

JENANN OLSEN

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PROFESSIONAL PROFILE

Ms. Olsen is a specialist in social and city planning and urban research and evaluation. Her professional experience includes a wide range of activities in collaborative planning, government/community relations, public/community information/involvement; public policy development and analysis, physical and social planning, research and evaluation, project development and management, and marketing/writing/editing.

JOB EXPERIENCE

The Jenann C. Olsen Company, Inc.: President of a consulting firm providing professional services in collaborative planning, government/community relations, public/community information/involvement; public policy development and analysis, physical and social planning, research and evaluation, project development and management, and marketing/writing/editing. (1988-present) Consultancies have included:

- Wisconsin Center District, Milwaukee Downtown Transit Connector Study, with HNTB and Martinsek & Associates, public information/participation (2000 -)
- City of Milwaukee, Department of Public Works, Pedestrian Streetscaping Project, with Skidmore, Owings & Merrill, public information/participation (2000 -)
- City of Mequon Visioning Project, with the University of Wisconsin-Milwaukee Center for Urban Initiatives and Research, public information/participation (1998-1999)
- City of Milwaukee Harbor Commission Lakefront Planning Project, with JJR, public information/ participation, planning (1998-1999)
- Wisconsin Department of Natural Resources Lakeshore State Park, with JJR, public information/participation, planning (1998-1999)
- City of Milwaukee, Department of City Development, Beerline B planning and redevelopment project, public information/participation (1997)
- City of Milwaukee, census awareness campaign: managing partner (1989-90; 1999-2000)
- Milwaukee Public Schools Middle Schools Principals Collaborative, staffing, program management, grant writing, and policy development (1996 -)
- City of Milwaukee, Milwaukee Adolescent Pregnancy Prevention project, with University of Wisconsin Milwaukee Center for Urban Initiatives and Research, evaluation and technical assistance (1998 - 2003)

City of Milwaukee: Director of Strategic Planning, City of Milwaukee; Also served as Director of Planning; Assistant to the Commissioner of the Department of City Development; Assistant to the President of the Common Council; Milwaukee (1972-88). Responsibilities included managing staff of 65+; development of planning and policy recommendations for the Mayor and city council; liaison between the

department and other governmental and private agencies.

Major responsibilities:

Managed Strategic Planning Division

Responsible for planning/policy recommendations to Mayor and Common Council

Responsible for urban renewal and community development planning

Supervised professional planning staff

Managed Publications and Information staff

Represented Department before City and other government/private boards/commissions

Served as liaison between Department and other governmental and private agencies

Wrote and/or edited all major strategic planning and promotional publications

Major accomplishments:

Housing and neighborhood preservation policy for City of Milwaukee

Studies to encourage neighborhood, downtown and waterfront revitalization

Relative residential status index of housing market and neighborhood conditions

Lakefront and downtown redevelopment projects

Major studies

Housing

Major housing and community development studies for the City of Milwaukee

Funding Allocation Guide and housing program policies for Community Development Block Grant Program (created in cooperation with community-based agencies receiving CDBG funds)

Relative Residential Status in Milwaukee: 1975 and 1980 (May 1983)

Toward Preservation Partnerships (June 1987)

A Housing Strategy for the City of Milwaukee (July 1988)

Public Housing

As Planning Director, managed planning for the Housing Authority for several years; also chaired a Housing Authority policy and procedures committee which produced a procedures manual.

As an independent consultant, planned and managed a marketing and public relations campaign to reach low income individuals and families eligible for public housing and rent assistance.

Staffing and policy guidance to a Housing Authority Blue Ribbon Committee on public housing for the elderly and young disabled.

Special Studies

Managed an in-depth study of FHA foreclosures which resulted in indictments of several Milwaukee area realtors for fraud.

Greater Milwaukee Committee, staffing and policy development for the Milwaukee County Commission for the 21st Century (1995-96)
City of Milwaukee, planning for City's Sesquicentennial celebration (1995-96)
Housing Authority of the City of Milwaukee, staffing and policy development for Blue Ribbon Committee on Public Housing for the Elderly and Young Disabled (1991-95)

Project management

Best practices video for Milwaukee Public Schools School to Work initiative (1996-97)
Milwaukee Guarantee, a motivational program created by the Mayor to encourage middle and high school students to achieve in school (1990-95)
Milwaukee Promise, a program to recruit community and business support for schools for the Milwaukee Public Schools (1990-91)

City of Milwaukee Hospitality Scholarship Program, a scholarship program to increase the number of minority managers in Milwaukee's hospitality industry (1992-94)
Partner in census awareness project for the City of Milwaukee (1989-90; 1999-2000)

Writing/marketing projects

Grant proposals for the Milwaukee Public Schools Middle School Principals Collaborative (1996 -)
Plans and grant proposals for Milwaukee Public Schools School-to-Work Initiative (1994-98)
Grant proposals for the Milwaukee Teacher Education Center (1996-97)
Grant proposal for the Milwaukee County Division of Health-Related Programs (1992,1998)
Planning and grant proposals for the City of Milwaukee Sesquicentennial (1995-96)
Plans and grant proposals for Milwaukee Area Technical College School-to-Work Initiative (1994-1996)
Grant proposal and marketing plan for the Housing Authority of the City of Milwaukee (1990-91)
Grant proposals and marketing brochures for the Private Industry Council (1989-95)
Grant proposals and newsletters for the Office of the Mayor
Annual reports and publications for the Department of City Development (1990-1994)

EDUCATION

BA Journalism, Marquette University, Milwaukee, 1965
MA Urban Affairs, University of Wisconsin-Milwaukee, 1969
MSW, University of Wisconsin-Milwaukee, 1990
Coursework toward Ph.D. in Urban Studies, 1990-92

REFERENCES

References will be furnished upon request.

CERTIFICATIONS

Certified by the City of Milwaukee and Milwaukee County as a Woman's Business Enterprise (WBE) and a Disadvantaged Business Enterprise (DBE); Certified by the State of Wisconsin Department of Transportation as a Disadvantaged Business Enterprise (DBE).