**Section 1126.310 Purpose of the Project – Information Requirements**

The applicant shall document that the project will provide health services that improve the well-being of the market area population to be served.  The applicant shall identify the proposed planning area.

a) The applicant shall address the purpose of the project, i.e., identify the issues or problems that the project is proposing to address or solve.  Information to be provided shall include, but is not limited to, identification of existing problems or issues that need to be addressed, as applicable and appropriate for the project.  Examples of this information include:

1) The area's demographics or characteristics (e.g., rapid area growth rate, increased SMHRF population) that may affect the need for services in the future;

2) The incidence of various diseases in the area;

3) The population's financial ability to access SMHRF services (e.g., financial hardship, increased number of charity care patients/residents, changes in the population area's insurance or managed care status);

4) The physical accessibility to necessary SMHRF services (e.g., new highways, other changes in roadways, changes in bus/train routes or changes in housing developments).

b) The applicant shall cite the source of the information (e.g., local health department, Illinois Project for Local Assessment of Need (IPLAN) documents, Public Health Futures, local mental health plans, or other health assessment studies from governmental, academic or other independent sources).

c) The applicant shall detail how the project will address or improve the issues listed in subsection (a), as well as the population's health status and well-being. Further, the applicant shall provide goals with quantified and measurable objectives with specific time frames that relate to achieving the stated goals.