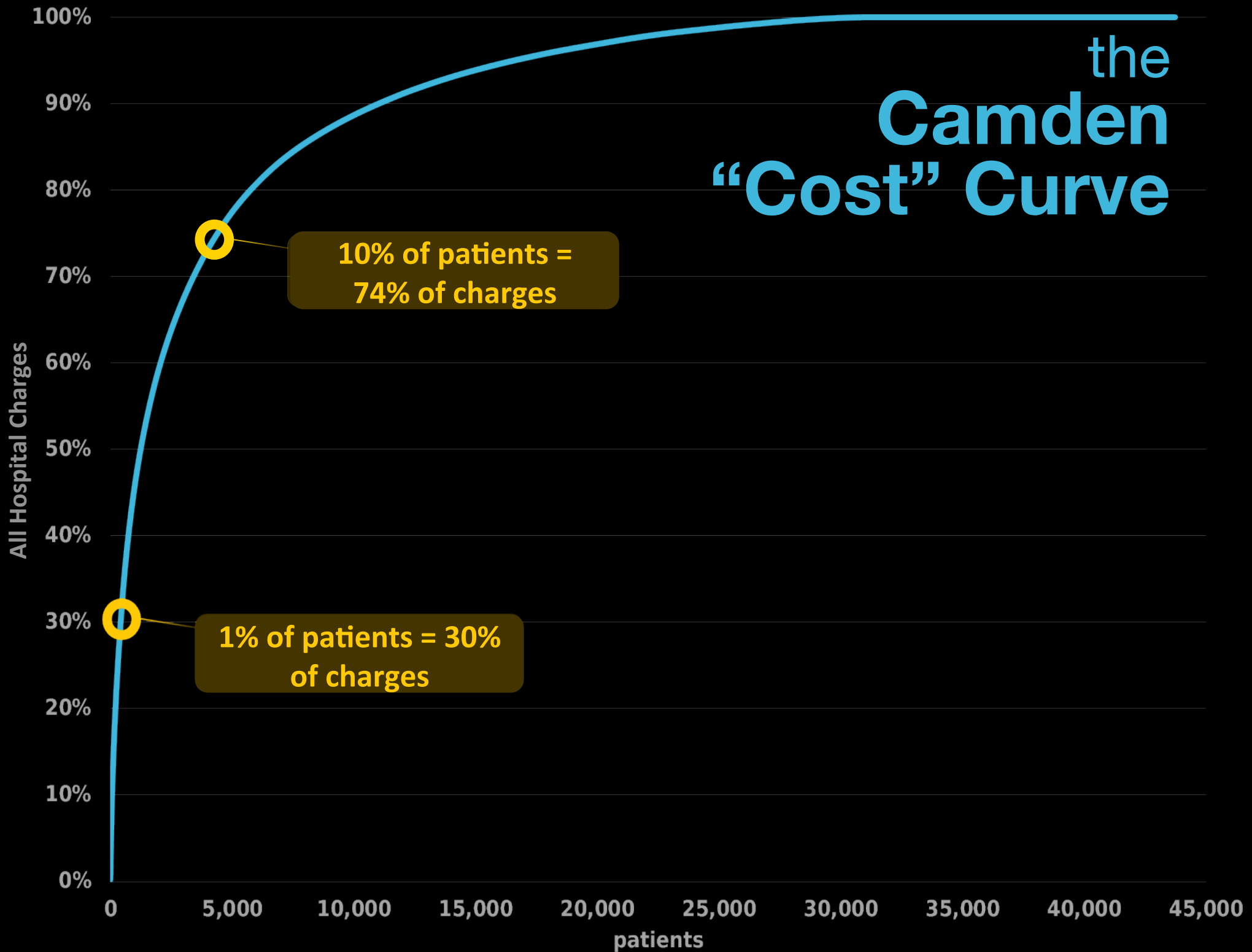
## 2011 Snapshot

total hospital revenue: **\$108,000,000**

total patients with a hospital visit: **43,710**

patients visiting multiple hospitals: **41%**

# the Camden “Cost” Curve





# Spatial Analysis of Camden Hospital Costs



# Spatial Analysis of Camden

## Hospital Costs

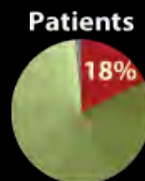
Several buildings

(e.g.) annually generate  
\$1+ *million* in hospital  
costs.

6% of city blocks  
account for 18% of  
patients and 37% of  
receipts.



January 2002  
– June 2008







Demographics



Diagnoses



Financial

# Who uses Camden's hospitals most?

## top diagnoses

Respiratory Abnormality  
Chest Pain  
Abdominal Pain  
Septicemia  
Acute Renal Failure  
Urinary Tract Infection  
Pneumonia  
Chronic Systolic Heart Failure

≈1% of population  
>5 chronic conditions

## averages:

57 years old  
4.5 ED visits  
5.3 inpatient  
hospitalized 54 days  
\$673,000 charges  
\$73,143 receipts

***Hotspotting:  
Community-Based  
Care Management***

# Camden's Health Information Exchange

**Admitted Past Month (High Use)**

User: aaron.truchil | [Sign Out](#) | [My Profile](#) | [Provide Feedback](#)

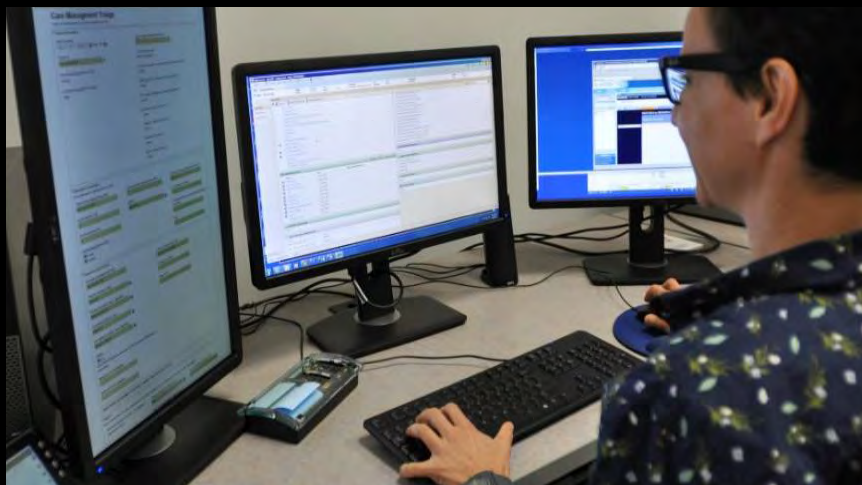
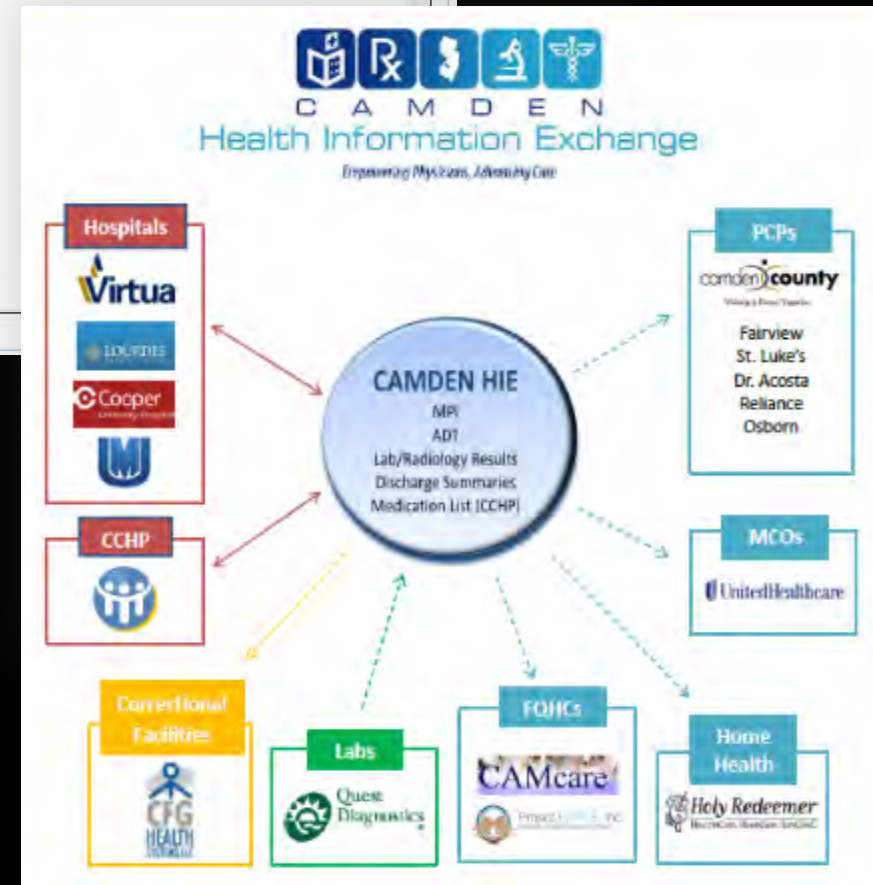
Health Information Exchange

Facility: Any | Unit: Any | Provider: Any

Displaying 170 results  
Generated:

Name	DOB	Age	Gender	Admit Date	Discharge Date (Day)	Facility	Total Days (6mo)	Inp (6mo)	ED (6mo)	Provider	Practice	Insurance	Adm Diagnoses
		50	M		(Day 2)	CUH	30	3	4				
		50	V0										
		50	E		(Day 1)	CUH	8	4	5				
		80	E		(Day 1)	CUH	8	3	1				
		80	V0										
		92	M		(Day 1)	LGA	7	3	3				
		92	V0										
		53	E		(Day 1)	CUH	4	3	2				
		53	V0										
		30	E		(Day 1)	VIRTUA	40	11	3				
		30	V0										
		65	M		(Day 1)	CUH	26	3	1				
		65	V0										
		48	E		(Day 3)	CUH	17	3	0				
		48	V0										
		52	M		(Day 2)	CUH	5	4	1				
		52	V0										
		61	M		(Day 3)	CUH	15	5	1				

Show Query Definition











# ***Insights Into Transportation Needs***



**Uneven Pavement**

**Sidewalk Width**

**Wheelchair Accessibility**

***Sidewalks***

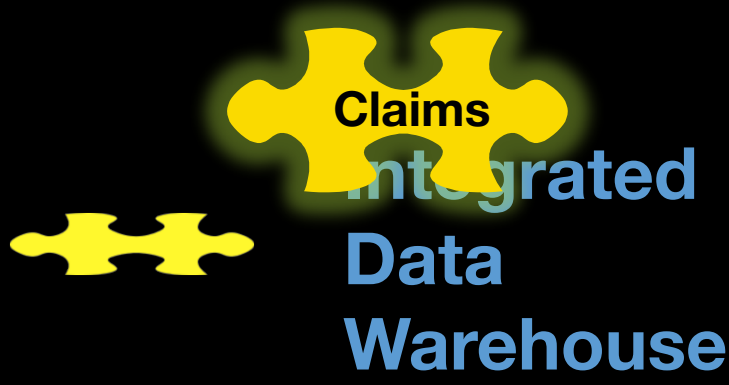


*Benches*

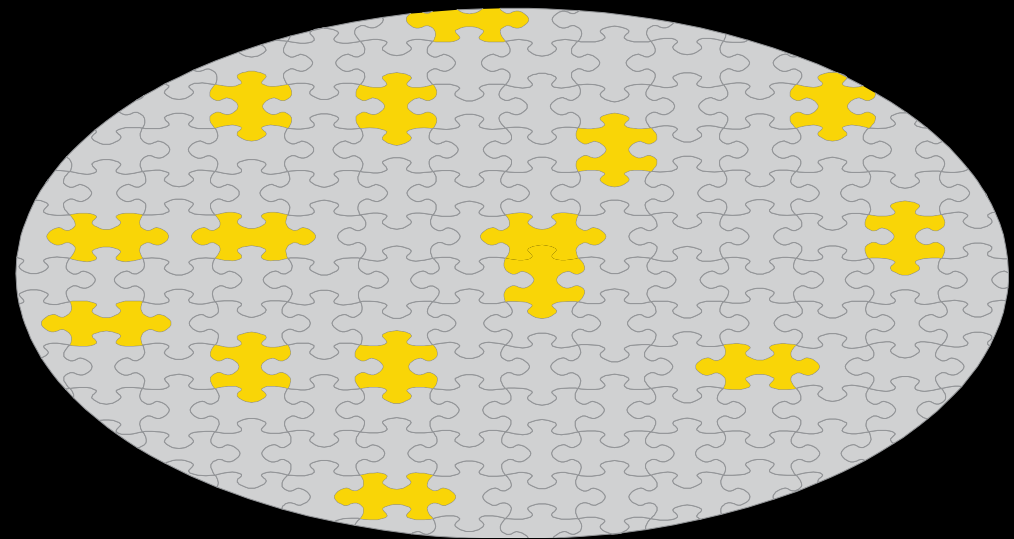


*Lighting*

***Integrated Data Systems***

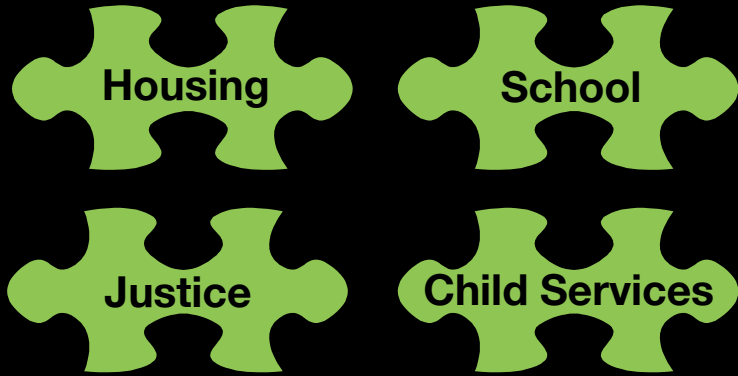


the observed world

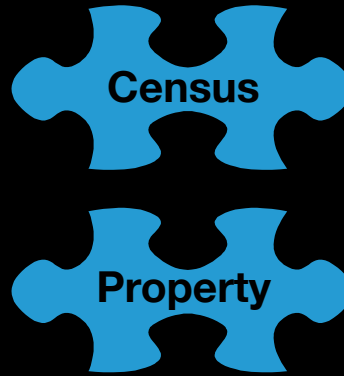


Health Data

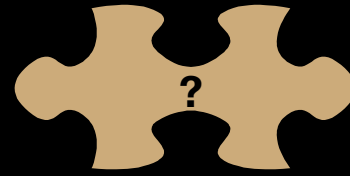
## Social Service Data



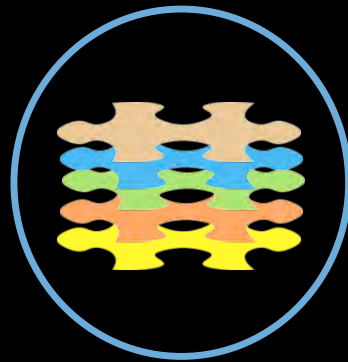
## Public Data



## Other Data

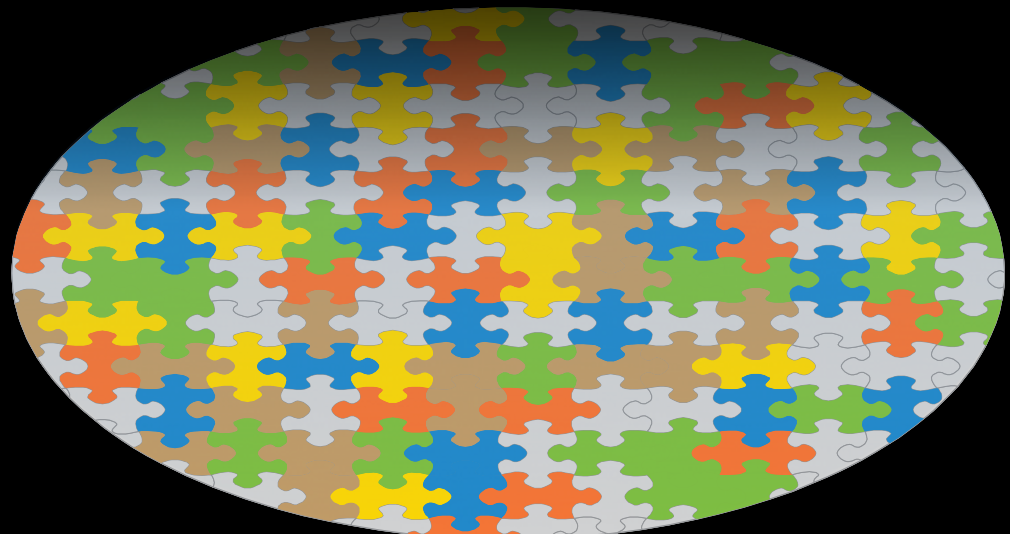


## Health Data



## Integrated Data Warehouse

the observed world





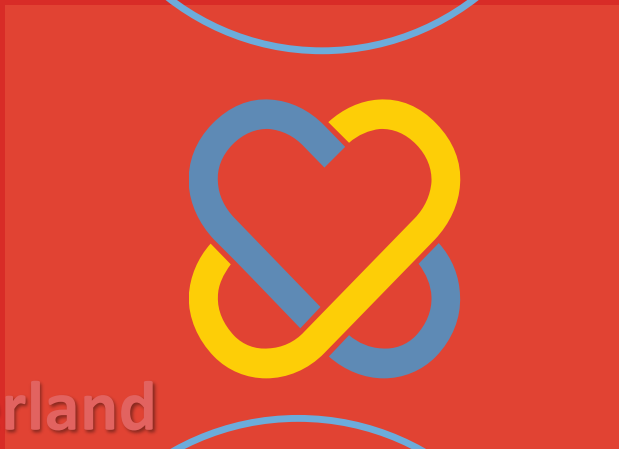
**Providers**



**Government**



Switzerland



**Residents /  
Community**



**Social Services**

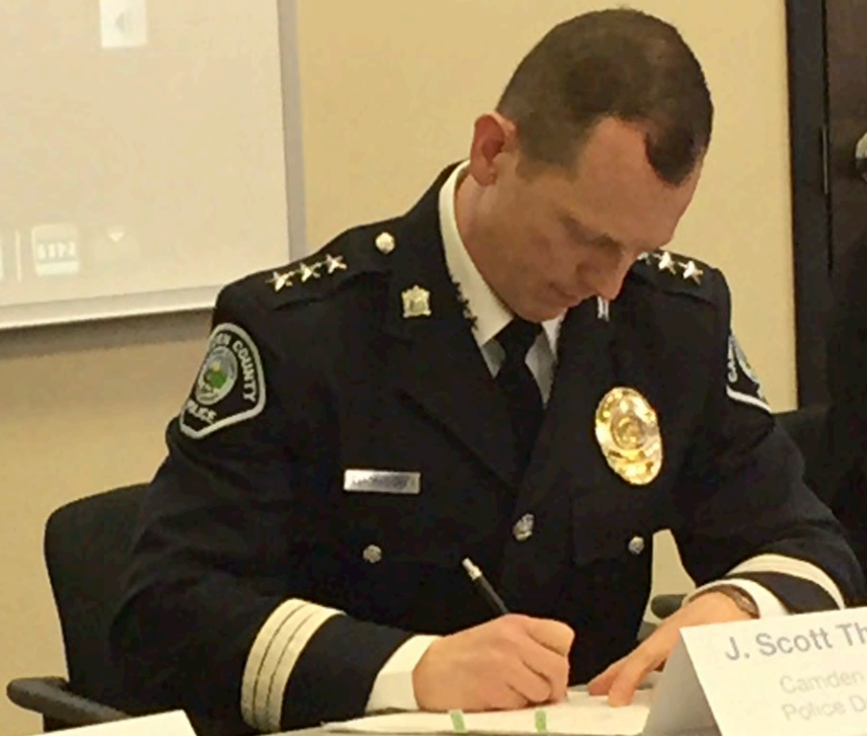
# Camden

af

laura and john arnold foundation



**Jeffrey Brenner**  
Camden Coalition  
of Healthcare Providers



**J. Scott Thomson**  
Camden County  
Police Department



***Camden Health Explorer***

Welcome to the Camden Health Explorer (CHX), a tool for investigating the state of healthcare in Camden, NJ, through data. The CHX opens an unprecedented, nearly real-time window on the use of the city's health system — the barriers patients face and the improvements the Camden Coalition strives to make every day. This project was made possible by a grant from the Knight Foundation.

[Let me Explore](#) ▶

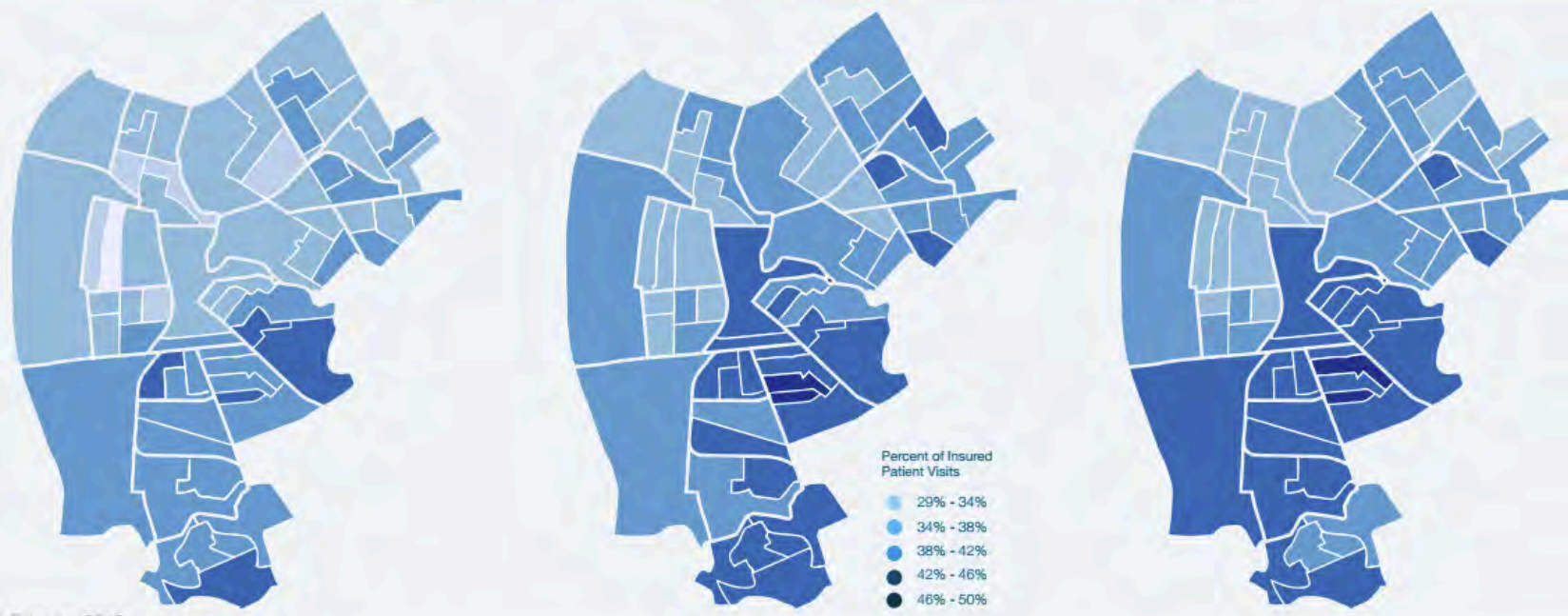
You know the questions you want to ask. We'll get out of the way and get you to the data.

[Guide me through](#) ▶

Wondering "Who are these patients? What is the Coalition trying to do? What data and questions drive the work?" Start with this guided tour.

# insurance status

ALL TIME SEP OCT NOV DEC JAN FEB MAR APR MAY JUN AUG SEP

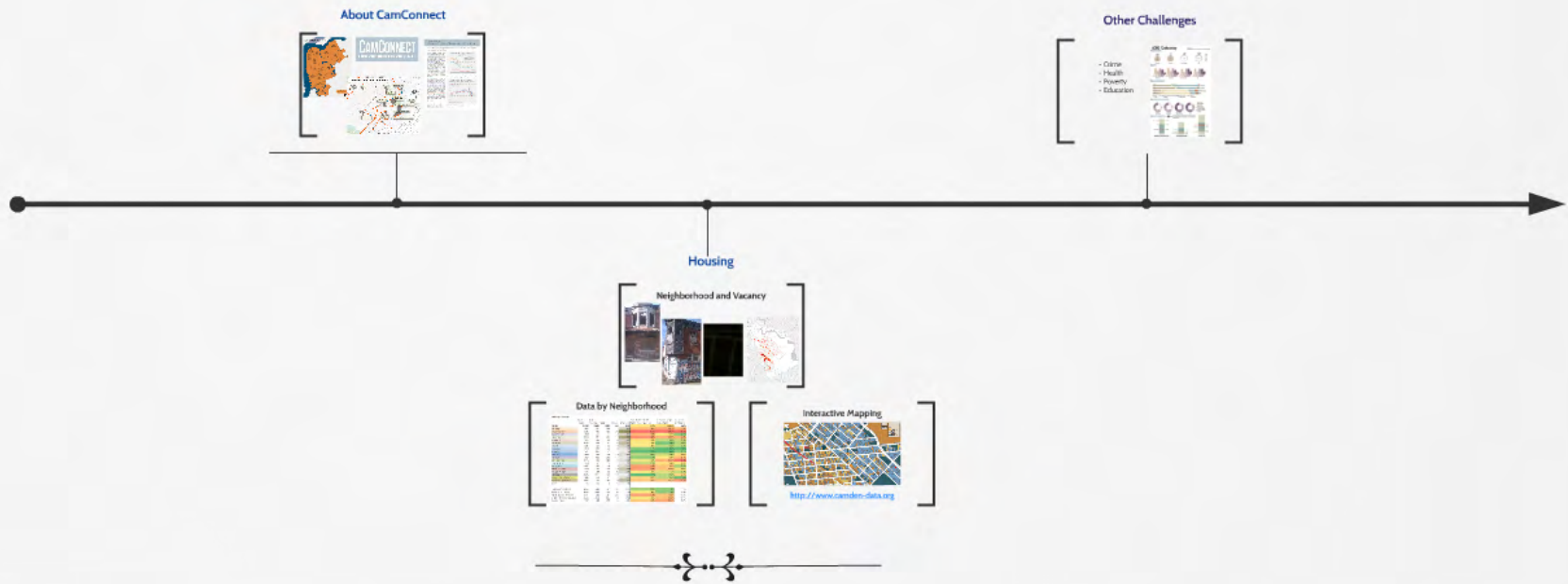


Last Updated: February 2015

## The insurance status by districts and blocks

This is where the description of the current tab is featured. Also, this place is for descriptions of the tour xxxxxxxx (max 140 characters)

# Health in the Haddon Corridor



# About CamConnect

## Camden Census Tracts

Click on a neighborhood to learn more



# CAMCONNECT

CHANGE WHAT YOU KNOW. KNOW WHAT TO CHANGE.

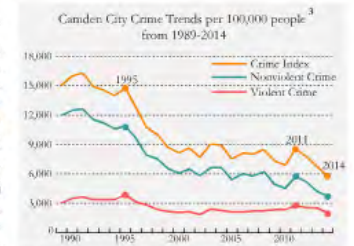


## KNOW YOUR CITY

### Camden City Crime Trends from 1989 to 2014

Crime patterns in Camden reflect national trends as well as local events such as budget cuts and police department restructuring.

When examining Camden crime trends, it's important to look at long-term patterns, not just the last few years, and to compare Camden data to that of other similar geographic areas. On an annual basis, the FBI Uniform Crime Reports compile the *crime index*, an aggregated statistic that provides a standardized measure which allows us to compare crime data year-to-year, and across the United States. In line with national trends (see Page 2), Camden crime sharply decreased from 1995 until 2000. Nonviolent crime decreased very gradually until 2011, while *violent crime* increased slowly in that span.



The crime index can include murder, manslaughter, rape, robbery, aggravated assault, burglary, larceny, and motor vehicle theft. Violent crime, a segment of that measurement, involves the use of force while nonviolent crime does not.

In 2011, budget cuts caused massive layoffs in the Camden City Police Department, and other cities in New Jersey, including Newark and Trenton, have done the same to combat declining state aid and tax revenue.<sup>4</sup> From 2010 to 2011, the number of Camden police officers fell from 366 to 265, and the total number of all employees dropped from 452 to 314. Also in 2011, the *crime index* (+23.8%), *violent* (+16.9%), and *nonviolent crime* (+27.5%) increased – though it is important to note that we can't definitively conclude that the layoffs caused these results.



<sup>3</sup> Data Source: 1989-2014 New Jersey Uniform Crime Reports <http://www.nj.gov/info/stats.html>

<sup>4</sup> Levels of police officers per 1,000 residents had been increasing steadily in Camden, but then dropped sharply by 2011, a trend that was mirrored in Trenton and Newark as well.

# Housing

## Neighborhood and Vacancy



## Data by Neighborhood

Vacancy Breakdown	Total Persons	Total Buildings	Vacant	Unsure	Empty Units	% of Units that are Vacant Buildings or Units	Est. % of Buildings that are Vacant	Portion of Total Vacants
<b>TOTAL</b>	<b>31229</b>	<b>22812</b>	<b>3322</b>	<b>179</b>	<b>8342</b>	<b>43%</b>	<b>34.84%</b>	<b>100%</b>
Center City	1595	2037	246	7	428	46%	24.1%	7.2%
Bergen Square	2765	1848	489	31	1338	26%	15.1%	14.7%
Cooper's Point	968	377	72	8	351	48%	13.0%	2.1%
Rye Point	2223	1261	260	17	392	56%	22.9%	8.4%
Cramer Hill	1387	755	59	4	417	38%	9.5%	2.8%
Belmont	2265	1584	87	2	711	38%	9.5%	2.6%
Dudley	1336	990	59	14	386	36%	30.5%	2.8%
Reservoir	1454	1222	59	4	292	27%	4.5%	2.0%
Stockton	1761	1027	73	1	134	18%	4.6%	2.1%
Marion	1864	1539	154	18	325	20%	30.6%	4.0%
Belmont	1822	2099	222	17	523	39%	13.6%	6.7%
Whitford Park	2225	2913	444	6	362	15%	23.0%	11.0%
Liberty Park	873	751	117	1	122	27%	15.6%	1.0%
Carroll	662	792	76	3	222	33%	10.5%	2.3%
Waterford South	1374	792	123	11	364	34%	20.2%	4.0%
Morgan Village	1120	824	59	6	279	33%	11.7%	2.8%
Belmont	3955	2011	182	18	188	4%	0.5%	1.5%
Cooper Creek/Waterford	866	174	51	7	22	40%	0.5%	3.0%
EBU/Lanning Square	2492	1735	355	1	757	45%	20.7%	10.7%
Other	170	125	2	0	45			
<b>EAST CAMDEN NBHD</b>	<b>6375</b>	<b>5338</b>	<b>371</b>	<b>17</b>	<b>1037</b>	<b>22%</b>	<b>7.3%</b>	<b>11.1%</b>
Cramer Hill NBHD	3672	2539	180	6	1133	36%	7.2%	5.4%
NORTH CAMDEN NBHD	1251	2838	351	14	1313	53%	17.8%	25.5%
CHICK NBHD (See Below)	1750	3078	637	4	676	37%	20.8%	19.1%
Cooper Place	1292	891	106	5	305	41%	23.5%	6.2%

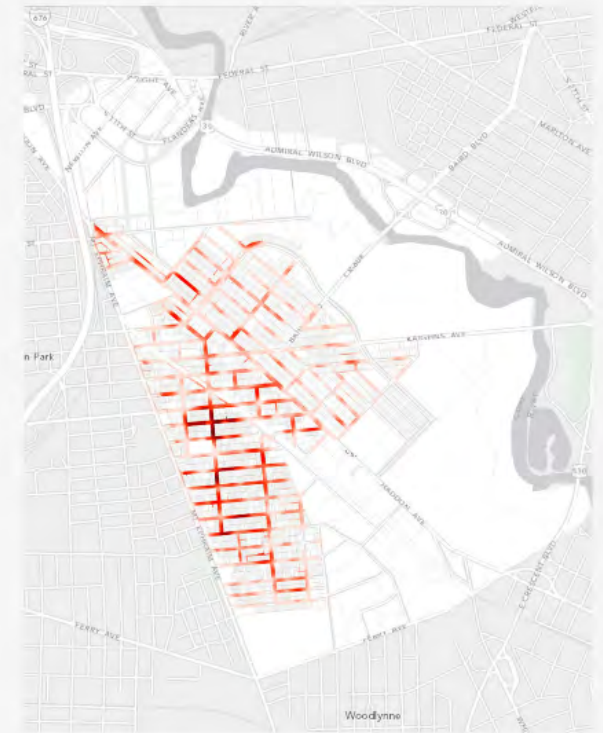
## Interactive Mapping

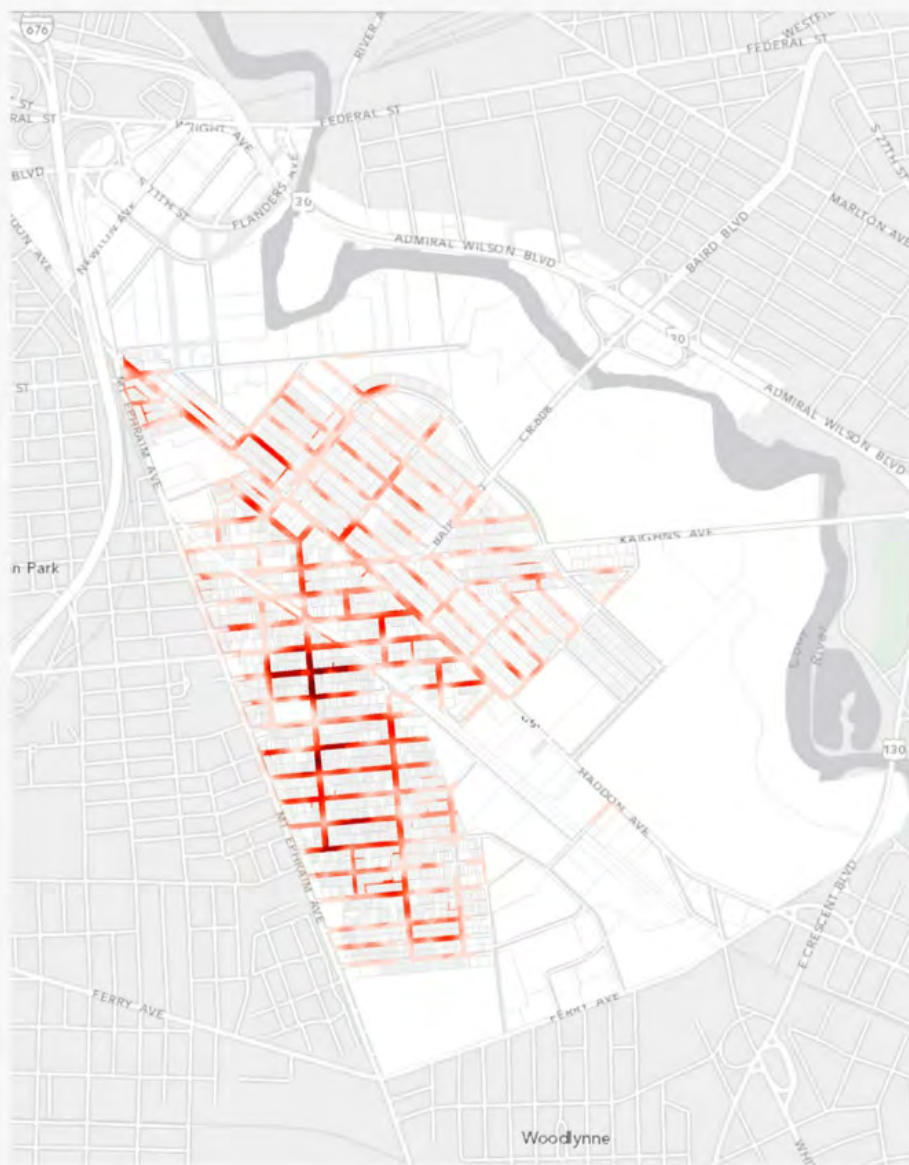


<http://www.camden-data.org>



## Neighborhood and Vacancy





# Data by Neighborhood

## Vacancy Breakdown

	Total Parcels	Total Buildings	Vacant	Unsure	Empty Lots	% of Parcels that are Vacant Buildings or lots	Est. % of Buildings that are Vacant	Portion of Tot Vacants
<b>TOTAL</b>	<b>31128</b>	<b>23031</b>	<b>3332</b>	<b>170</b>	<b>8142</b>	<b>37%</b>	<b>14.84%</b>	<b>100%</b>
Gateway	1465	1037	246	7	428	46%	24.1%	7.4%
Bergen Square	2766	1448	489	20	1318	65%	34.5%	14.7%
Cooper's Poynt	968	577	71	8	391	48%	13.0%	2.1%
Pyne Poynt	2223	1261	280	17	962	56%	22.9%	8.4%
Cramer Hill	1387	955	93	4	432	38%	9.9%	2.8%
Beideman	2285	1584	87	2	701	34%	5.6%	2.6%
Dudley	1336	950	93	14	386	36%	10.5%	2.8%
Rosedale	1414	1222	53	4	192	17%	4.5%	1.6%
Stockton	1761	1627	71	1	134	12%	4.4%	2.1%
Marlton	1864	1539	154	18	325	26%	10.6%	4.6%
Parkside	1822	1699	222	17	123	19%	13.6%	6.7%
Whitman Park	2215	1933	444	0	282	33%	23.0%	13.3%
Liberty Park	873	751	117	1	122	27%	15.6%	3.5%
Centerville	662	390	76	3	272	53%	19.9%	2.3%
Waterfront South	1374	790	153	13	584	54%	20.2%	4.6%
Morgan Village	1120	824	93	6	296	35%	11.7%	2.8%
Fairview	2065	2011	182	19	54	11%	9.5%	5.5%
Cooper Grant/Waterfront	866	573	51	7	293	40%	9.5%	1.5%
CBD/Lanning Square	2492	1735	355	9	757	45%	20.7%	10.7%
Other	170	125	2	0	45			
EAST CAMDEN NBHD	6375	5338	371	37	1037	22%	7.3%	11.1%
CRAMER HILL NBHD	3672	2539	180	6	1133	36%	7.2%	5.4%
NORTH CAMDEN NBHD	3191	1838	351	25	1353	53%	19.8%	10.5%
CHOICE NBHD (no Gatew.)	3750	3074	637	4	676	35%	20.8%	19.1%
Cooper Plaza	1192	886	206	5	306	43%	23.5%	6.2%

# Interactive Mapping



<http://www.camden-data.org>

# Housing

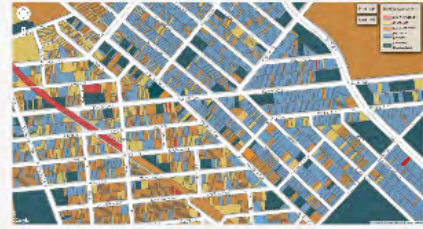
## Neighborhood and Vacancy



## Data by Neighborhood

Vacancy Breakdown	Total	Total	Vacant	Units	Empty Units	Of Units that are Beyond Build-up or renov	Eq. W of Buildings that are Vacant	Percent of Total Units
<b>TOTAL</b>	<b>21128</b>	<b>23821</b>	<b>2322</b>	<b>172</b>	<b>8162</b>	<b>37%</b>	<b>64,84%</b>	<b>100%</b>
Subway	2485	1027	248	7	701	28%	24.2%	7.8%
Belmont Square	2756	1480	491	20	1128	40%	44.5%	14.7%
Essex Street	968	377	75	8	303	31%	11.0%	2.9%
First Street	2223	1261	200	17	782	35%	22.3%	5.8%
Central Hill	1187	805	84	8	412	34%	5.8%	2.4%
Essex Street	2285	1364	87	2	701	34%	5.8%	2.4%
Dudley	1336	907	81	14	306	30%	10.3%	2.8%
Midvale	1414	1222	51	4	151	17%	2.5%	1.4%
Stanford	1761	1427	75	1	134	12%	4.4%	2.4%
Edgemoor	1884	1569	114	18	243	26%	10.6%	4.9%
Parkside	1822	1893	222	17	123	15%	11.8%	5.7%
Midtown Park	2255	1411	444	6	264	24%	21.0%	18.8%
North Park	874	751	117	1	114	13%	5.8%	3.4%
Carrollville	682	300	78	3	272	39%	10.9%	2.3%
Waterfront South	1174	707	153	13	504	43%	20.2%	4.8%
Morgan Village	1120	824	95	8	295	26%	11.7%	2.8%
Polkville	2064	2011	182	19	54	26%	9.3%	5.9%
Center Street/Waterfront	864	379	56	7	291	34%	9.3%	2.8%
ESSEX STREET	2412	1735	155	9	751	31%	20.7%	10.7%
Other	179	125	2	0	45	25%	0.7%	0.2%
LAST CAMDEN NBHD	6374	4328	171	27	1087	17%	7.3%	11.5%
CAMDEN HILL NBHD	1072	2329	280	8	1121	26%	2.2%	5.4%
NORTH CAMDEN NBHD	1121	1318	151	13	1121	33%	20.1%	10.3%
CHANCE NBHD (no Green)	1350	1074	63	4	474	35%	30.8%	19.1%
Cooper Pass	1122	886	206	5	306	27%	23.5%	6.2%

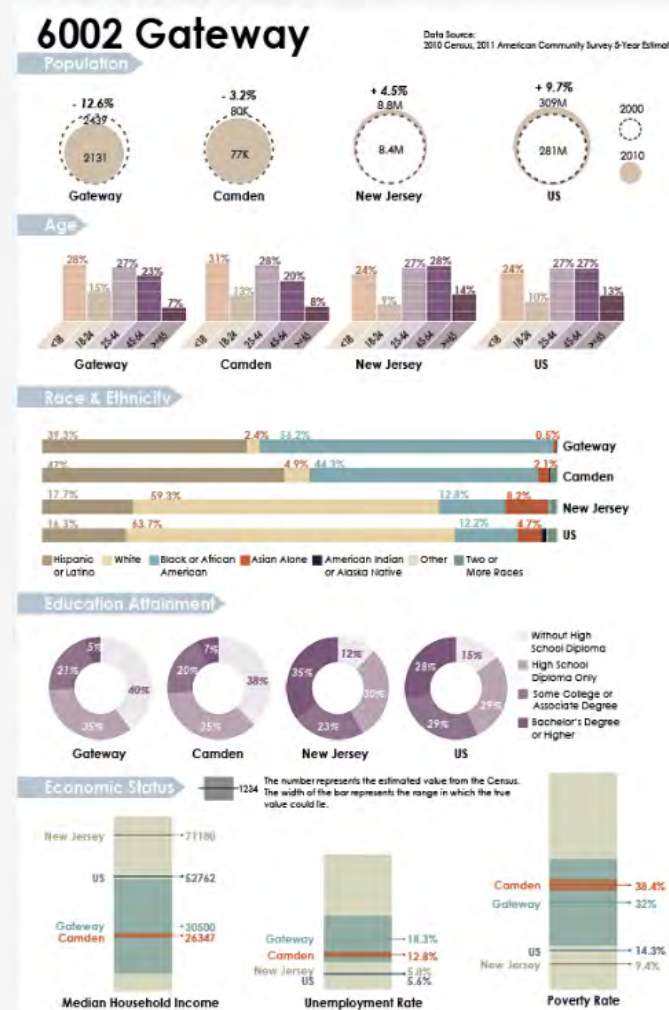
## Interactive Mapping



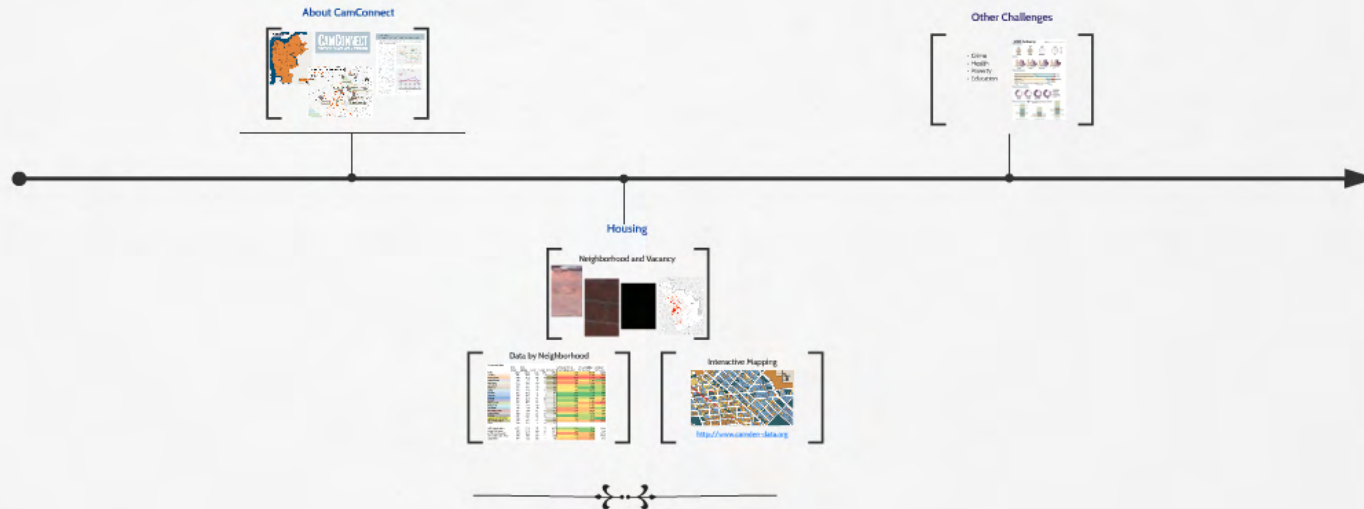
<http://www.camden-data.org>

# Other Challenges

- Crime
- Health
- Poverty
- Education



# Health in the Haddon Corridor





# FOCUS AREAS





# FOCUS AREAS



# MLK BOULEVARD



# MLK BOULEVARD



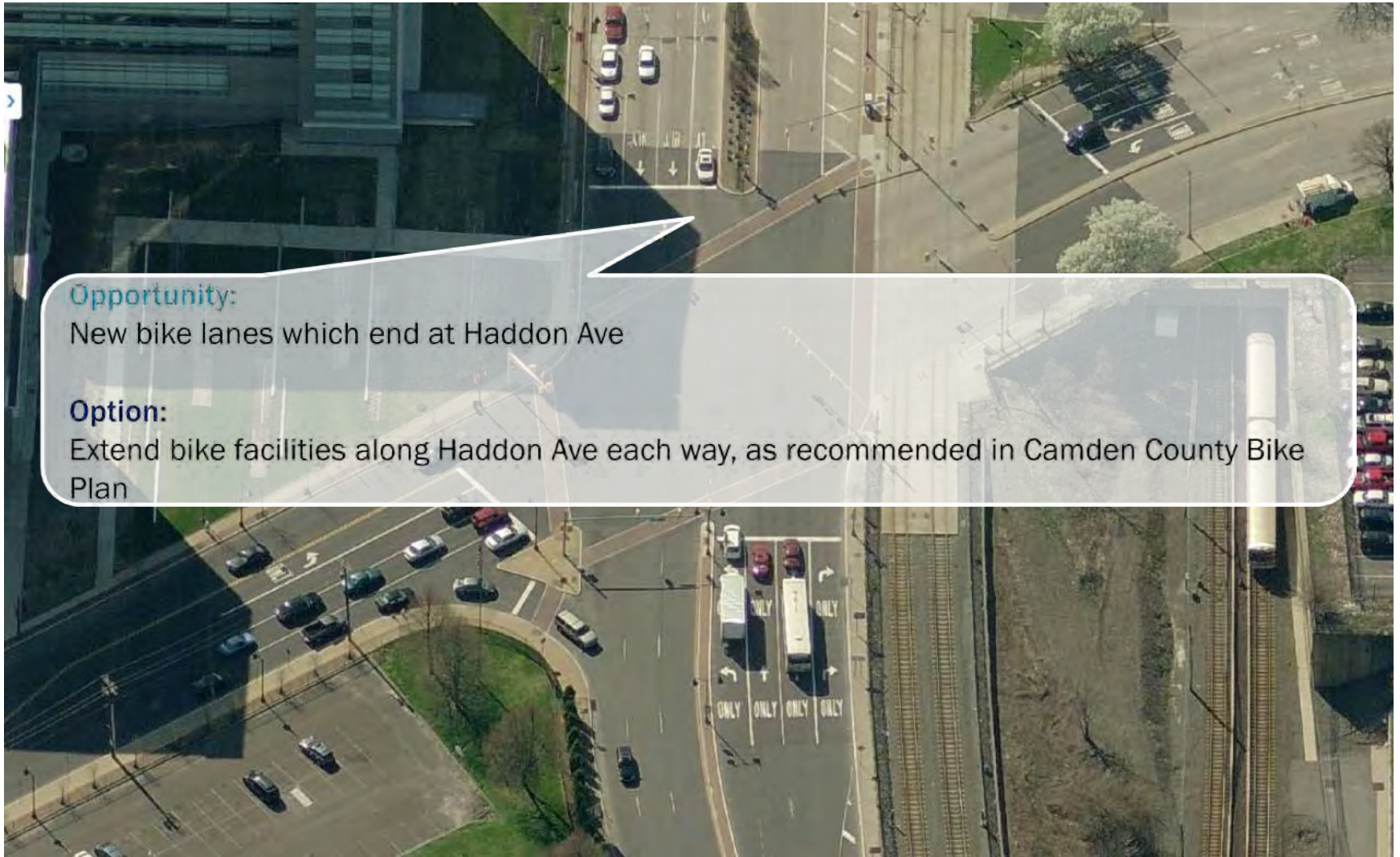
**Issue:**

Wide, 200' crossing distance

**Options:**

1. Extend median islands to meet crosswalks for better pedestrian refuge
2. Add pedestrian countdown timers

# MLK BOULEVARD



**Opportunity:**

New bike lanes which end at Haddon Ave

**Option:**

Extend bike facilities along Haddon Ave each way, as recommended in Camden County Bike Plan

# 676 OVERPASS



# 676 OVERPASS

## Issue:

1. Narrow, poorly-lit sidewalks with wide vehicle lane(s)
2. No bicycle facilities

## Options:

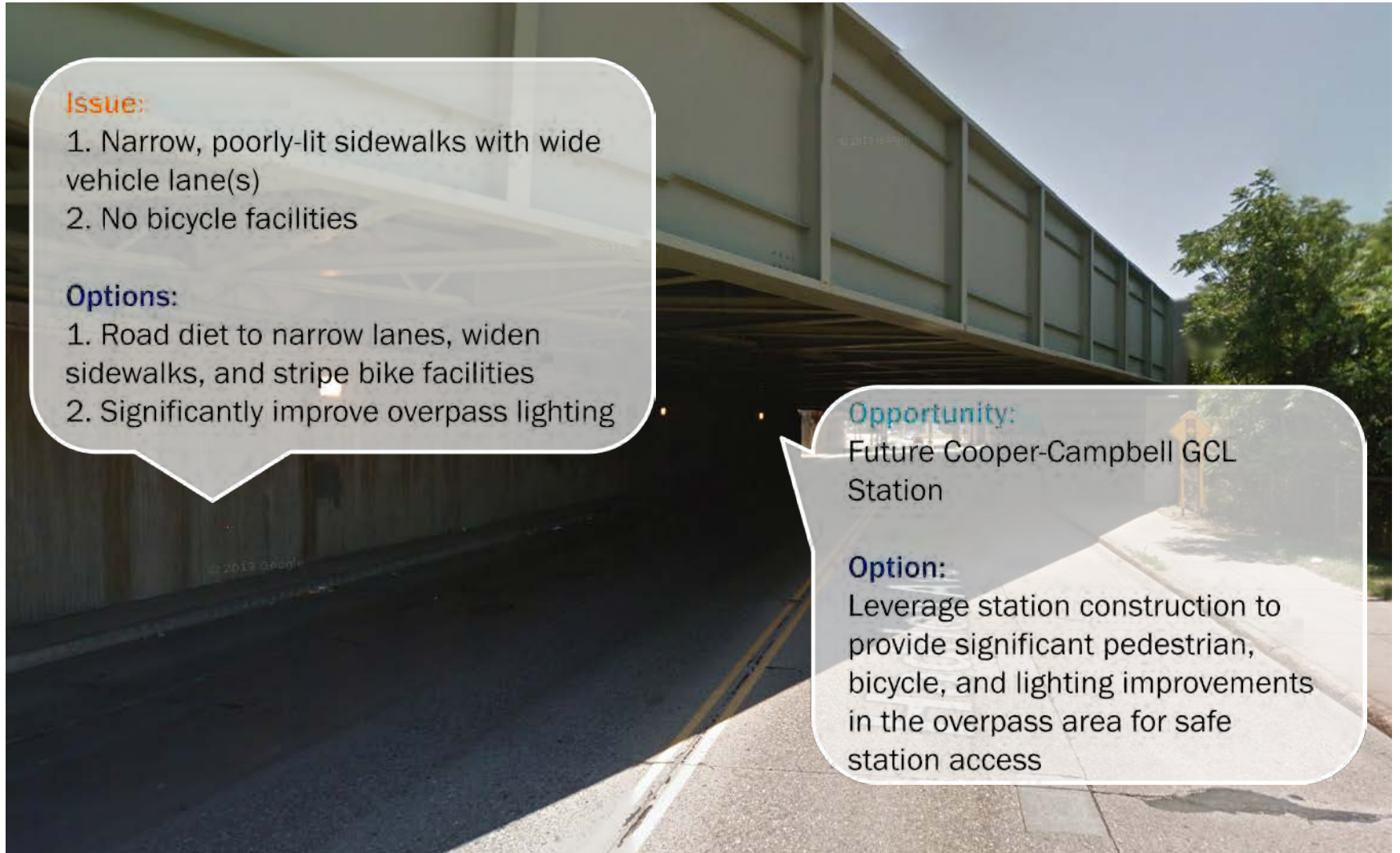
1. Road diet to narrow lanes, widen sidewalks, and stripe bike facilities
2. Significantly improve overpass lighting

## Opportunity:

Future Cooper-Campbell GCL Station

## Option:

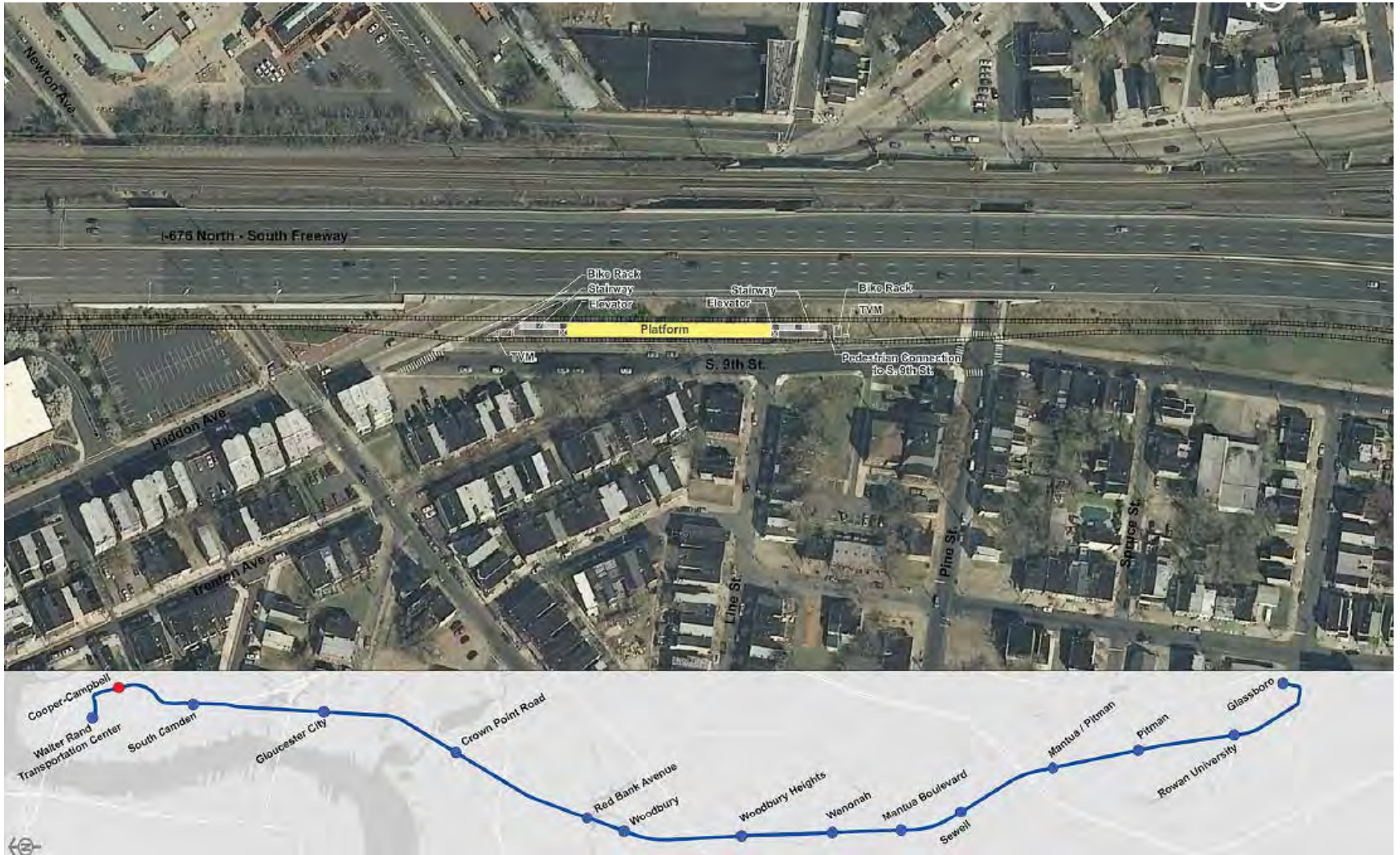
Leverage station construction to provide significant pedestrian, bicycle, and lighting improvements in the overpass area for safe station access



# 676 OVERPASS

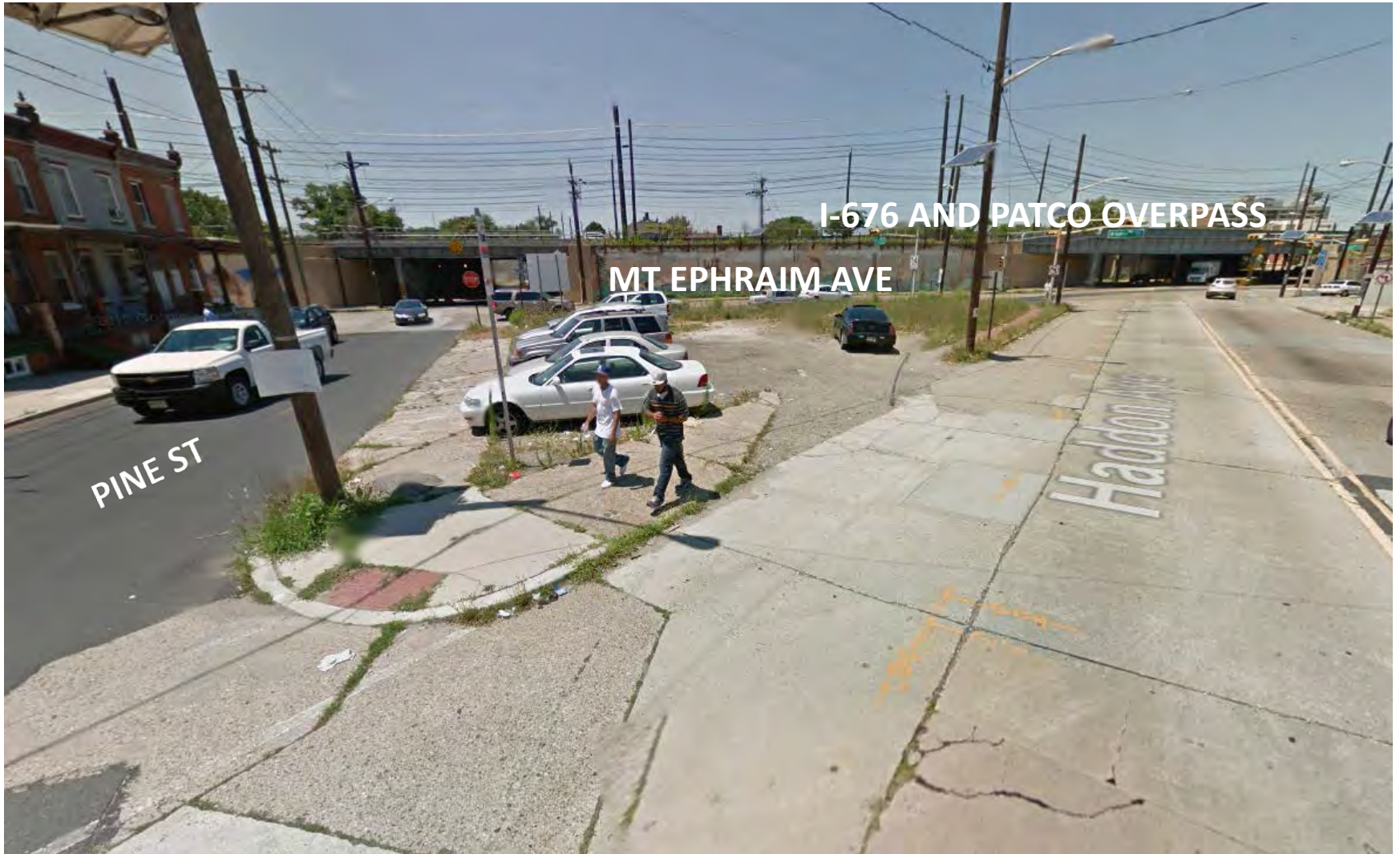


# 676 OVERPASS





# PINE + HADDON + MT. EPHRAIM



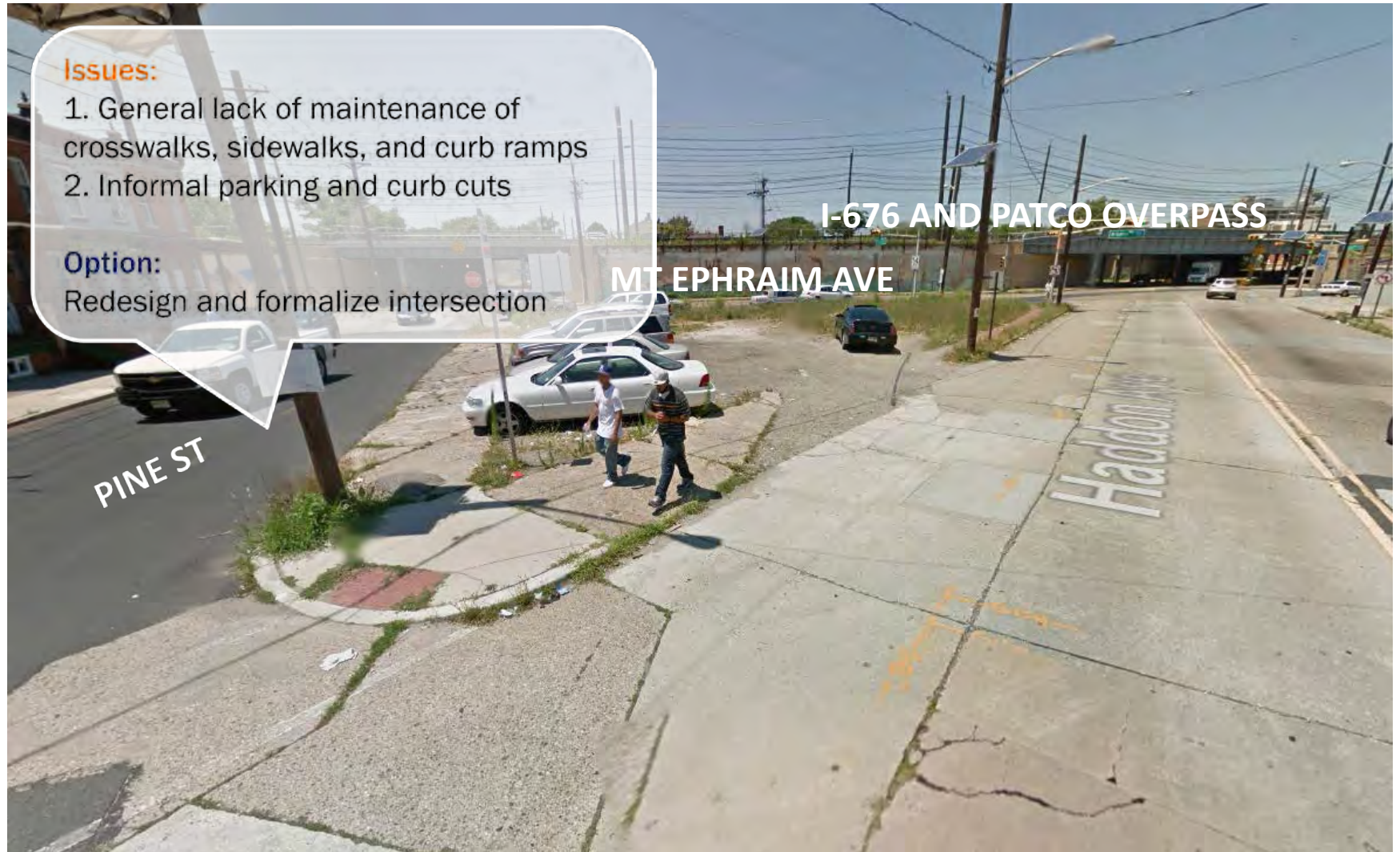
# PINE + HADDON + MT. EPHRAIM

## Issues:

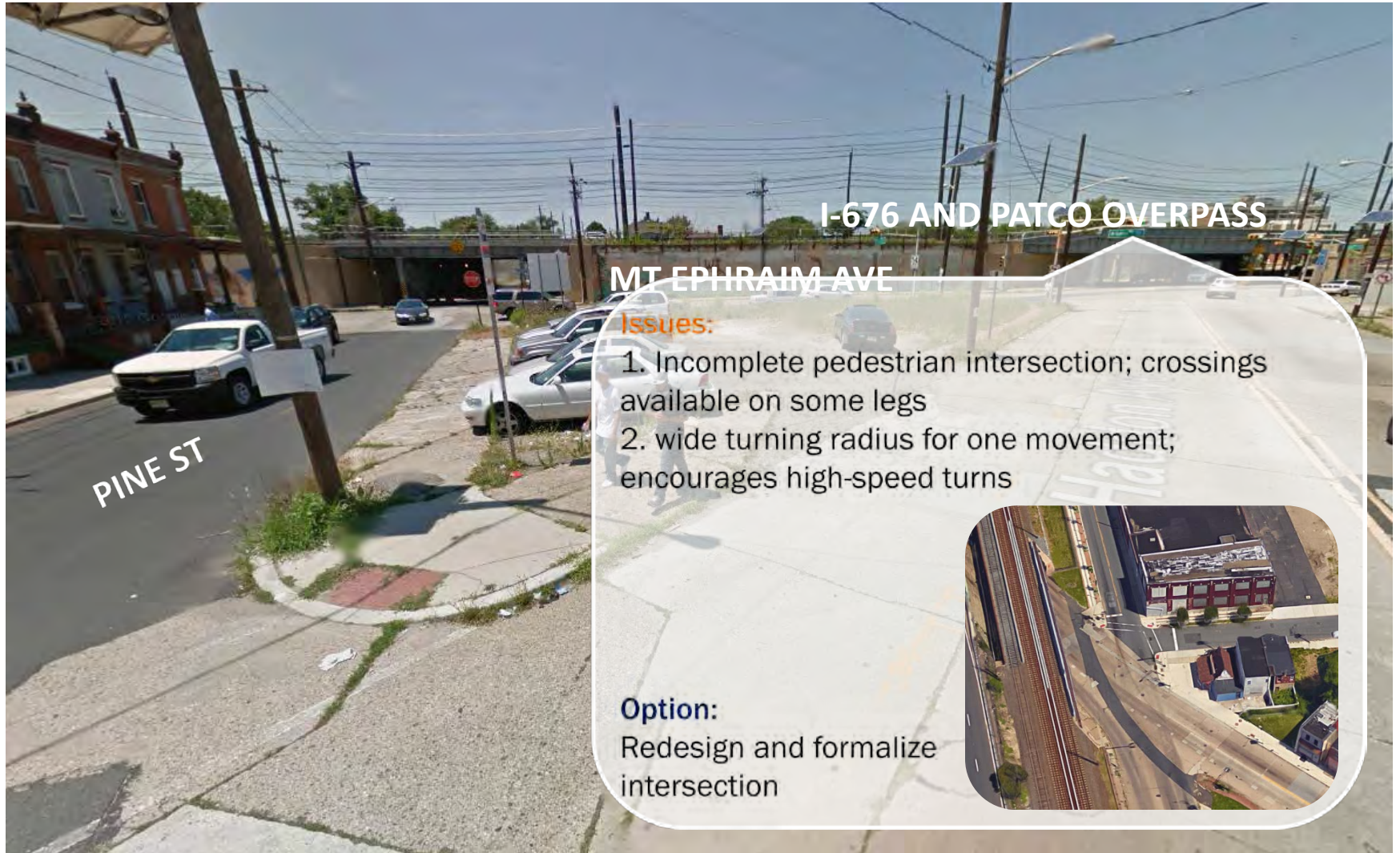
1. General lack of maintenance of crosswalks, sidewalks, and curb ramps
2. Informal parking and curb cuts

## Option:

Redesign and formalize intersection



# PINE + HADDON + MT. EPHRAIM



# PINE + HADDON + MT. EPHRAIM



# KAIGHN AVE



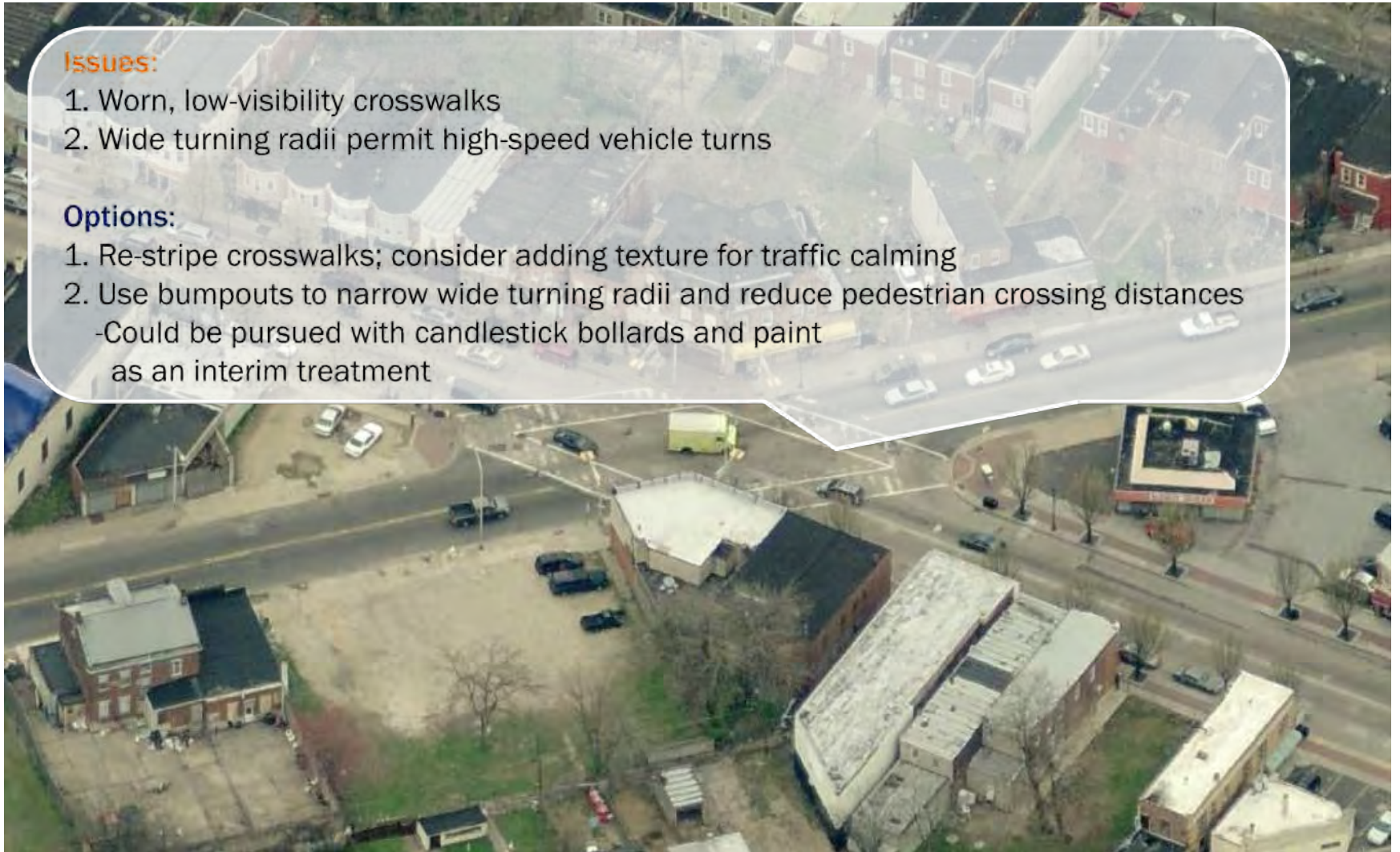
# KAIGHN AVE

## Issues:

1. Worn, low-visibility crosswalks
2. Wide turning radii permit high-speed vehicle turns

## Options:

1. Re-stripe crosswalks; consider adding texture for traffic calming
2. Use bumpouts to narrow wide turning radii and reduce pedestrian crossing distances
  - Could be pursued with candlestick bollards and paint as an interim treatment



# KAIGHN AVE



Figure 6: Existing Conditions at Haddon and Kaighn. Spring 2005. Source: DVRPC.



Figure 7: Photo Simulation of Future Haddon and Kaighn. Spring 2005. Source: Wallace, Roberts & Todd, LLC.

# FERRY AVE. + PATCO





# FERRY AVE. + PATCO



FERRY AVE (PATCO)

**Issue:**

No sidewalks along Venner St/Old White Horse Pike

**Option:**

Formalize street and add sidewalks

**Issue:**

Critical pedestrian crossing with poorly-marked crosswalks

**Option:**

Re-stripe crosswalks and add pedestrian signals with countdown timers and ADA audio alerts

O.L. LOURDES

# FERRY AVE. + PATCO



FERRY AVE (PATCO)

**Issue:**

No formal crossing facilities adjacent to station access, or connecting station with NJT bus stop opposite

**Option:**

Formalize movements in station-front plaza/drop-off area, including crosswalk striping and bus shelter

HADDON AVE

O.L. LOURDES

# FERRY AVE. + PATCO

