

Milwaukee Promise Zones Purpose & Program Design

File # 160739 – Proposed
Substitute Resolution Authorizing
the Expenditure Of Keeping
The Promise SPA Funding



Introduction

Goal of Today's Presentation:

- I. Respond to request for information related to Milwaukee Promise Zones Initiative
 - File # 160739 – May 3rd Finance & Personnel Committee

Introduction

Goal of Today's Presentation:

2. To secure F&P Committee's recommendation to establish a competitive RFP process for the amount of \$336,882 to:
 - Conduct and track pre & post door to door surveys utilizing a community needs assessment
 - Develop work plans in collaboration with MPD to improve community relations
 - Recruit at risk youth for **year-round employment**
 - Enhance economic activity by encouraging private investment

Introduction

Goal of Today's Presentation:

3. To secure F&P Committee's recommendation to:
 - Fund Employ Milwaukee for \$135,118 to hire 104 Promise Zones youth for **Summer Employment** in the Earn & Learn Program

Background

- **MPZ is Inspired by Federal Promise Zones Designations**
- HUD & DOE invested and partnered with high-poverty urban, rural and tribal communities to:
 - Create jobs
 - Increase economic activity,
 - Improve educational opportunities
 - Leverage private investment
 - And reduce violent crime



Promise Zone Communities

www.hud.gov/promisezones

FIRST ROUND

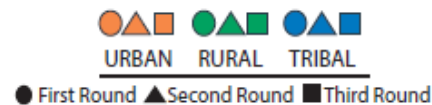
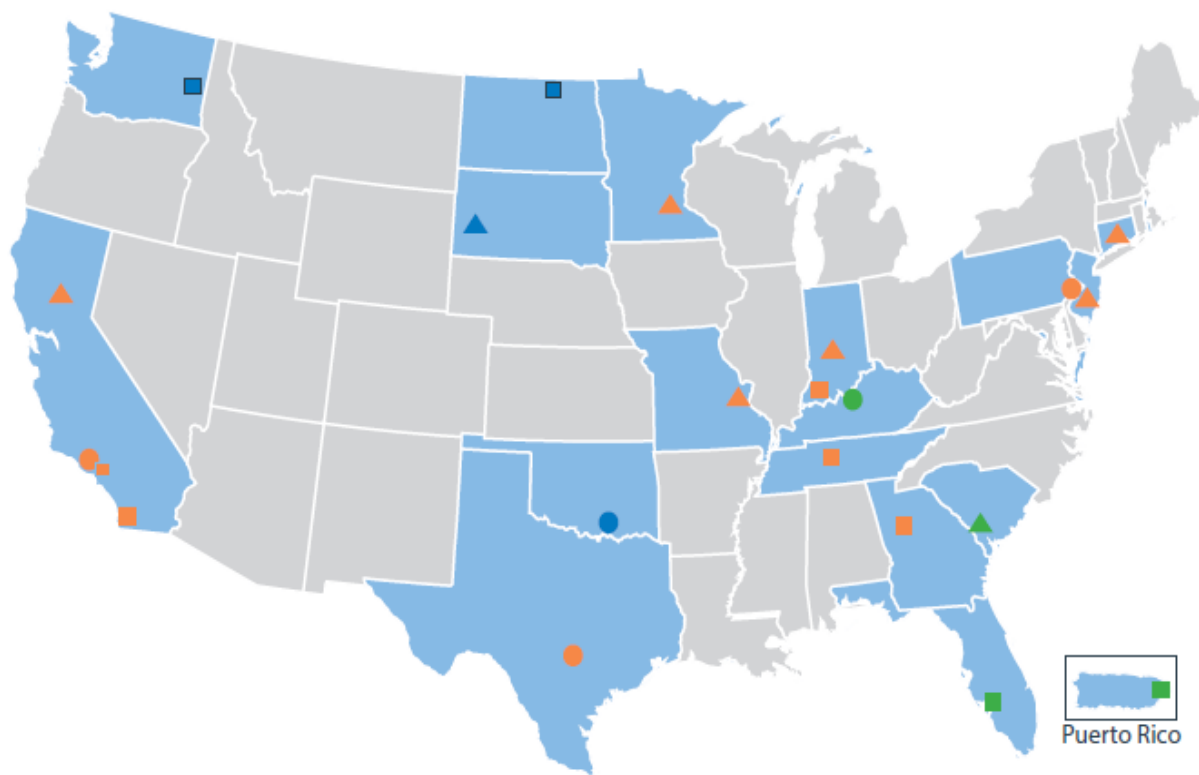
- Los Angeles
- Philadelphia
- San Antonio
- Kentucky Highlands
- Choctaw Nation

SECOND ROUND

- Camden
- Indianapolis
- Minneapolis
- North Hartford
- Sacramento
- St. Louis
- Pine Ridge Indian Reservation
- South Carolina Low Country

THIRD ROUND

- Atlanta
- Los Angeles
- San Diego
- Nashville
- Evansville
- Southwest Florida
- Roosevelt Roads
- Spokane
- Turtle Mountain Band



U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Background

- In 2013 City of Milwaukee was eligible to apply for Promise Zone (PZ) Designation
 - Eligible as recipient of Byrne Criminal Justice Innovation Grant
- President Hamilton had collaborated on individual PZ priorities since 2004
- In 2016 The Promise Zones Special Purpose Account was approved to implement a City Wide Strategy

Milwaukee Promise Zones

Goals

- Identify & define challenged neighborhoods and focus on community needs to increase concentration of services.
- Engage the targeted Neighborhoods in Local Job training and employment opportunities.
- Create and manage a targeted community supported infrastructure, designed to improve outcomes for children and families in the targeted neighborhoods

CDBG Competitive RFP Process

- Community Based Organizations will be selected based on:
 - Demonstrated experience
 - Cultural Competency
 - Fiscal & Administrative Stability
 - There are committed CBOs currently working in Promise Zones, with limited capacity, using allowable NSP funding.
 - These CBOs located in Aldermanic Districts 1, 6, 9, 12 & 15, will be requested to apply

CDBG Competitive RFP Process



E&L Competitive RFP Process

- Employ Milwaukee's Earn & Learn Summer Program will hire Promise Zone Youth. Employ Milwaukee will be:
 - Employer of Record for 104 Youth
 - Payroll Processing
 - Data Tracking
 - Career Enrichment Workshops
 - Competitive Procurement Oversight for FBO Worksites
 - Technical Assistance

EARN & LEARN

Milwaukee's Summer Youth
Employment Initiative

Competitive Process

<p>Thursday May 5th, 2017 Time: 2:00 p.m.</p>	<p>Bidder's Conference at Employ Milwaukee 2342 N. 27th Street, Milwaukee, WI 53210</p>
<p>Friday May 19th, 2017 Time: 4:00 p.m.</p>	<p>Completed proposals must be received no later than 4:00 p.m. at 2342 N. 27th Street, Milwaukee, WI. 53210</p>
<p>TBD – May 25th or 26th, 2017</p>	<p>Approval by Executive Committee and Youth Council</p>
<p>Week of May 29th, 2017</p>	<p>RFP applicants notified of decision/number of slots (<i>date may change</i>)</p>
<p>Thursday, June 1st, 2017 Time: 10:00a.m.</p> <p>or</p> <p>Friday, June 2nd, 2017 Time: 10:00 a.m.</p>	<p>Agency supervisor technical assistance training (<i>mandatory</i>)</p>
<p>Monday June 26th, 2017</p>	<p>Summer cycle begins (No orientations prior to this date)</p>
<p>Friday, August 4th, 2017</p>	<p>Summer cycle ends (Prior approval needed to end beyond this date)</p>

E&L Competitive RFP Process

Budget Category	Budget Detail	Amount
Youth Wages - 104 individuals	Estimate 104 youth, \$7.25/hour, 20 hours/week, 6 weeks	\$ 93,600
Youth Fringes	FICA Taxes (7.65%) and Workers Comp Insurance (6%)	\$ 12,776
Program Staff Salaries (Position title/function of staff assigned to project-specific program services, activities, salary/wage, time charged to project.	2 Staff, \$55,000 average annual wage, .25 FTE for 4 months of contracted services	\$ 9,167
Program Staff Fringe Benefits (Type and cost of fringe benefits for each position included in project budget)	40% fringe rate to include FICA, health, dental, vision, long-term disability and workers comp insurance, state unemployment and retirement plan contribution	\$ 3,667
Travel (Costs of mileage, lodging, meals and other travel-related costs for staff).	2 staff, 20 miles per week X 8 weeks X \$0.565 per mile	\$ 181
Materials & Supplies (Office, other supplies required to carry out project, detailed by type of costs)	Office and participant supplies for project - estimate \$750 per month X 3 months.	\$ 2,250
Facilities (Rent, conference/meeting space, etc. detailed by type of activity and related facility costs specific to the project.)	2 staff allocated facilities, \$10,000 annual X .25 FTE X 4 months.	\$ 1,667
Administration	Allocated administration at 10% to include payroll, fiscal, human resources, data and executive office. Costs are allocated monthly based on direct costs and approved cost allocation plan.	\$ 11,810
Total Budget		\$135,118

MPZ Four Part Strategy



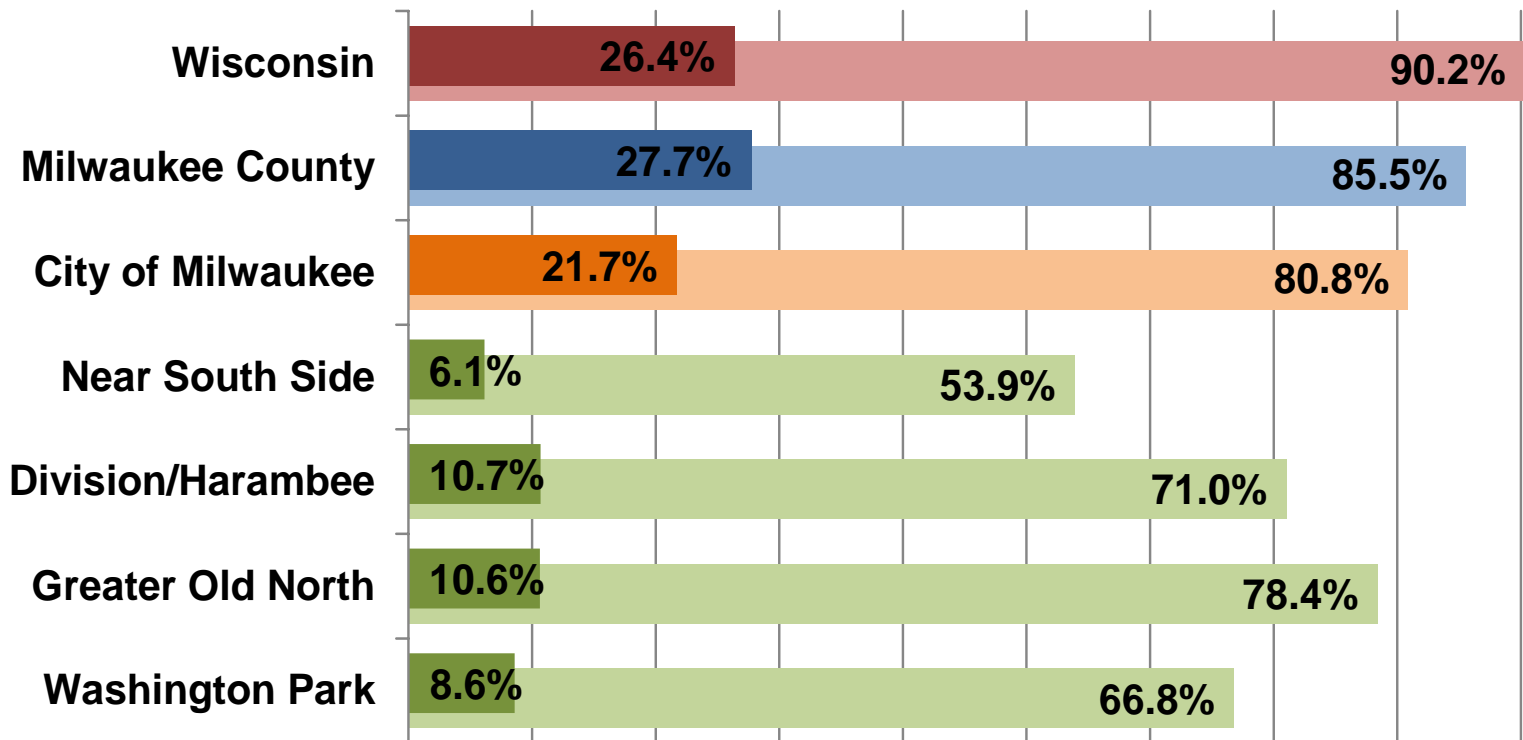


I. Data Driven Community Needs Assessment

MPZ Educational Attainment

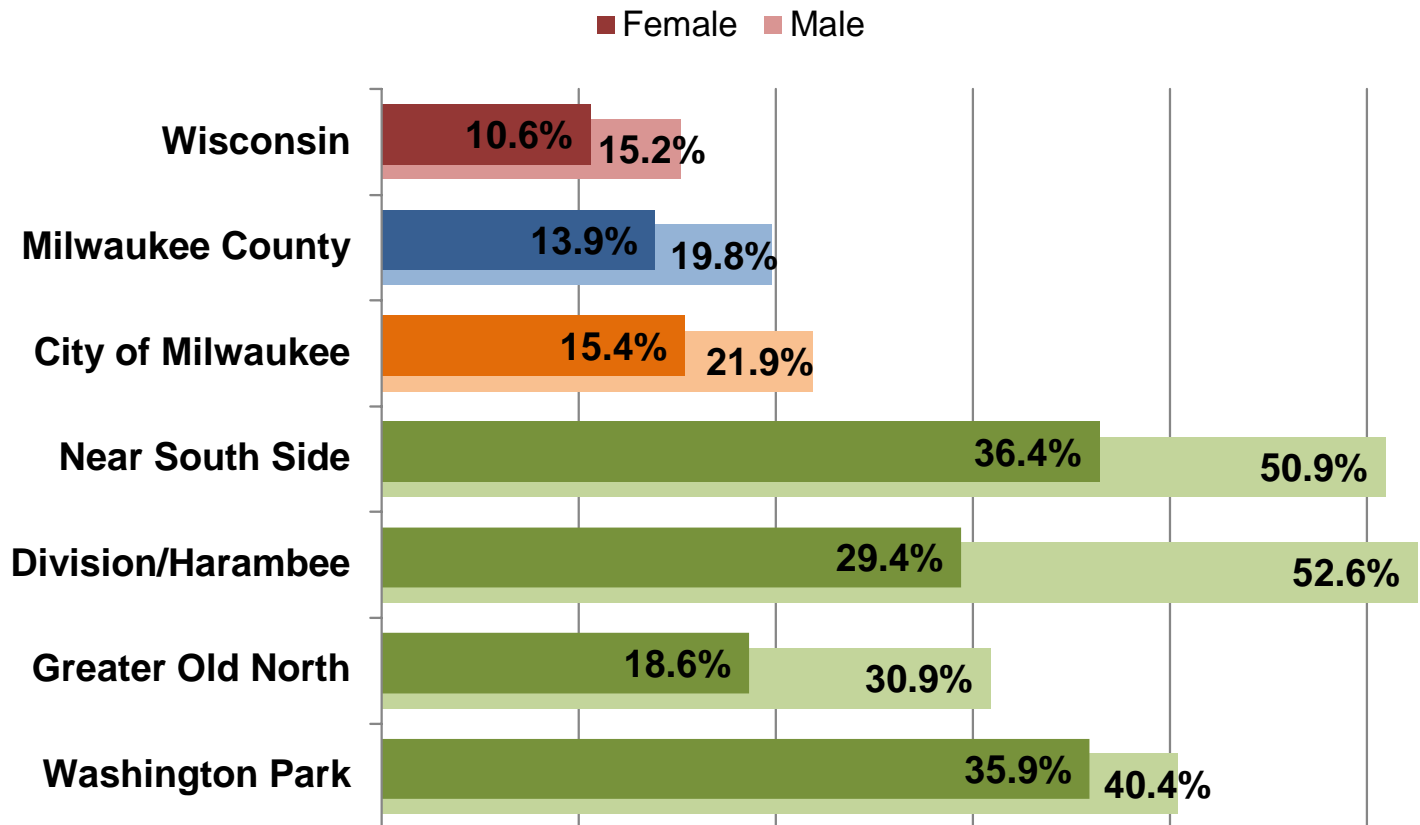
Educational Attainment, Age 25 and Over

■ Percent bachelor's degree or higher ■ Percent high school graduate or higher

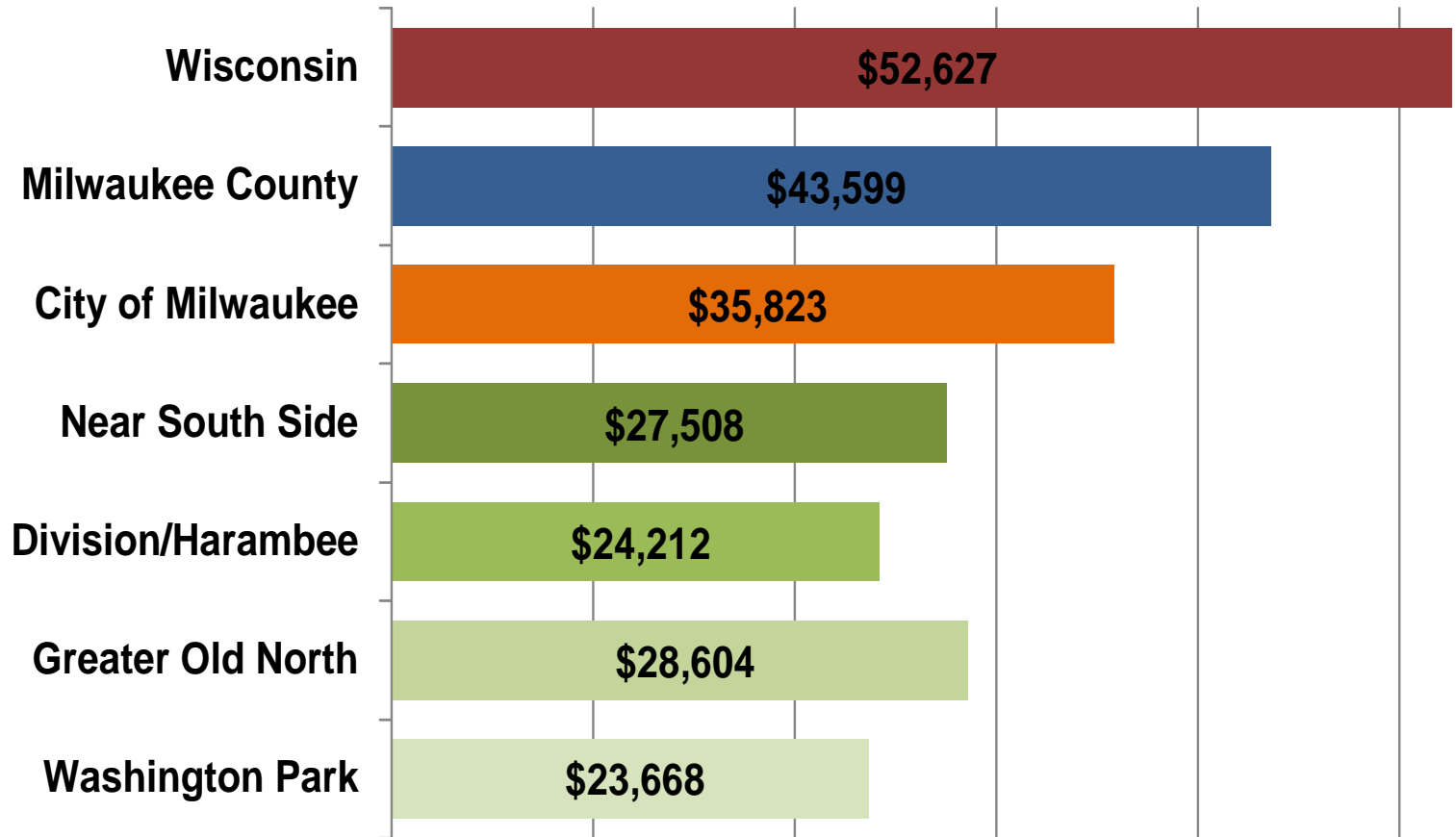


MPZ High School Disparity

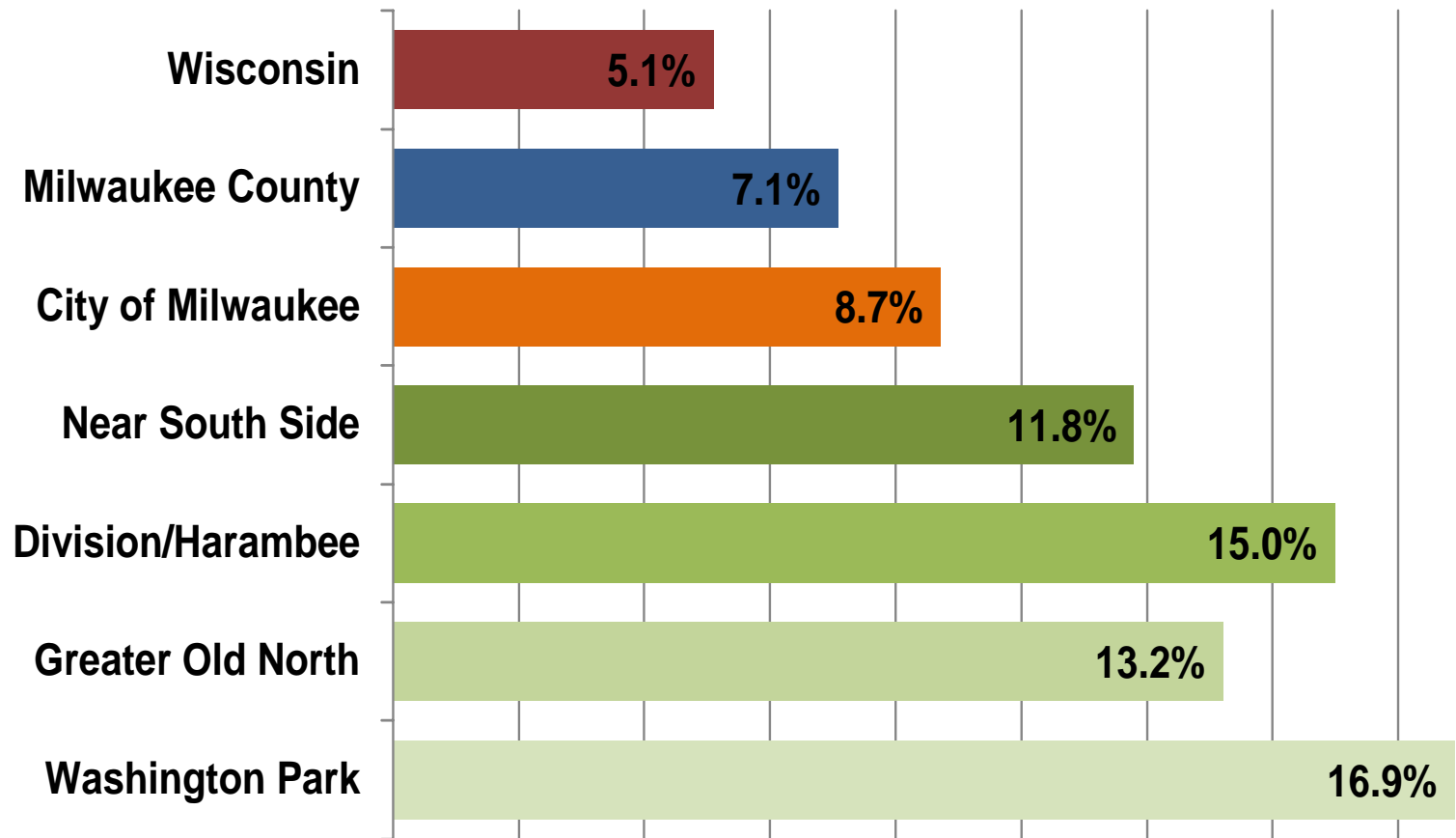
% of 18 to 24-Year-Olds with Less Than a High School Degree



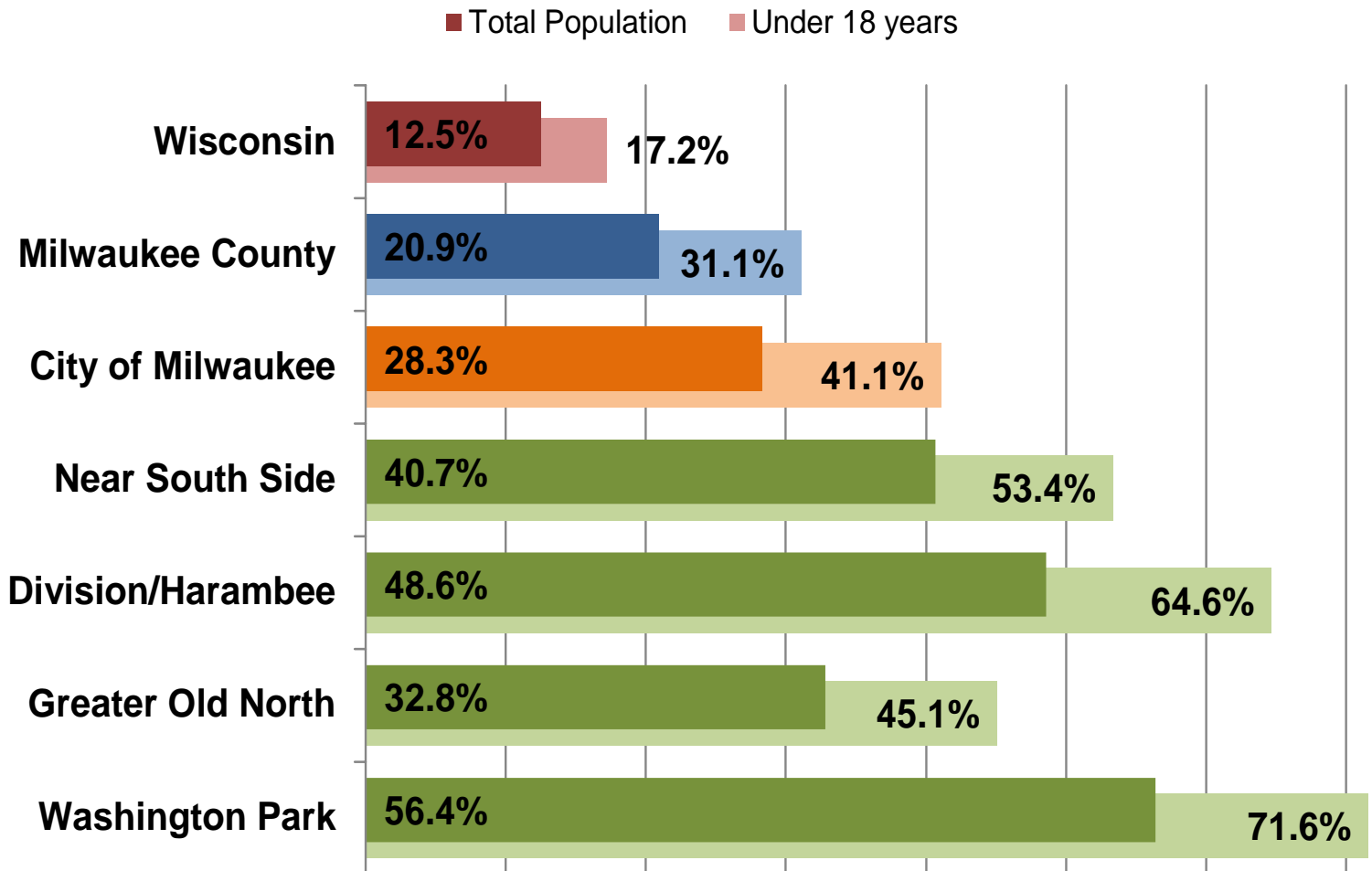
MPZ Median Household Income



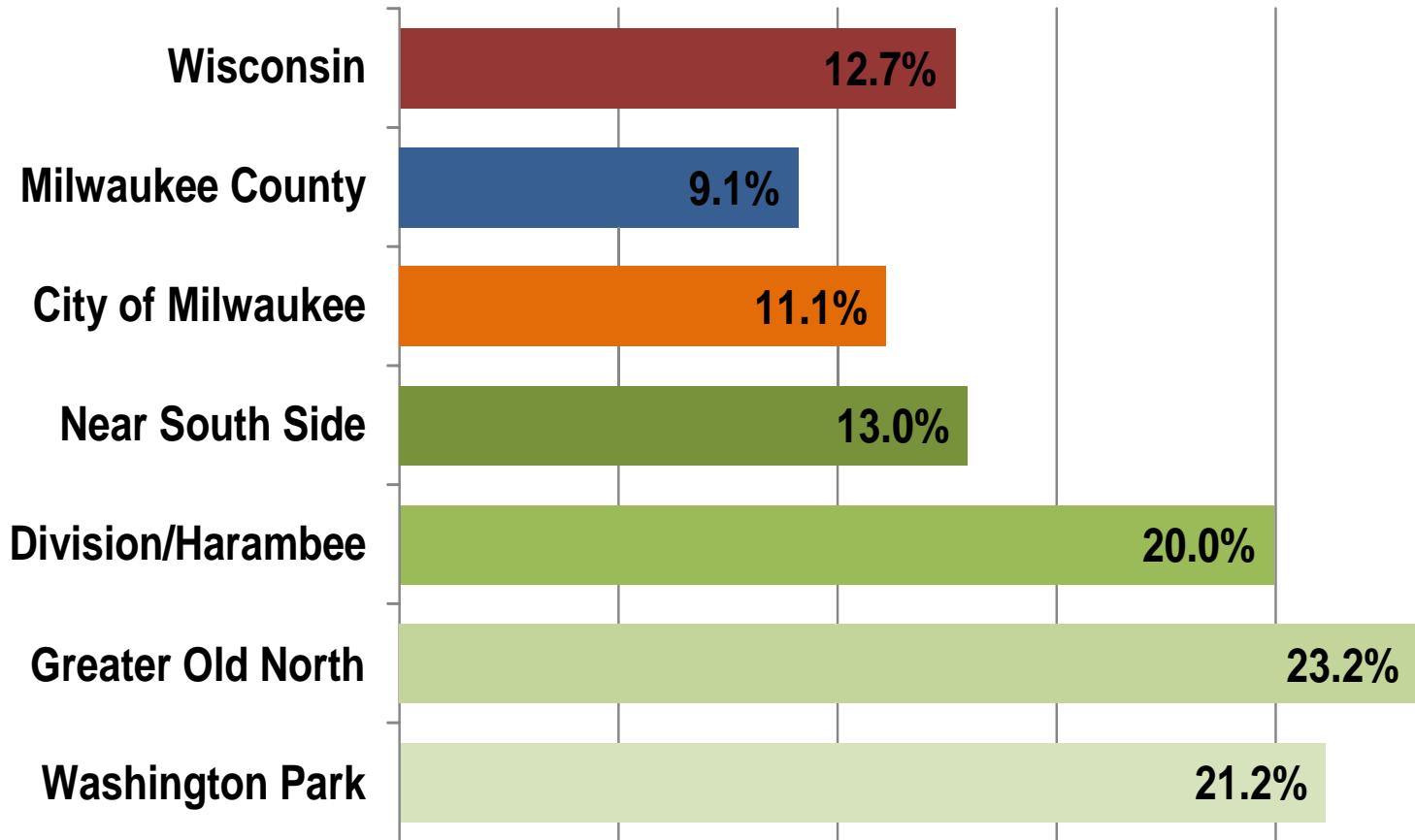
MPZ Percentage Unemployed, 16 years and Older



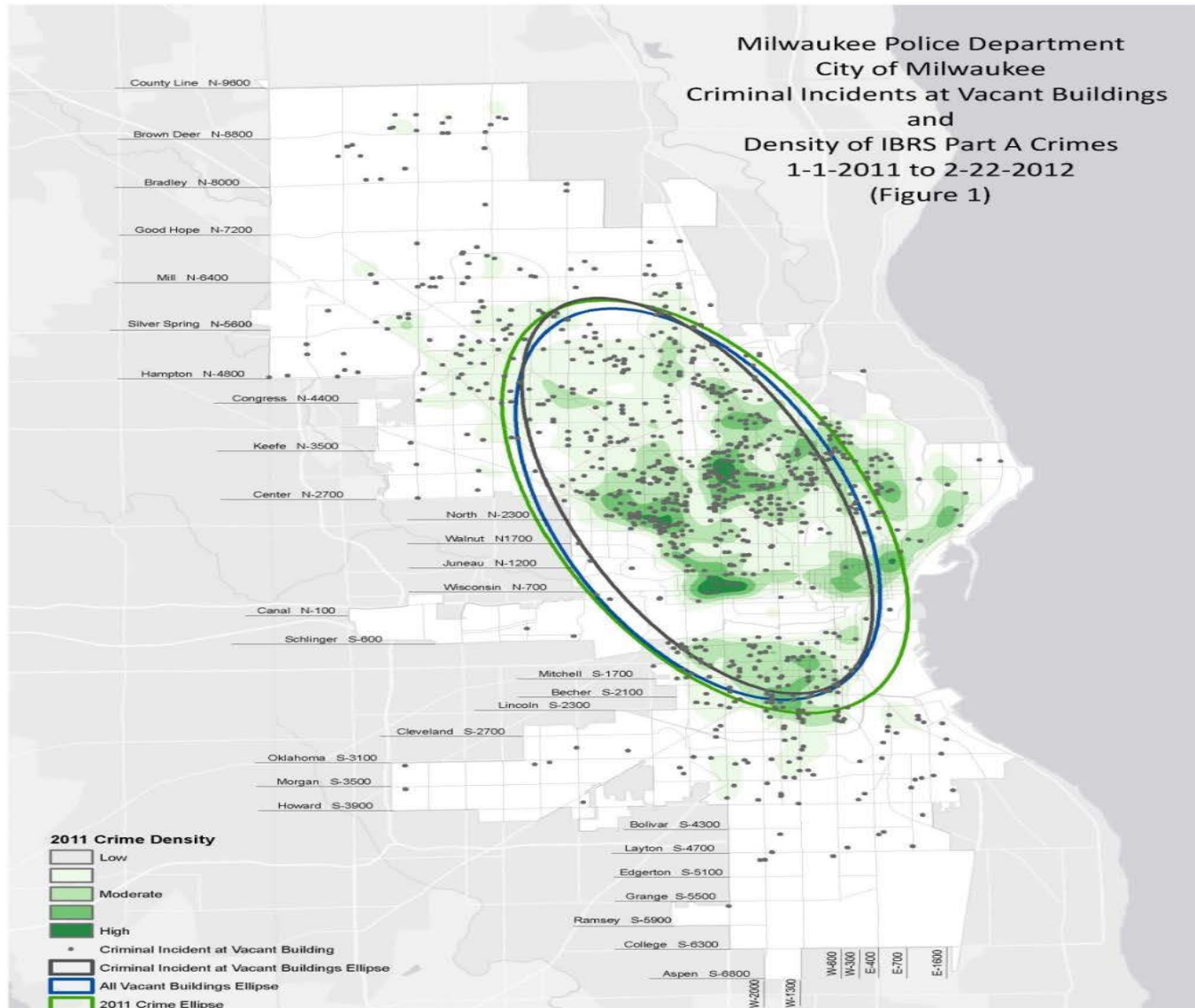
MPZ Percentage Below Poverty Line



MPZ Vacant Housing Units

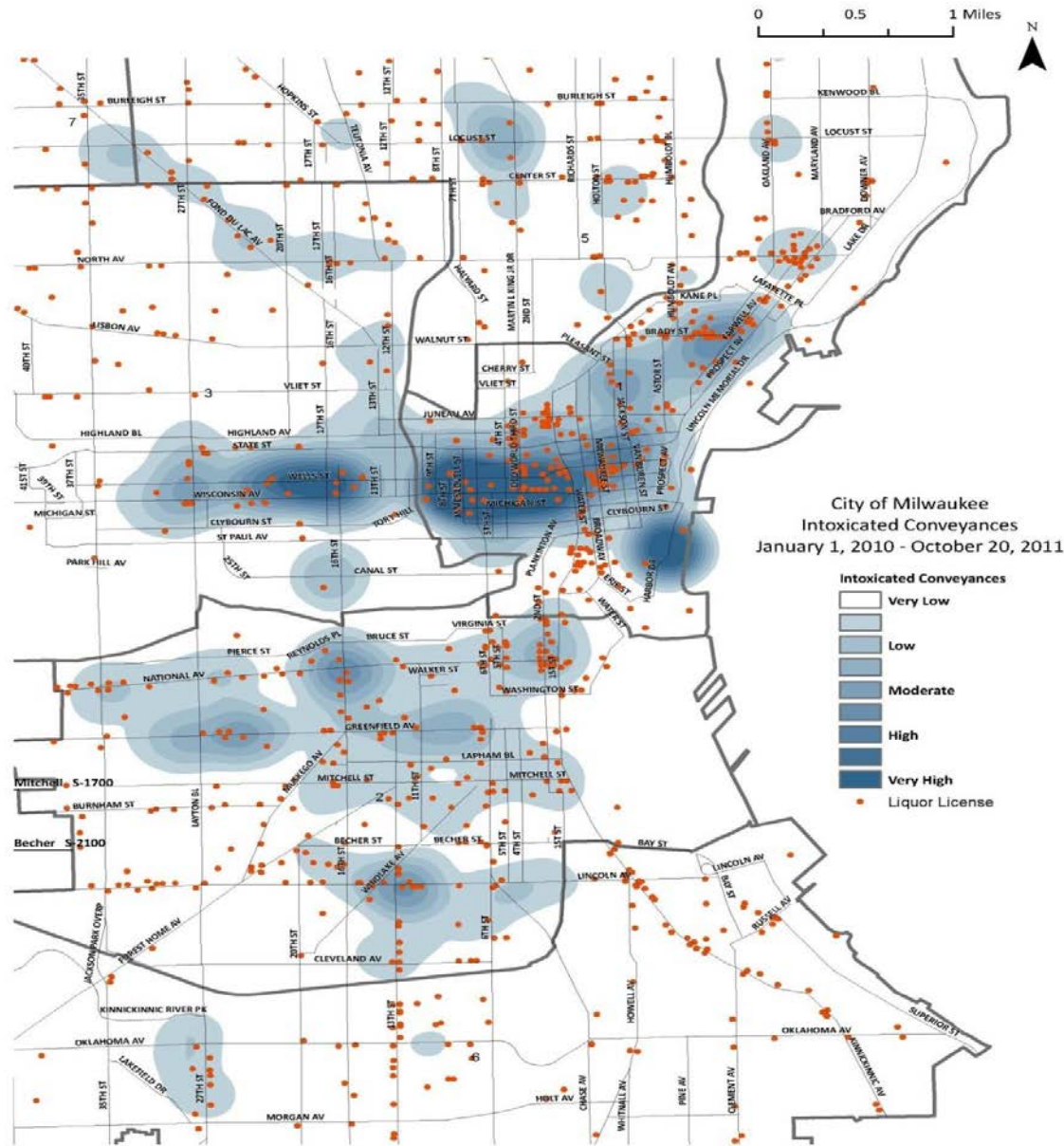


MPZ Criminal Activity



Criminal incidents retrieved from the "crimes at vacant buildings" view on the CIB assignments Sharepoint site
All vacant buildings retrieved from Department of Neighborhood Services Vacant and Hazardous Code Report and are current as of 2-22-2012
IBRS Part A Offenses include Homicide, Rape, Robbery, Aggravated Assault, Burglary, Motor Vehicle Theft, Theft / Larceny and Arson

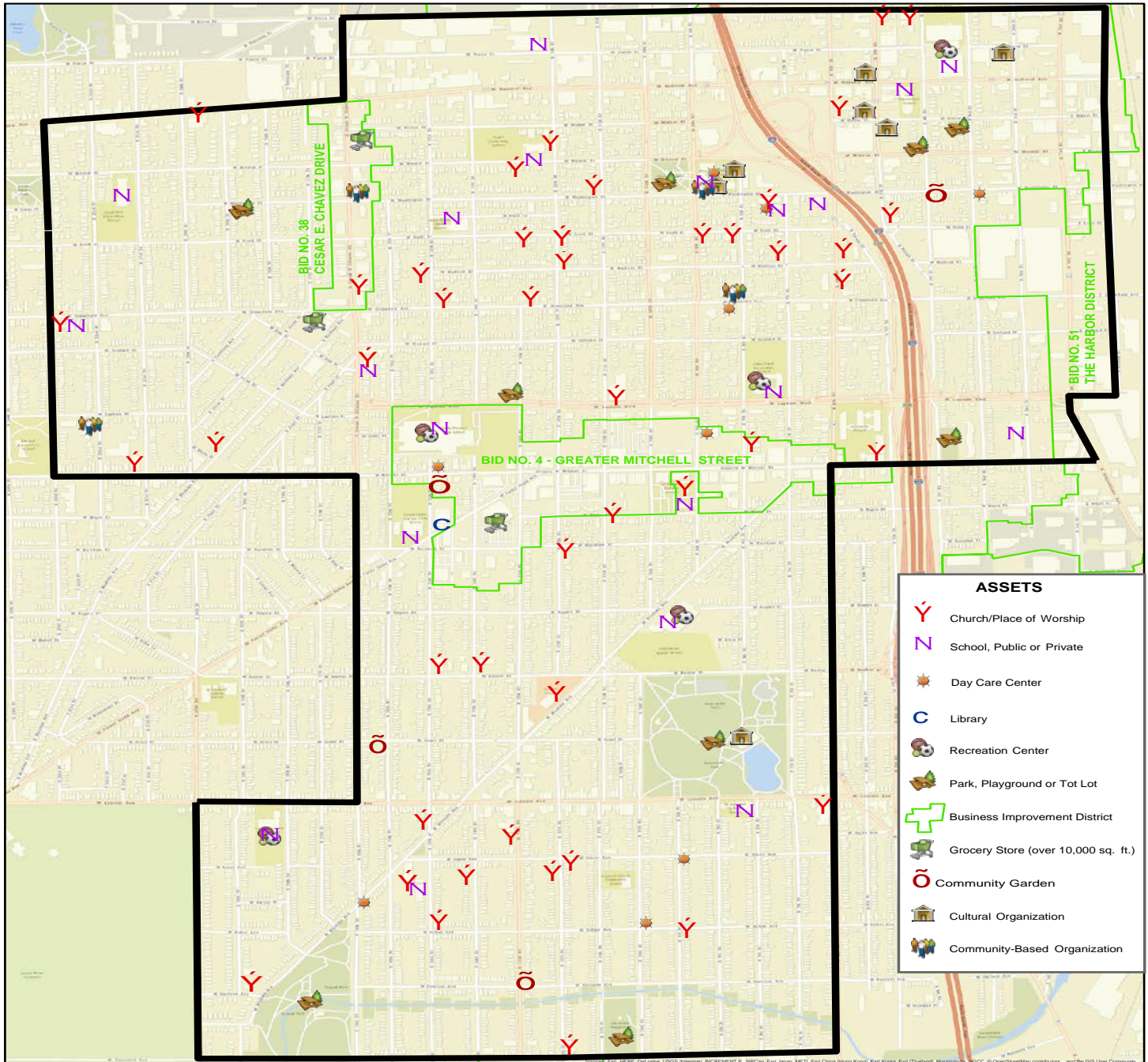
MPZ Criminal Activity





2. Asset Based Approach to Enhancing Healthy Neighborhoods

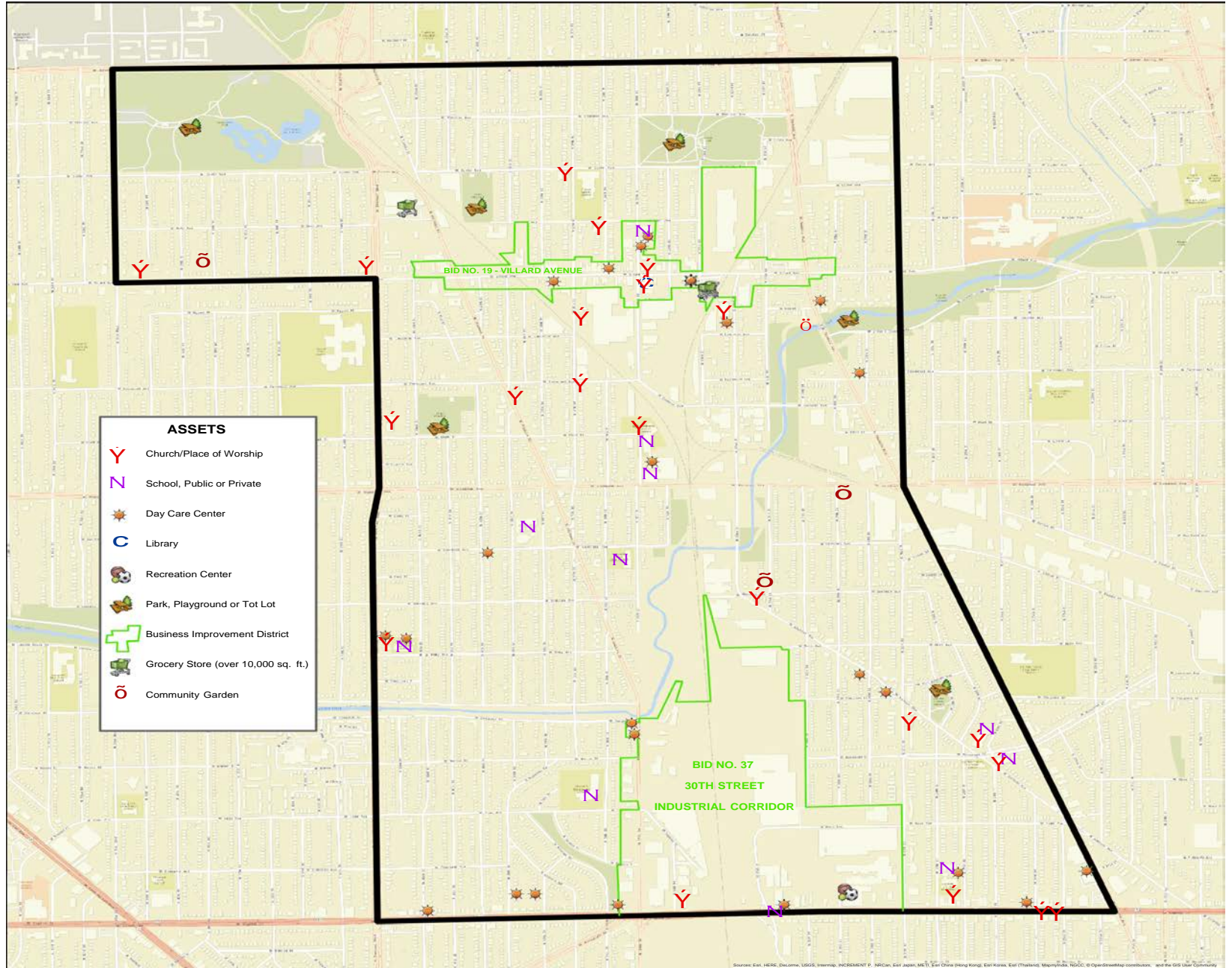
NEAR SOUTH SIDE PROMISE ZONE: ASSETS



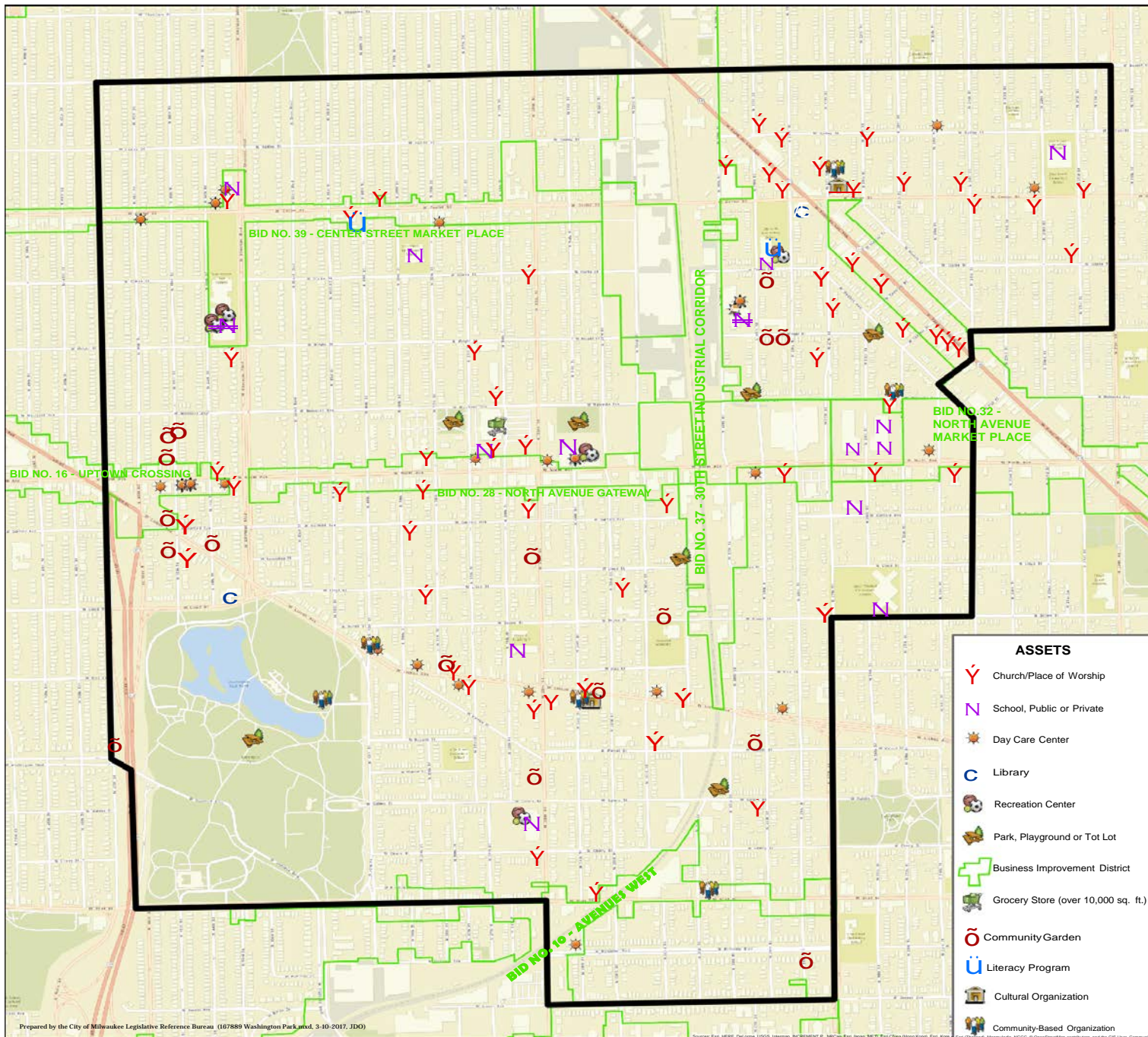
- ASSETS**
- Church/Place of Worship
 - School, Public or Private
 - Day Care Center
 - Library
 - Recreation Center
 - Park, Playground or Tot Lot
 - Grocery Store (over 10,000 sq. ft.)
 - Community Garden
 - Cultural Organization
 - Community-Based Organization

Prepared by the City of Milwaukee Legislative Reference Bureau (05/28/2015 Near South Side.mxd, 3/16/2017, JDO)

GREATER OLD NORTH MILWAUKEE PROMISE ZONE: ASSETS



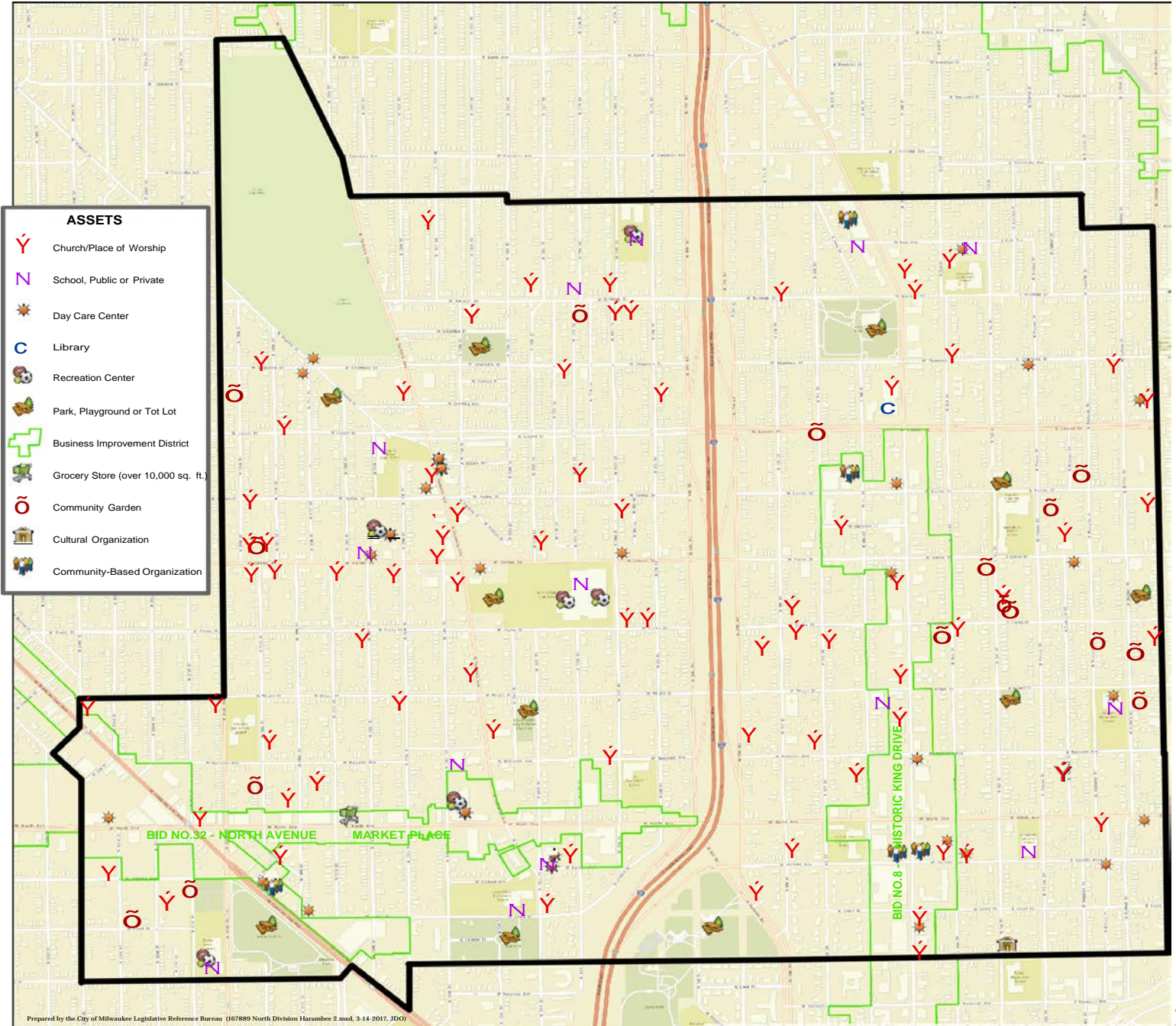
WASHINGTON PARK PROMISE ZONE: ASSETS



ASSETS

- Y Church/Place of Worship
- N School, Public or Private
- Day Care Center
- C Library
- Recreation Center
- Park, Playground or Tot Lot
- Business Improvement District
- Grocery Store (over 10,000 sq. ft.)
- Community Garden
- Literacy Program
- Cultural Organization
- Community-Based Organization

NORTH DIVISION/HARAMBEE PROMISE ZONE: ASSETS



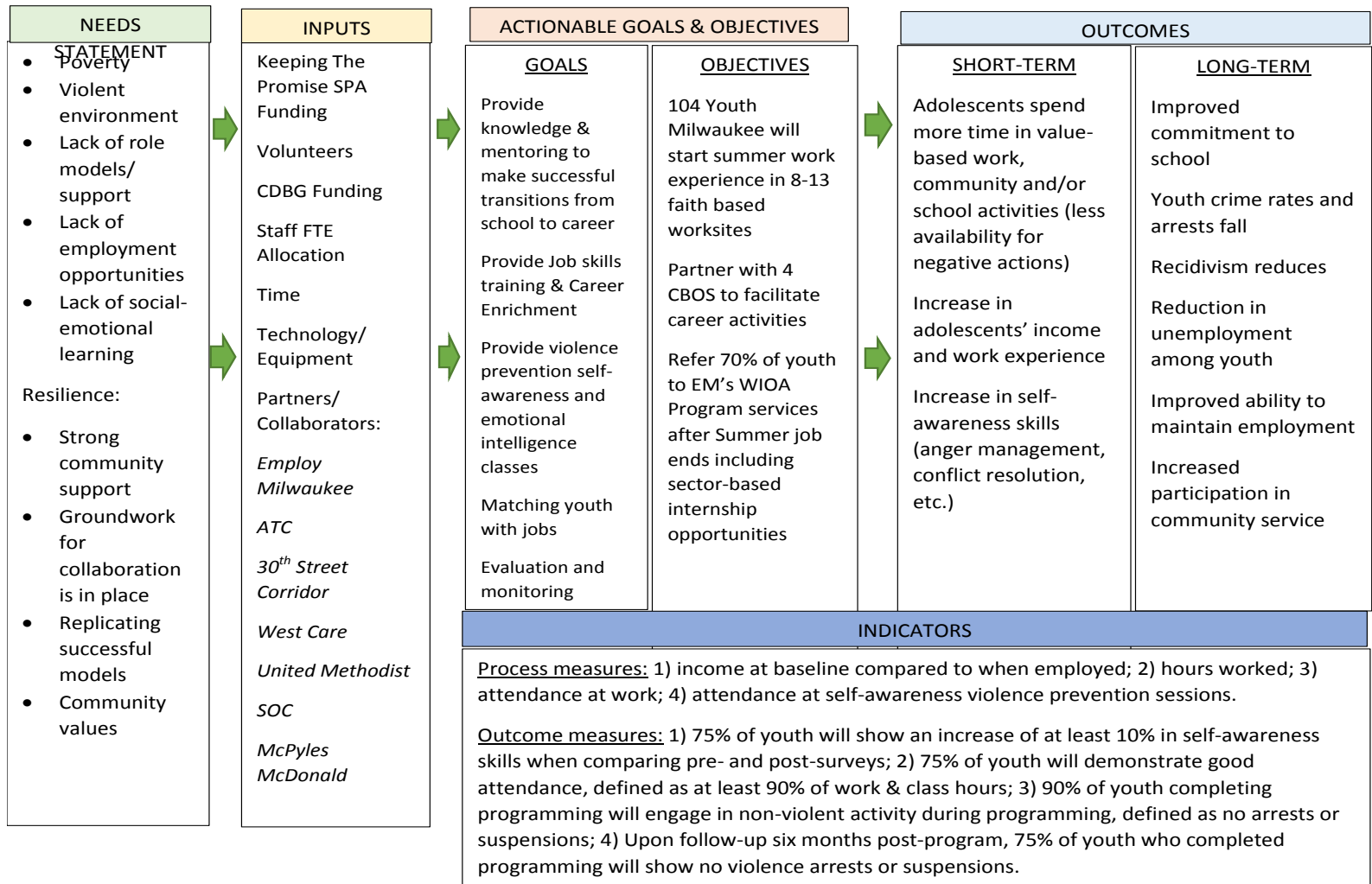
- ASSETS**
- Y Church/Place of Worship
 - N School, Public or Private
 - ☀ Day Care Center
 - C Library
 - 🎮 Recreation Center
 - 🌳 Park, Playground or Tot Lot
 - 🏠 Business Improvement District
 - 🛒 Grocery Store (over 10,000 sq. ft.)
 - 🌿 Community Garden
 - 🏛 Cultural Organization
 - 👥 Community-Based Organization



3. Creation of Jobs and Increased Economic Activity

Evaluating Youth Job Placement

Milwaukee Promise Zones Goals: (1) Define Community Needs. Increase Concentration of Services. (2) Engage community in local job training and placement opportunities. (3) Improve outcomes for children and families. (3)





4. Public Safety Measures Crime Reduction

Milwaukee Police Department

Public Safety Measures.

- Commitment to crime reduction
- Byrne Grant Model
- 21st Century Community Centered Policing
- Increased Police presence
- Foot Patrols



Questions?

