

2025-2029 HUD Consolidated Plan

OVERVIEW

June 2025



IN THIS SLIDE DECK

1. HUD Consolidated Plan Overview

- Purpose, What must be included, Strategies

2. HUD Consolidated Plan Process (2024-2025)

- Components & Timeline → Community input to Final submittal
- Using the Plan

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4. What's In the Plan

5. Next Steps

HUD Consolidated Plan Overview

Why a Consolidated Plan?

Priorities identified in the plan...

1. Guide the allocation of HUD resources, AND
2. Can be used to seek out additional Federal resources to support activities such as those listed below:
 - Crime and safety initiatives
 - Clean-up of contaminated sites
 - Lead-based paint abatement
 - Housing development and repair
 - Homeownership counseling & assistance
 - Fair housing activity and referrals
 - Neighborhood cleanups
 - Workforce and youth services
 - Small business development

Consolidated Plans also:

- Are an ***opportunity to listen*** to a diverse set of voices, ***inform civic leaders***, and ***shape community-focused programs*** over the next five years.
- ***Help align local and regional leadership*** around community needs, available resources and development outcomes.
- ***Identify priorities that inform public investments*** in housing development and other public service programs.

HUD Consolidated Plans Must...

Align with HUD National Objectives

1. Principally benefits low/moderate income persons
2. Prevents or eliminates slum or blight
3. Addresses an urgent need or problem in the community (e.g., natural disaster)

Demonstrate how the activities meet HUD program goals

1. Decent Housing
2. A Suitable Living Environment
3. Expanded Economic Opportunities

Identify how jurisdictions allocate & spend Federal entitlement funds

These sources are administered by the Community Development Grants Administration:

- Community Development Block Grant (CDBG)
- HOME Investment Partnerships (HOME)
- Emergency Solutions Grants (ESG)
- Housing Opportunities for Persons with AIDS (HOPWA)

What does the Consolidated Plan include?

1. A **Needs Assessment** and **Market Analysis** that use various sources of quantitative data related to housing and economic opportunity.
2. **Public engagement**, which includes *partner organizations, community meetings, survey, focus groups*, and other opportunities for citizens and sector practitioners to share their view on needs, assets, and priorities.
3. A **Strategic Plan**, which describes:
 - Geographic priorities and influence of current market conditions.
 - Priority needs, goals and anticipated resources.
 - Strategies for public housing, addressing poverty, barriers to affordable housing, homelessness and lead-based paint hazards.

Consolidated Plan Strategies...

Are generally built around:

1. Addressing the **needs of specific groups**

- Low-income households
- Those experiencing homelessness
- People with special needs (individuals living with HIV/AIDS, older adults or seniors, veterans, people with disabilities, justice-impacted individuals, immigrants/refugees, unaccompanied youth, etc.)
- Lead-based paint hazards

2. Enforcement and education of **fair housing**

3. Focusing on the **impacts of poverty**

- Economic Opportunity
- Housing
- Neighborhood Revitalization and Quality of Life

HUD Consolidated Plan Process (2024-2025)

2025-2029 Consolidated Plan Process & Timeline

1. April-May 2024: Develop & finalize community input tools
2. June-November 2024: Community input (qualitative) & Data collection (quantitative)
 - Survey, focus groups, event outreach, stakeholder interviews
 - Housing and economic data provided by HUD and City departments
 - i.e. requests to DCD, MHD, HACM & review of existing plans
 - Other data/research: Data You Can Use Neighborhood Indicators & interactive maps, white papers on specific issues, etc.
3. October 2024-January 2025: Data review & analysis, Draft plan components
4. February-April 2025: Plan review/edits, finalize data sources.
5. May-July 2025: Prepare & post for public comment
6. July 2025: Submit to HUD

Consolidated Plan: Public Input

Community Survey - electronic & paper

-Posted at ConPlanMKE.org and shared via City, UEDA & community-based organizational networks (E-newsletters, outreach events, group meetings, social media).

- Available in English, Spanish and multiple languages via Google Translate

Public meetings & Affinity Groups

- Partnered closely with Neighborhood Strategic Planning (NSP) areas

- Other community-organizing & neighborhood groups, outreach events

- Associations and practitioner networks

- City departments

Issue-based & Special Needs focus groups

Fall 2024: Small Business/Commercial Corridors, Employment & Economic Development, Housing (General & Developers), Youth Services, Continuum of Care

March 2025: Older Adults/Seniors, Veterans, People with Disabilities, Domestic Violence & Human Trafficking, Displaced and, Justice-Impacted people

2025-2029 ConPlan Community Survey

Survey Promotion

- Raised sponsorship funds to offer incentives
- Created promo materials with NSP organizers (cards, fliers, QR code, posters - English & Spanish)
- Distributed at community events
- Attended small group meetings
- Shared with community & economic development networks
- Posted & shared online/social

Survey Logistics

- Used Google Form (multiple language options)
- Asked re: Public Service & Housing issues
- Demographic data, 2 qualitative questions

FILL OUT AND BE ENTERED TO WIN AN iPad!

Drawing will be held Friday, October 18, 2024. Must include contact information to be entered.



HOW WOULD YOU IMPROVE YOUR NEIGHBORHOOD?

Your feedback will help the City of Milwaukee develop funding priorities for community development and other federal funds in our community for 2025-2029. More Info at www.ConPlanMKE.org

1. Public Service Issues that affect your quality of life. Select your top 4 (only 4) Issues.

SELECT 4	ISSUES
<input type="checkbox"/>	Increase youth services
<input type="checkbox"/>	Maintain & improve recreational spaces
<input type="checkbox"/>	Maintain & improve streets and sidewalks
<input type="checkbox"/>	Support local businesses
<input type="checkbox"/>	Address crime & safety
<input type="checkbox"/>	Encourage commercial development
<input type="checkbox"/>	Improve transportation options
<input type="checkbox"/>	Address environmental concerns
<input type="checkbox"/>	Provide training and employment opportunities
<input type="checkbox"/>	Increase access to healthy food

2. Housing concerns that are most important to you. Select your top 4 (only 4) Issues.

SELECT 4	CONCERNS
<input type="checkbox"/>	Provide housing for special needs groups (i.e. Veterans, persons with HIV, and people with disabilities)
<input type="checkbox"/>	Address homelessness
<input type="checkbox"/>	Prevent evictions and foreclosure.
<input type="checkbox"/>	Maintain and increase affordable rental housing.
<input type="checkbox"/>	Ensure quality housing (reduce lead exposure)
<input type="checkbox"/>	Increase homeownership
<input type="checkbox"/>	Develop new housing

2025-2029 ConPlan Survey Promotion

ConPlan Milwaukee 2025-2029
Información y Participación Comunitaria

¿CÓMO MEJORARÍA SU VECINDARIO?

¡Tu retroalimentación es vital! La Ciudad de Milwaukee está trabajando en el Plan Consolidado de HUD para 2025-2029. Este plan determinará cómo se utilizan los fondos federales para mejorar nuestra comunidad. Queremos escuchar de ti cómo podemos mejorar nuestros vecindarios y hacer de Milwaukee un mejor lugar para vivir.

POR QUÉ TU OPINIÓN ES IMPORTANTE:

Al compartir tus pensamientos, ayudas a establecer prioridades para la vivienda, servicios públicos, infraestructura y desarrollo económico.

TU VOZ GARANTIZA QUE LAS NECESIDADES DE LA COMUNIDAD SEAN ATENDIDAS.

ÁREAS DE ENFOQUE:

- Vivienda: Hacer que las viviendas sean más asequibles y seguras.
- Infraestructura: Mejorar calles, parques y espacios públicos.
- Servicios Públicos: Mejorar servicios como educación, salud y seguridad.
- Desarrollo Económico: Apoyar a los negocios locales y la creación de empleos.

CÓMO PARTICIPAR:

Encuesta en línea: Completa la encuesta en ConPlanMKE.org

¡GANA UN IPAD!

Envía tu encuesta con tu información de contacto para participar en el sorteo de un iPad.

El sorteo se llevará a cabo el viernes, 18 de octubre de 2024.

WWW.CONPLANMKE.ORG

How would you improve your neighborhood? Fill out the survey and be entered to win an iPad!



SHAPE YOUR CITY
City of Milwaukee 2025-2029 Consolidated Plan Funding Priorities
Drawing will be held Friday, October 18, 2024



ConPlan Milwaukee 2025-2029
Community Information & Engagement

Let your voice be heard in Milwaukee's future!

HOW WOULD YOU IMPROVE YOUR NEIGHBORHOOD?
Your feedback will help the City of Milwaukee develop funding priorities for community development and other federal funds in our community for 2025-2029.

More info at www.ConPlanMKE.org

FILL OUT AND BE ENTERED TO WIN AN IPAD!
Drawing will be held Friday, October 18, 2024.
Survey must include contact information to be entered.

Ways to Participate

QR code



Online:

<http://conplanmke.org/surveys/>

¿Cómo mejoraría su vecindario? ¡Llene y participe para ganar un iPad!



ConPlan Milwaukee 2025-2029
Community Information & Engagement

HOW WOULD YOU IMPROVE YOUR NEIGHBORHOOD?

Your feedback is vital! The City of Milwaukee is working on the HUD Consolidated Plan for 2025-2029. This plan will determine how federal funds are used to enhance our community. We want to hear from you on how to improve our neighborhoods and make Milwaukee a better place to live.

WHY YOUR INPUT MATTERS:

By sharing your thoughts, you help set priorities for housing, public services, infrastructure, and economic development.

YOUR VOICE ENSURES THAT THE COMMUNITY'S NEEDS ARE ADDRESSED.

FOCUS AREAS:

- Housing: Making homes more affordable and safe.
- Infrastructure: Improving streets, parks, and public spaces.
- Public Services: Enhancing services like education, healthcare, and safety.
- Economic Development: Supporting local businesses and job creation.

HOW TO PARTICIPATE:

- Online Survey: Fill out the survey at ConPlanMKE.org

WIN AN IPAD!

Submit your survey with your contact information to enter a drawing for an iPad.

The drawing will be held on Friday, October 18, 2024.

WWW.CONPLANMKE.ORG

Consolidated Plan: Public Input Community Outreach Results

2025-2029 ConPlan

Community Outreach Results

33 Community Events, Meetings, Groups

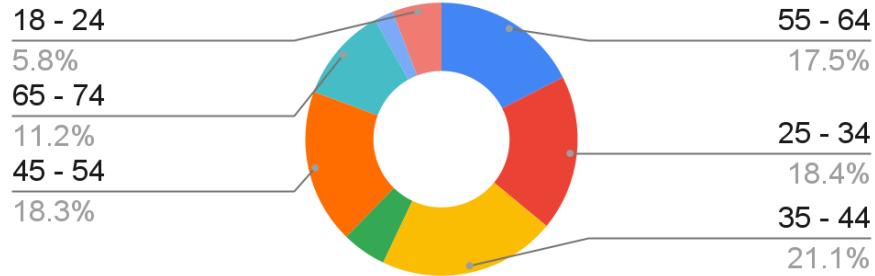
249 People provided direct input via groups

1,080 Completed Surveys (26% digital, 74% paper)

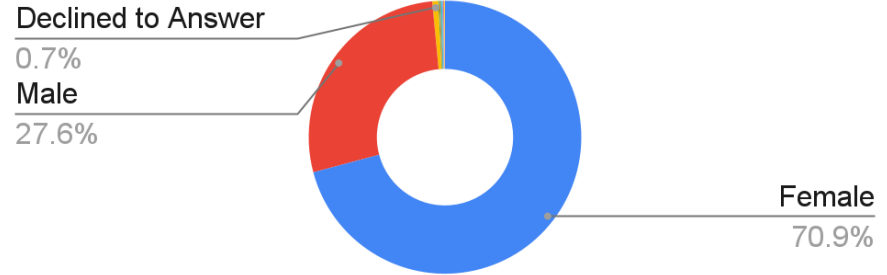
Survey Responses	53206, 53216, 53208, 53209, 53210,
Top 10 ZIP codes	53218, 53212, 53215, 53205, 53204

Survey Demographics

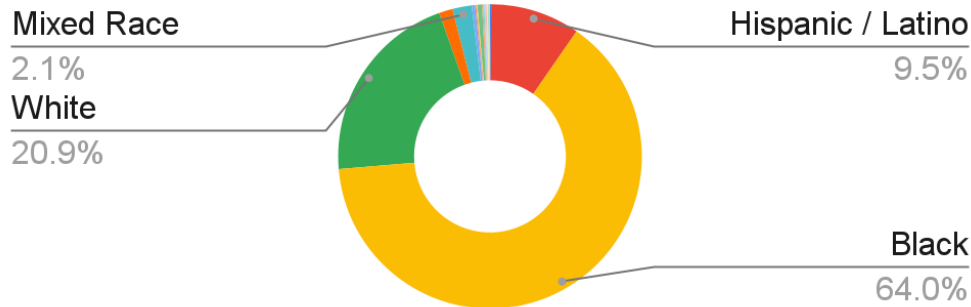
Age of Respondents



Gender of Respondents



Race/Ethnicity of Respondent



Community Survey Results



What public service issues most affect your quality of life?

(1,044 responses)

1. 71% - Address crime & safety
2. 61% - Increase youth services
3. 55% - Maintain & improve streets & sidewalks
4. 48% - Provide training & employment opportunities
5. 47% - Increase access to healthy food
6. 40% - Maintain & improve recreational spaces
7. 36% - Support local businesses
8. 32% - Address environmental concerns
9. 28% - Improve transportation options
10. 18% - Encourage commercial development

What housing concerns are most important to you?

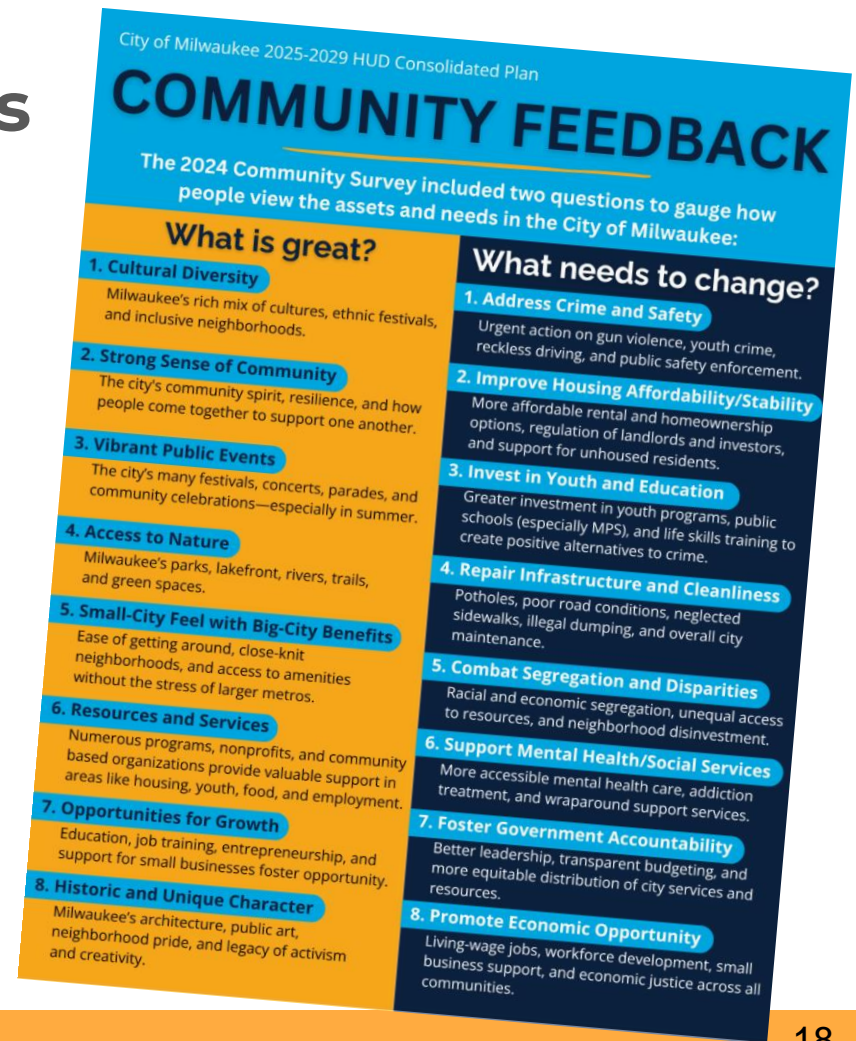
(1,037 responses)

1. 72% - Address homelessness
2. 67% - Maintain & increase affordable rental housing
3. 66% - Increase homeownership
4. 53% - Prevent evictions & foreclosure
5. 52% - Provide housing for special needs groups (i.e. Veterans, persons with HIV, & people with disabilities)
6. 46% - Develop new housing
7. 45% - Ensure quality housing (reduce lead exposure)
8. 2% - Maintain and increase affordable rental housing

Community Survey Results

What is great about our city of Milwaukee?

- **Cultural Diversity.** Many praised Milwaukee's rich mix of cultures, traditions, and ethnic communities.
- **Community Spirit.** Respondents expressed pride in the city's strong sense of community and neighborliness.
- **Public Events & Festivals.** Milwaukee's vibrant public events, including festivals and parades, were frequently mentioned as major assets.
- **Natural Beauty.** The city's lakefront, parks, and access to outdoor recreation were cited as significant positives.
- **Small-City Feel with Big-City Amenities.** Residents appreciated Milwaukee's manageable size paired with access to arts, entertainment, and amenities.
- **Nonprofit and Service Ecosystem.** Several noted the strength and impact of local nonprofit organizations and community services.



Community Survey Results

What needs to change about our city of Milwaukee?

- **Public Safety.** Concerns about crime and the need for safer neighborhoods were top priorities.
- **Housing Affordability and Homelessness.** Respondents emphasized the need for more affordable housing options and stronger supports for people experiencing homelessness.
- **Youth Services and Education.** Many called for expanded youth programs, better educational resources, safe spaces for young people.
- **Infrastructure and City Services.** Issues like poor street and sidewalk conditions, inconsistent trash collection, and outdated public facilities were noted.
- **Economic and Job Opportunities.** There was a strong desire for more local job opportunities, especially for young adults and underserved communities.
- **Mental Health and Social Services.** Calls for more accessible and effective mental health care and wraparound services were common.
- **Equity and Inclusion.** Respondents highlighted systemic racial and economic disparities, emphasizing the need for more equitable policies and practices across city departments.



HUD Consolidated Plan Outreach **Events, Gatherings, & Presentations**



33

June 2024 - March 2025

- **15** community events, **405+** people
- **13** focus groups & outreach meetings, **278** people
- **8** listening sessions with special needs service providers, **34** people

HUD Consolidated Plan What We Learned

2025-2029 HUD Consolidated Plan: Key Findings

1. Over the past 15 years, **the city's population has remained fairly stable** (577,000-592,000) **and the demographic makeup continues to evolve.**
 - A growing share of residents now identify as non-white, largely driven by significant increases in the Latino/Hispanic population.
2. The legacy of past redlining practices and persistent segregation **contributes to entrenched economic and racial disparities.**
 - For example, non-white workers have earned \$5 less per hour than white workers, with homeownership gaps further exacerbating wealth inequality.
3. While the City's **median household income has increased** over the past 15 years, **the poverty rate has not decreased at a similar rate.**
4. The **interconnectedness of employment opportunities, economic security, and housing stability** is present in all areas of the Plan.

Housing Needs

1. **Housing affordability remains a pressing concern.**
 - Over 40% of the households in the city are housing cost burdened (spending 30% or more of their income on housing). See NA-10
2. There is **a mismatch between housing units available that are affordable for low-income households.**
 - This puts pressure on both “naturally-occurring affordable housing” stock and housing supported by public subsidy. See MA-15 and MA-40.
3. As **housing cost burden increases, so do other housing problems** such as overcrowding, quality, risk of eviction and/or homelessness.
4. Over 42% of Milwaukee’s housing stock was built before 1940, resulting in **a steady need for home repair, maintenance, and energy-efficiency resources.**
5. Groups such as seniors/older adults, people with disabilities, justice-impacted people, veterans, immigrants and refugees, unaccompanied youth, and people living with HIV/AIDs have **other (special) needs that contribute to overall housing insecurity.**

Other Community Needs

1. **Community safety and health needs** carried through all community input.
 - Building neighborhood trust, illegal dumping, preventing displacement, creating safe, responsive housing solutions, access to healthy food, and recreational spaces
2. Addressing **legal and systemic barriers that prevent people from accessing living-wage jobs** and other economic opportunities.
3. Strengthening **investments made in commercial corridors, supporting small businesses**, and improving neighborhood conditions.
4. Connecting **community assets to support young people** and addressing barriers to accessing youth programs such as affordability, transportation)
5. Address **the condition of streets, sidewalks, lighting, and other public infrastructure** needs.

There is a Focus Groups Summary table available that provides additional detail.

What's In the Plan

2025-2029 HUD Consolidated Plan

Strategy Areas



1. HOUSING: *Build on recent commitments & partnerships to plan for and develop safe, affordable housing in the City of Milwaukee.*
 - Support programs that increase affordable rental options, boost homeownership, rehabilitate housing stock, eliminate blight, support home maintenance, reduce housing cost burden, prevent eviction, and help stabilize people's housing situation.
2. ECONOMIC & COMMUNITY DEVELOPMENT: *Ensure that affordable housing is supported by access to living-wage jobs and essential services.*
 - Invest in high-impact, cluster-based economic development projects that bring job creation and neighborhood revitalization efforts to areas that have experienced historic disinvestment.

2025-2029 HUD Consolidated Plan

Project & Activity Areas



- **Housing:** Increase the number of affordable units through new construction, rehabilitation, and home repair. Preserve existing stock and prevent displacement, increase homeownership, target housing solutions for groups with specific needs.
- **Economic & Community Development:** Foster inclusive growth through job creation, entrepreneurship and small business support, workforce development, access to capital, and technical assistance.
- **Neighborhood Revitalization and Quality of Life:** Improve streets, sidewalks, parks, and public spaces while promoting public safety, environmental health, and community building initiatives (civic & resident engagement, youth services).

2025-2029 HUD Consolidated Plan Project & Activity Areas



- **Preventing & Addressing Homelessness:** Through a coordinated system anchored in stabilizing a person's housing situation, support efforts to expand permanent supportive housing, rapid re-housing, and targeted prevention services for those most at risk.
- **Assisting People with Special Needs:** Support programs and services that provide integrated supports and affordable, accessible housing options for some of the most vulnerable people in the community.
- **Addressing Lead-Based Paint Hazards:** Continue to support robust efforts to eliminate lead hazards, particularly in highest-risk home and neighborhoods to protect children's health and create safer housing options for families.

2025-2029 HUD Consolidated Plan

Project & Activity Areas



- **Fair Housing and Fair Lending Practices:** Maintain a commitment to fair housing and lending through education and enforcement efforts that expand credit access and reduce housing disparities.
- **Addressing the Impacts of Poverty:** Support strategies that connect residents to family-supporting jobs, quality housing, reliable transportation, and essential services that increase financial stability and reduce housing insecurity.
- **Addressing Other Public Services Issues as needed:** Maintain a flexible, strategic framework that allows for timely assessment and prioritization of goals, resources available, and initiatives that align with the Plan.

Next Steps

NEXT STEPS



1. Public Comment period goes **through July 15.**

- Posted at ConPlanMKE.org and city.milwaukee.gov/CDGA
- Public Hearing at the July 2, 2025 Community & Economic Development Committee meeting (1:30pm)
- Comments can be submitted at public meetings or via [**an online form**](#) at ConPlanMKE.org

2. Finalize draft for submission to HUD.

- Include all submitted comments, finalize attachments.

3. Update Consolidated Plan topic **Navigators** & share.

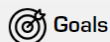
- A high-level look at the 10 main topics in the Plan (2-pager).
- Housing, Employment, Youth Services, etc.

MKE ConPlan Navigators: Sample

City of Milwaukee 2020-2024 Consolidated Plan - Navigator

Public Services

Employment Opportunity & Income Stability



Goals

Provide job training and employment placement to 400 residents, with a focus on opportunities in skilled trades and other industry-specific opportunities that boost employment and living wage jobs for low- and moderate-income individuals.

[From Strategic Plan Goals Summary \(SP-45\)](#)



Where in the Consolidated Plan?

- [PR-15 Citizen Participation](#)
- [NA-50 Non-Housing Community Development Needs](#)
- [MA-45 Non-Housing Community Development Assets](#)
- [MA-60 Broadband Needs of Housing Occupied by Low- and Moderate-Income Households](#)
- [SP-25 Priority Needs Summary](#)
- [SP-70 Anti-Poverty Strategy](#)
- [Community Survey Results](#)

With a lower median household income and higher rates of poverty and unemployment, ensuring access to economic opportunity for City residents guides many of the strategies in the plan. Milwaukee has significant racial disparities when it comes to median household income, median wage, and unemployment rates.



Assets & Opportunities

1. Employ Milwaukee, the workforce development entity in the City, utilizes sector-based strategies, promotes regional partnerships among employers, educators, workforce development agencies, philanthropic entities, and other stakeholders to address both skill and employment needs.
2. Active apprenticeship and skilled trades programs that target both youth and adults, and also help individuals earn a high school diploma or equivalent.
3. Metropolitan Milwaukee Association of Commerce and Greater Milwaukee Committee both have a number of initiatives that target talent retention and workforce engagement.
4. Nearly 30 entities/programs in the Milwaukee area that are focused on offering career education, technical training, employment opportunities and other workforce development services.



Main Strategies

1. Expand economic opportunity by targeting local and Federal resources toward concerted efforts to create/retain jobs and reduce unemployment and underemployment.
2. Increase median household income for families living in poverty through access to employment/training, income supports, and other services that promote job stability and retention.
3. Support sector-based training, education, apprenticeships, skilled trades, and transitional jobs programs to increase workforce skills.
4. Increase investment in public infrastructure and planning that improves connectivity to services (broadband, transportation) that improve economic opportunity.
5. Continue to align economic development and workforce strategies with other jurisdictions in the region ("Milwaukee 7") through plans such as Growing Prosperity, Comprehensive Economic Development Strategy (CEDS), MKE United Greater Downtown Action Agenda and other City Area Plans.

The authors recommend that everyone read [ES-05 Executive Summary](#) which provides insight and offers suggestions of how to effectively utilize the Consolidated Plan.



Community Feedback

In the Community Survey, Employment Services (Job Training & Placement) was rated as the highest need in Economic Opportunity at 49%. Focus group sessions also indicated the need for better access to transportation, wraparound services to support employment programs (soft skills, child care, mentoring), increased pay and benefits, and building off of past investments in commercial corridors. Additionally:

1. Priority should be given to job training/employment programs that provide a livable wage and reduce barriers to employment.
2. Continued investment in financial wellness/education programs and services and efforts that improve workforce mobility (transit/transportation).
3. Programs and services should also address the economic impact of COVID-19 on city residents and business to support long-term recovery.



Top Needs

1. Expansion of employment, placement, and job training services, particularly those that offer opportunities to earn income at the same time.
2. Support of workforce mobility and poverty reduction programs that offer key wraparound services.
3. More jobs in sectors that offer livable wages (going beyond the Federal minimum wage) and other family-supporting benefits.
4. Investments in Milwaukee's regional transportation system that improve workforce mobility.
5. Improved access to high-speed Internet broadband in underserved areas of the City, to ensure residents can navigate daily life (i.e. applying for a job, work from home, telehealth, school, supplies).



Covid-19 Related

The COVID-19 public health crisis is a complex challenge that continues to generate economic impacts putting more residents and families at risk for financial insecurity. These effects have had a disproportionate impact on low-income households and communities of color, exacerbating existing racial and economic disparities. Early indicators reveal that the City's business and employment landscape has already been altered in significant ways, particularly for sectors such as hospitality, food services, arts, entertainment, recreation, personal care services and retail. Responses to these challenges will require sustained investment. The availability and use of federal funds through economic relief packages such as the CARES Act, American Rescue Plan Act (ARP), and infrastructure are providing critically important resources to support the City's long-term recovery.



Related Context

1. [PR-10 Consultation](#)
2. [NA-30 Disproportionately Greater Need Discussion](#)
3. [MA-35 Special Needs Facilities and Services](#)
4. [MA-50 Needs and Market Analysis Discussion](#)
5. [SP-10 Geographic Priorities](#)



Bibliography

The following bibliography items provide additional support for this issue: 2, 4, 6, 7, 13, 16, 17, 20, 23, 26, 30, 31, 33, 35, 36, 37, 39, 40, 43, 45

This was developed by the Urban Economic Development Association of Wisconsin (UEDA) and funded by a City of Milwaukee grant of Community Development Block Grant funds.

Using the Consolidated Plan (post submission)

1. **Great source of both quantitative and qualitative data** related to housing, economic opportunity, addressing poverty & homelessness, and community needs.
2. **Support for community-based organizations** and their work to address these issues.
 - Funding (Public/CDBG, Private/Philanthropic)
 - Source to demonstrate alignment with community needs
 - Set goals, outcomes & measurements
3. **Way to identify potential projects, collaborations,** or activities that can meet the needs articulated in the plan.

Thank you for your time!

We look forward to hearing from you.



Questions?

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