

Promise Zones Purpose & Partner Profiles

File # 160739 – Resolution
Appropriating Funds Set Aside
for the Milwaukee Promise Zones



Introduction

Goal of Today's Presentation:

- Respond to request for information related to Milwaukee Promise Zones Initiative
 - File # 160739 – May 3rd Finance & Personnel Committee
- Provide an overview of Promise Zones Program Design including partner agency roles

Federal Promise Zone Priorities

- **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

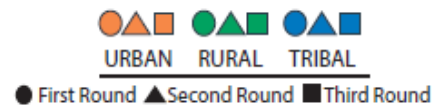
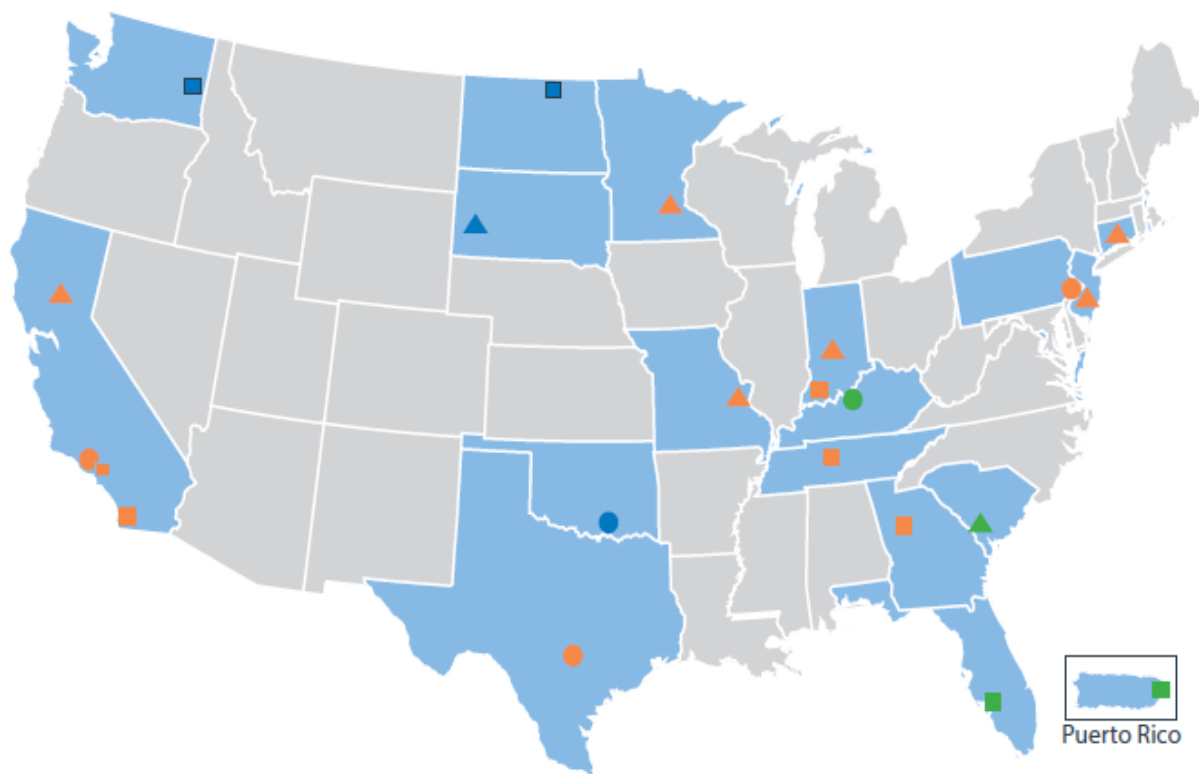
- Los Angeles
- Philadelphia
- San Antonio
- Kentucky Highlands
- Choctaw Nation

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

Selection of MZP CBOs

- Community Based Organizations were selected based on:
 - Demonstrated experience
 - Cultural Competency
 - Input from Common Council Members
 - **Competitive Process Used to Select FBO Youth worksites**

Milwaukee Promise Zones

Community-Based Organizations





A Collaborative of 13 Faith Based Organizations located in the Promise Zones providing community group based mentoring, child support mediation, driver's license recovery and referral to city and community services supportive services

MPZ Four Part Strategy



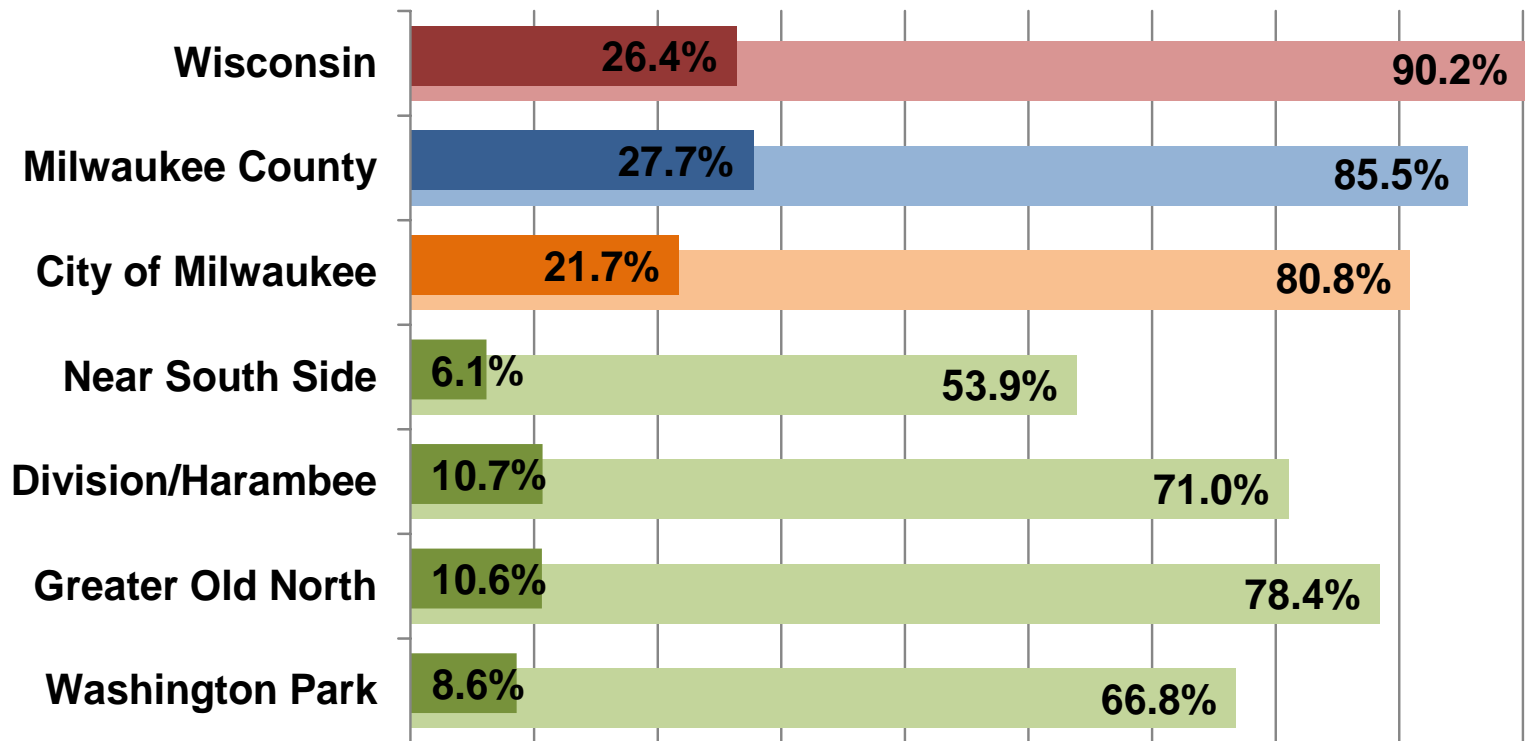


I. Data Driven Community Needs Assessment

MPZ Educational Attainment

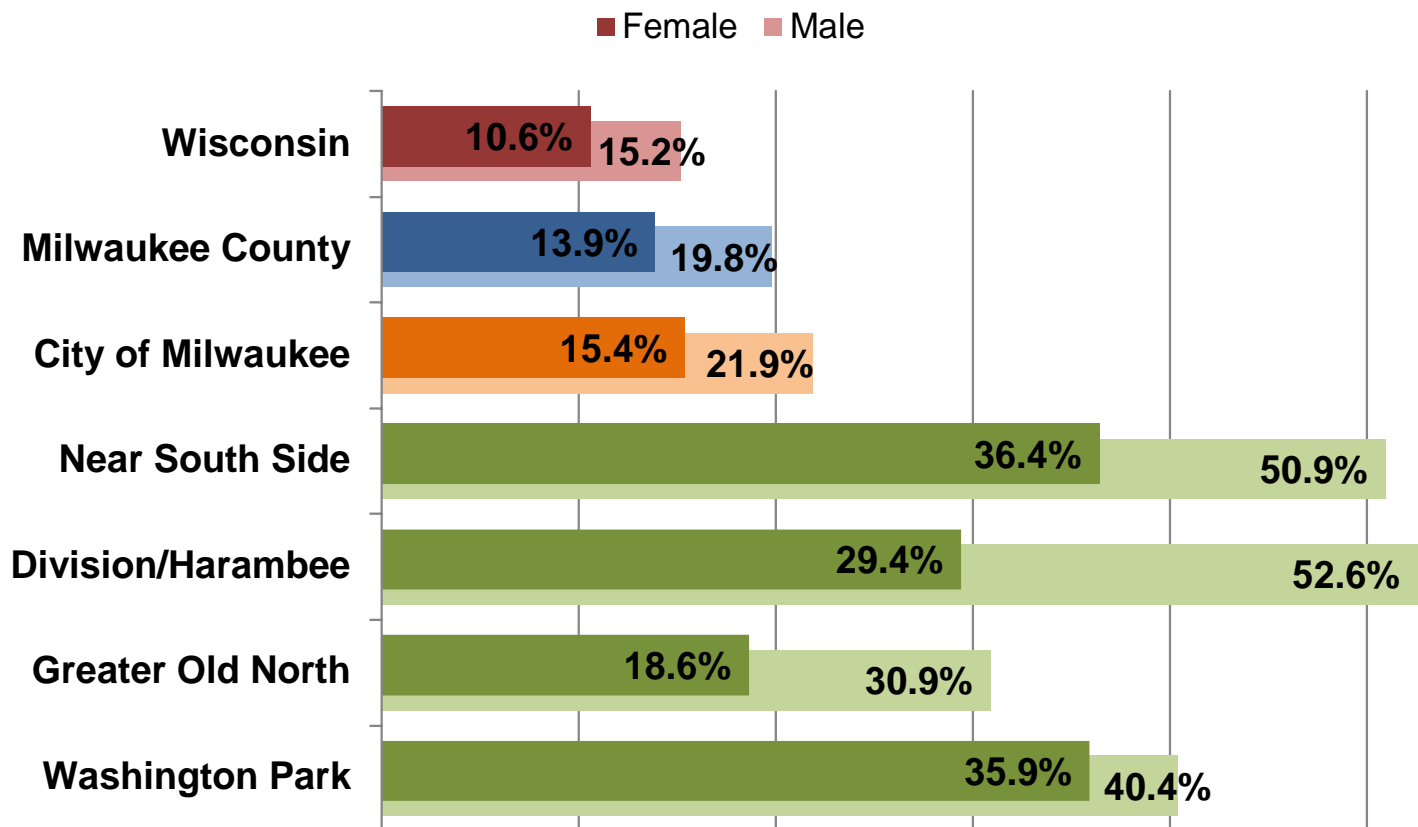
Educational Attainment, Age 25 and Over

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

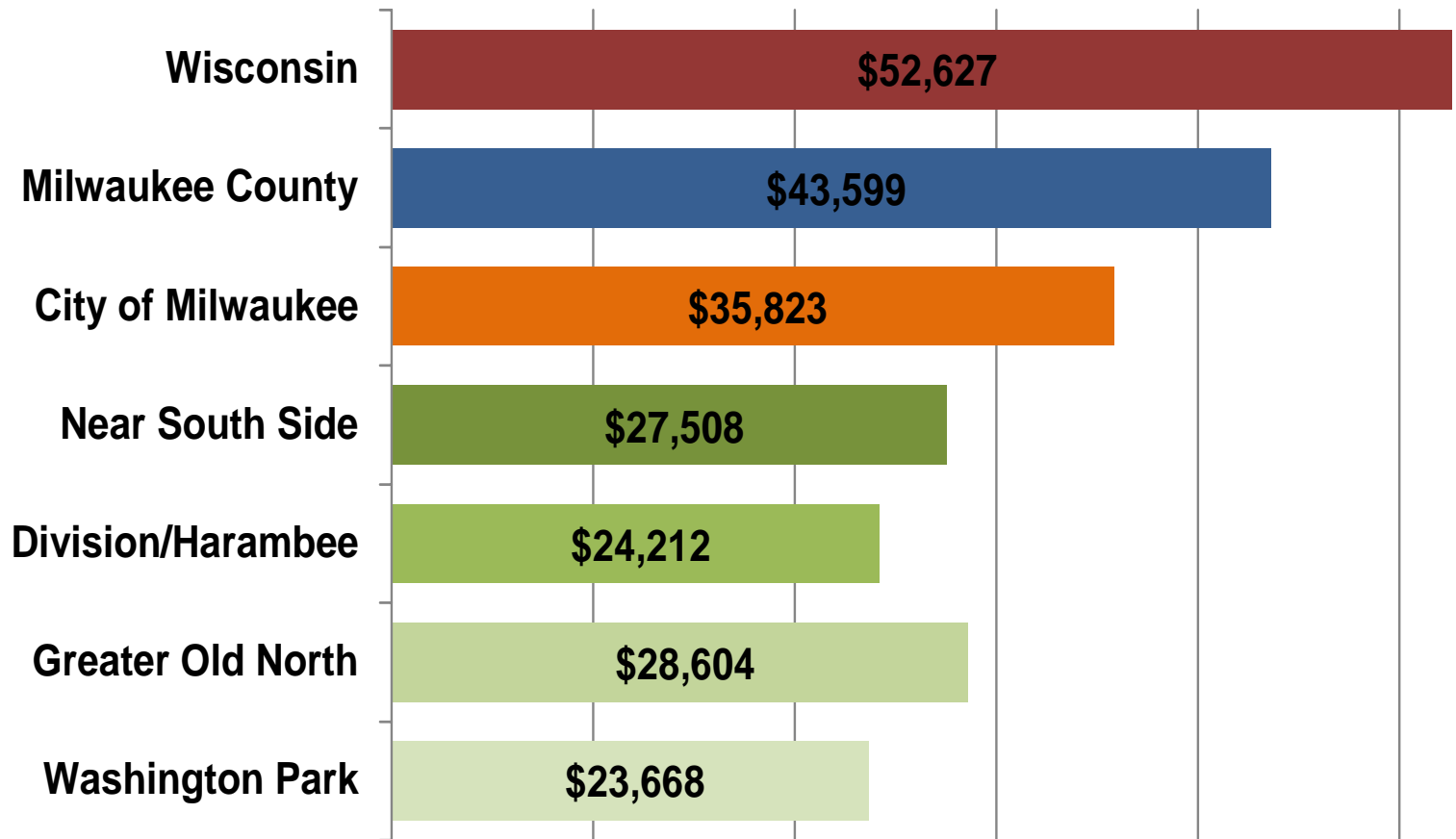


MPZ High School Disparity

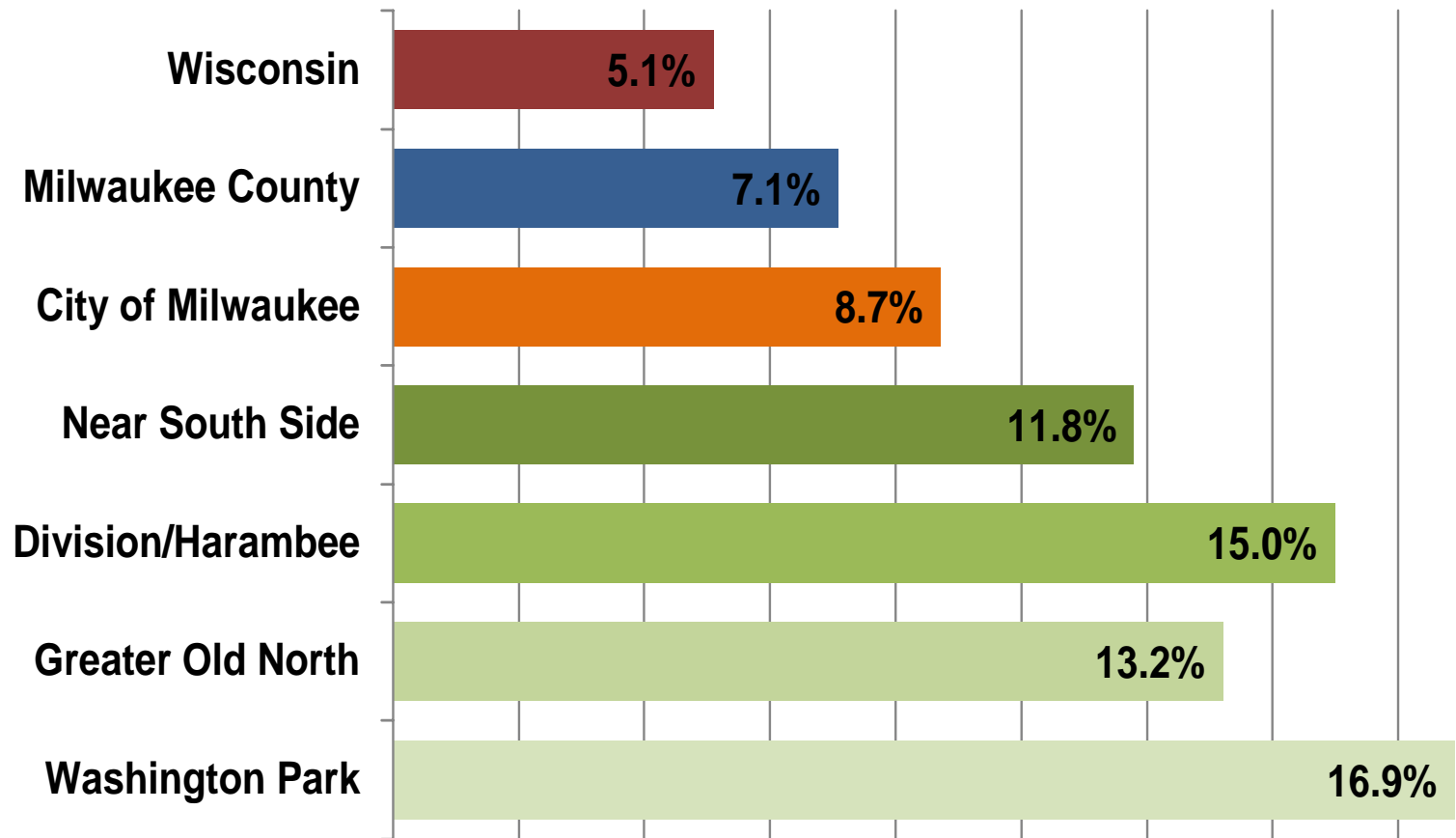
% of 18 to 24-Year-Olds with Less Than a High School Degree



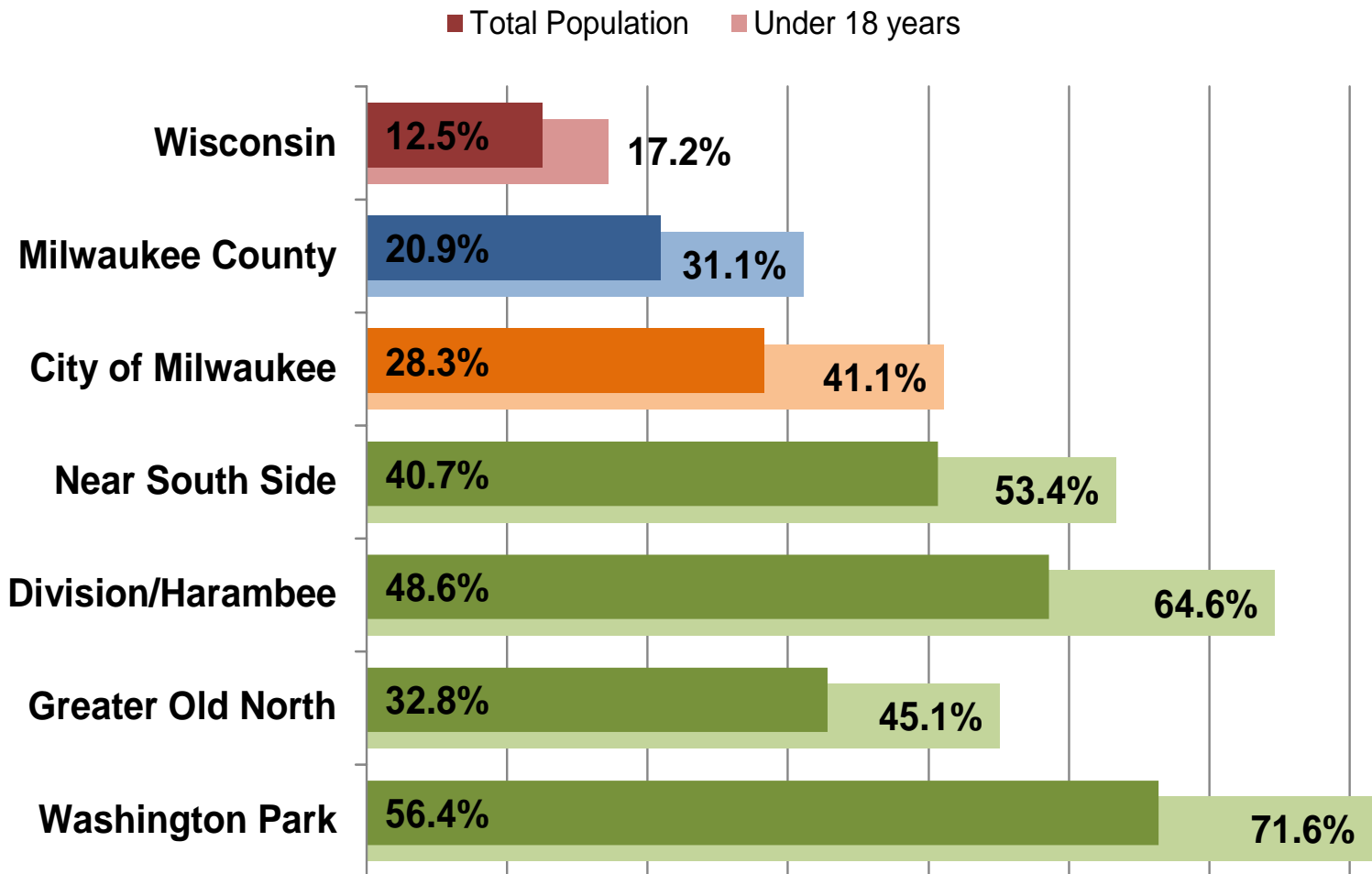
MPZ Median Household Income



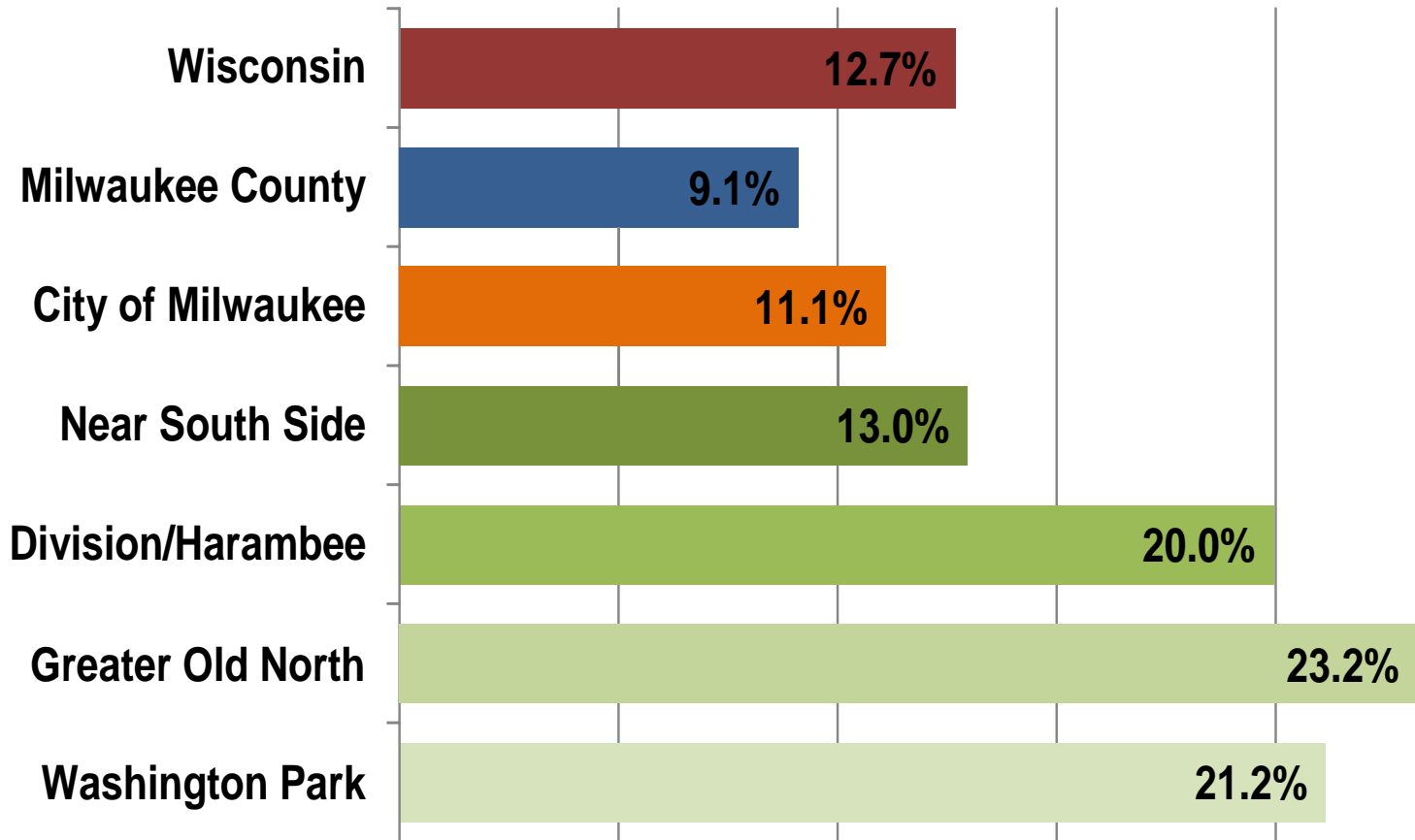
MPZ Percentage Unemployed, 16 years and Older



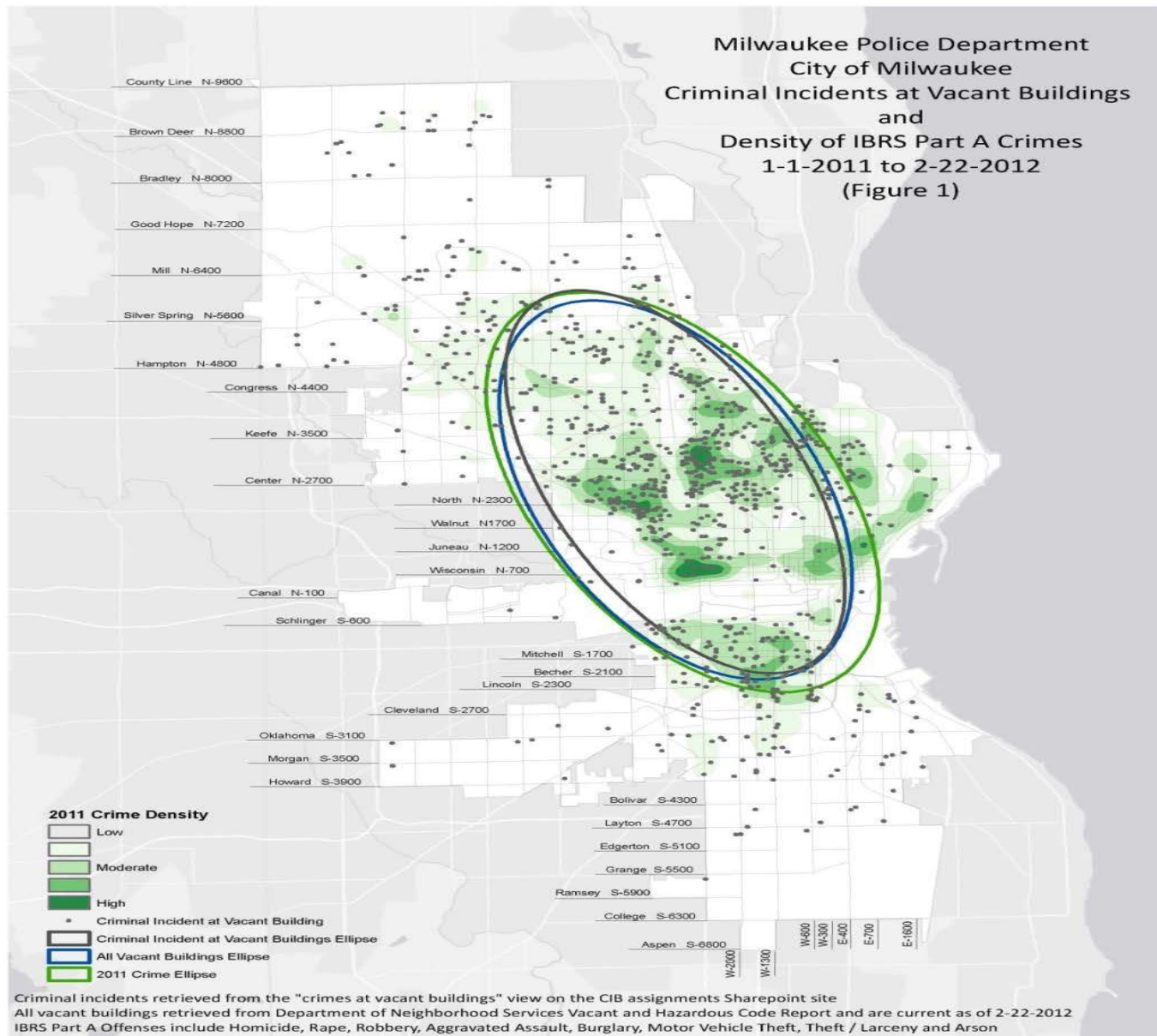
MPZ Percentage Below Poverty Line



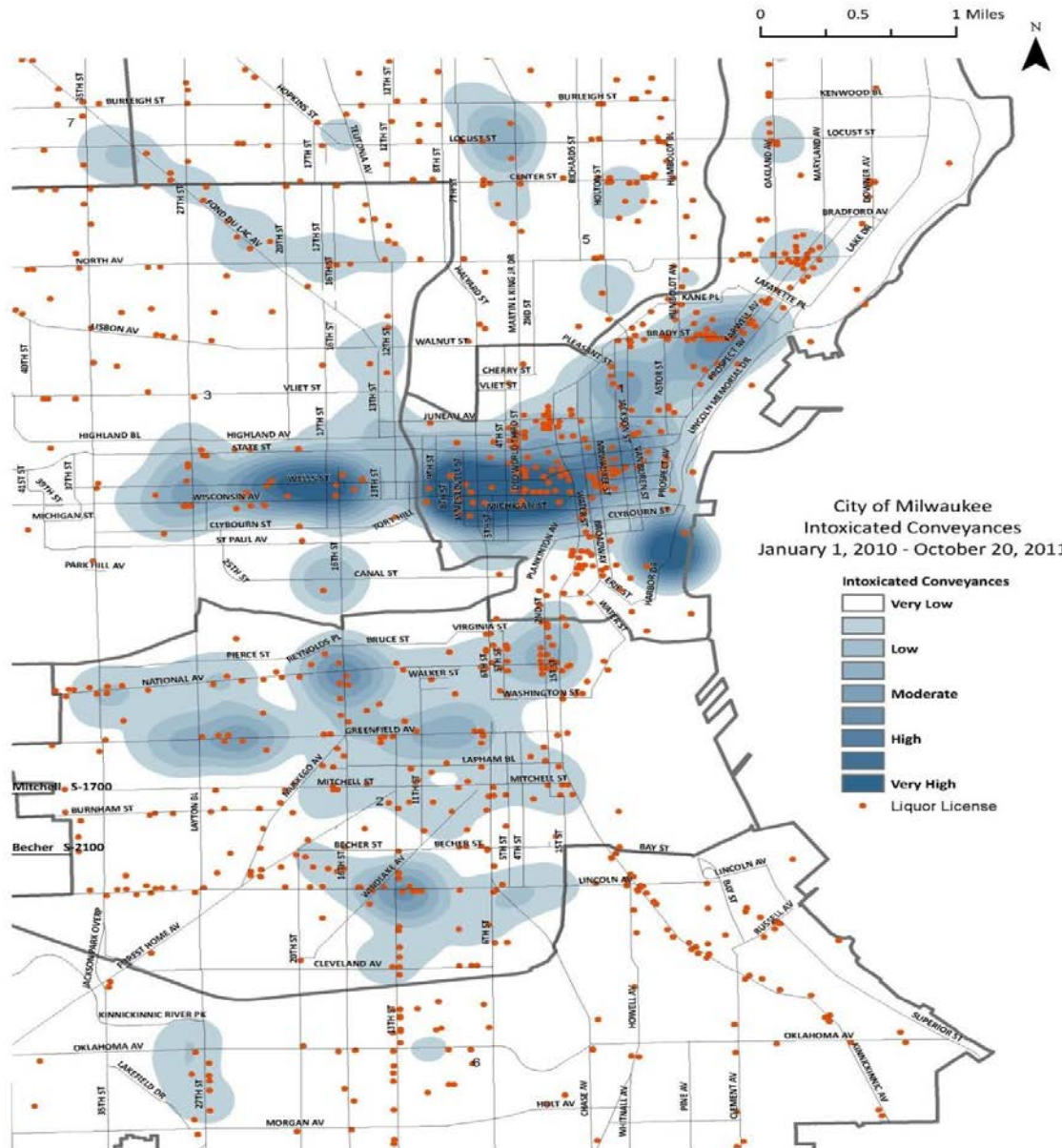
MPZ Vacant Housing Units



MPZ Criminal Activity



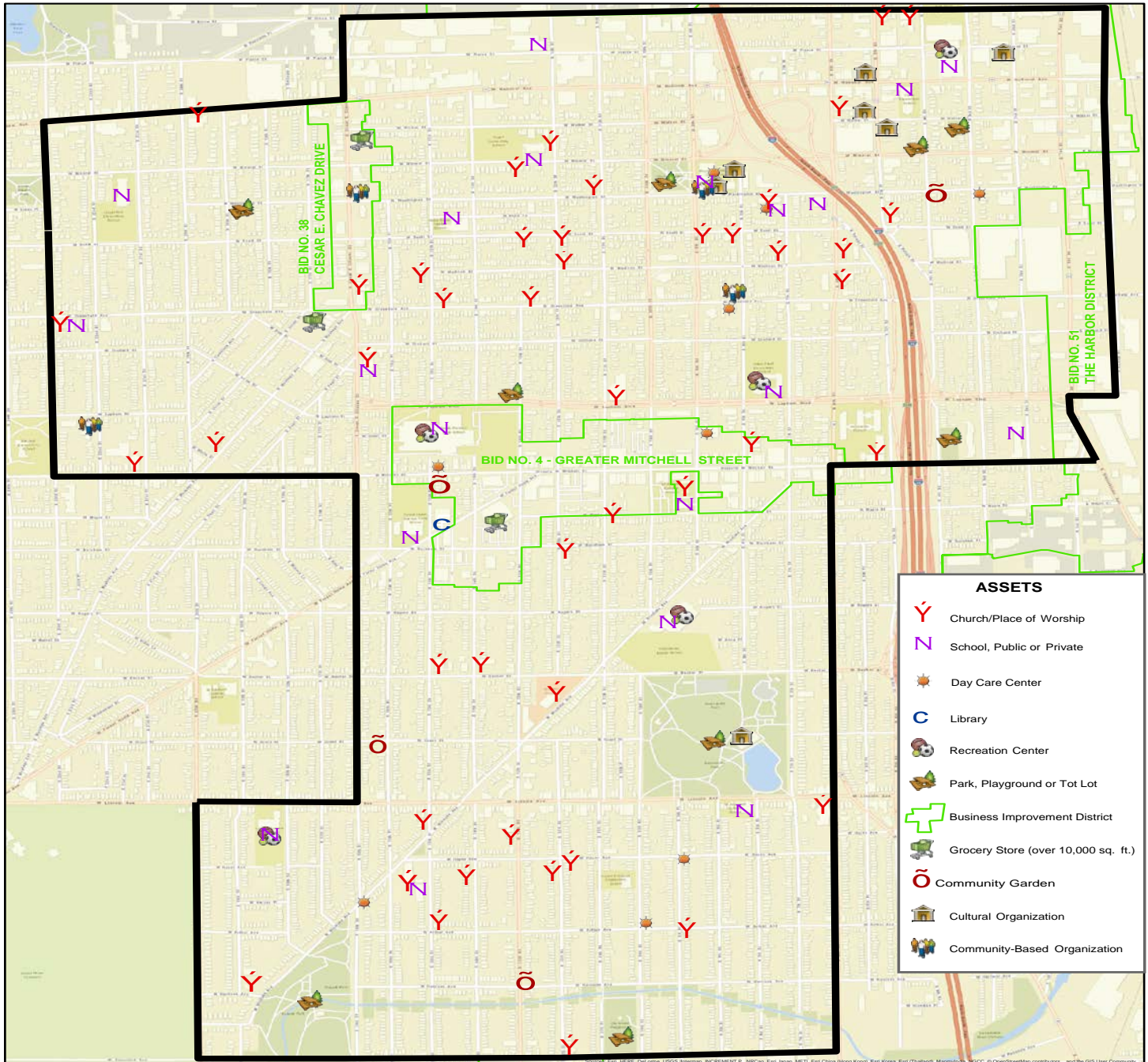
MPZ Criminal Activity





2. Asset Based Approach to Enhancing Healthy Neighborhoods

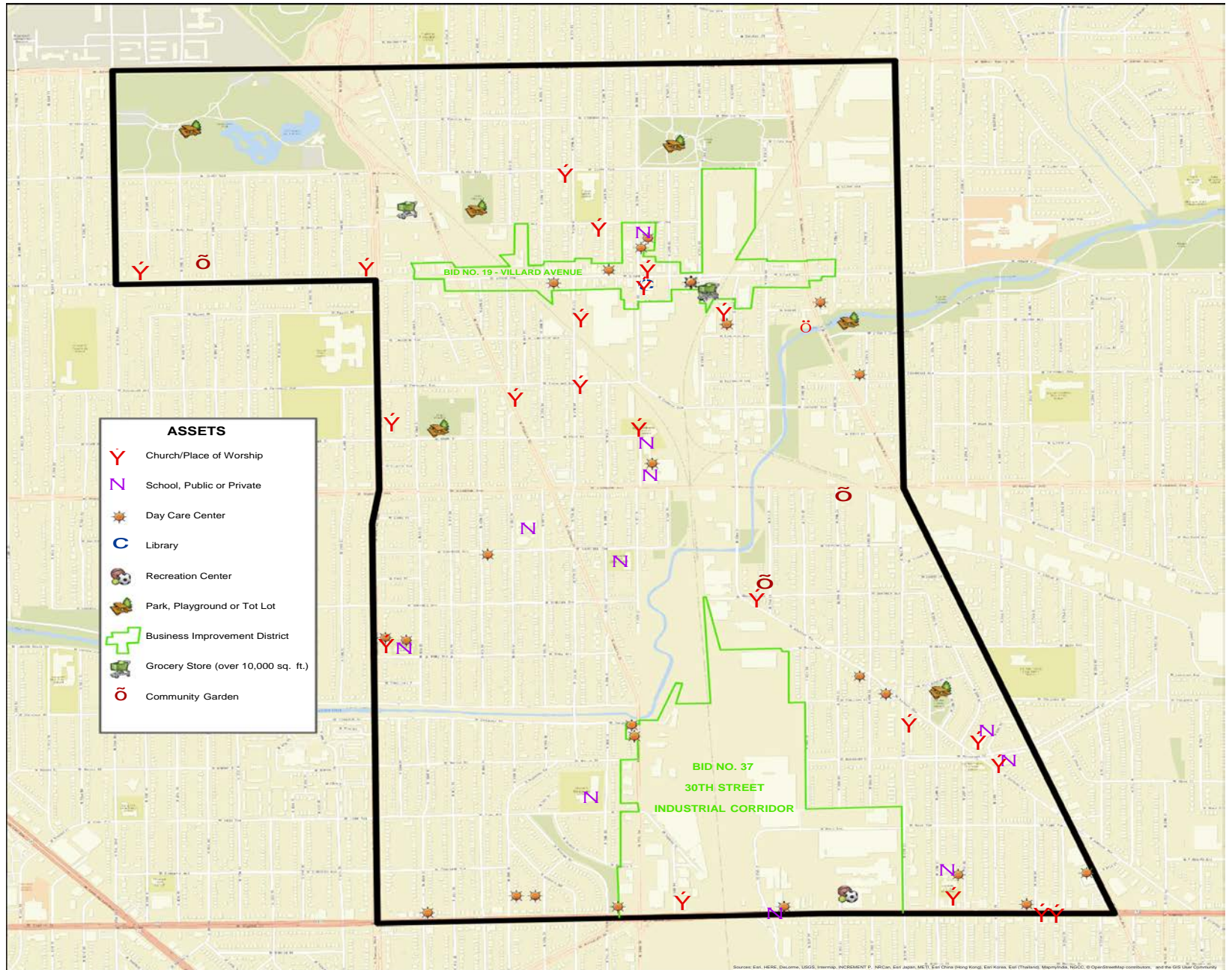
NEAR SOUTH SIDE PROMISE ZONE: ASSETS



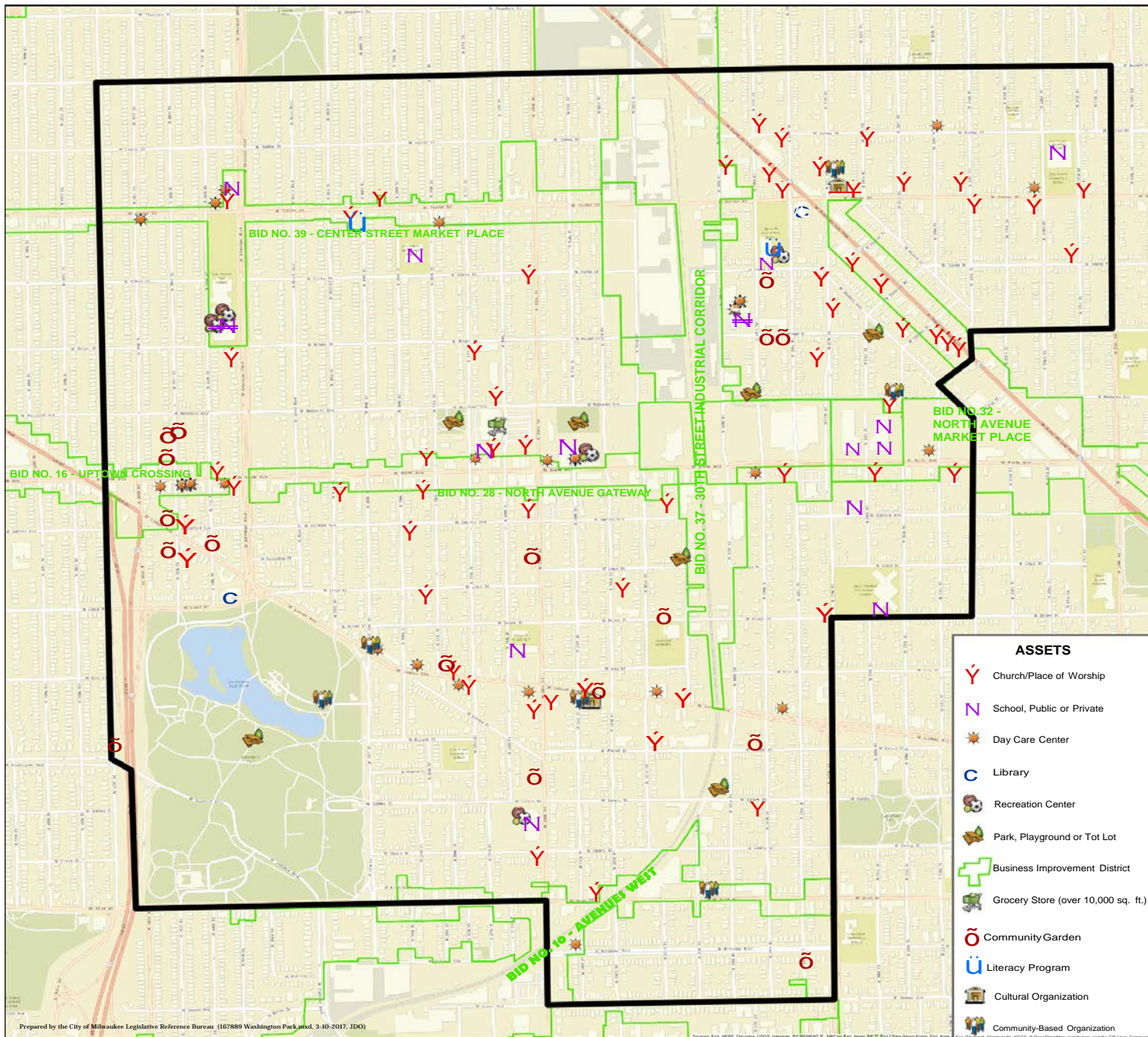
- ASSETS**
- Church/Place of Worship
 - School, Public or Private
 - Day Care Center
 - Library
 - Recreation Center
 - Park, Playground or Tot Lot
 - Business Improvement District
 - Grocery Store (over 10,000 sq. ft.)
 - Community Garden
 - Cultural Organization
 - Community-Based Organization

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

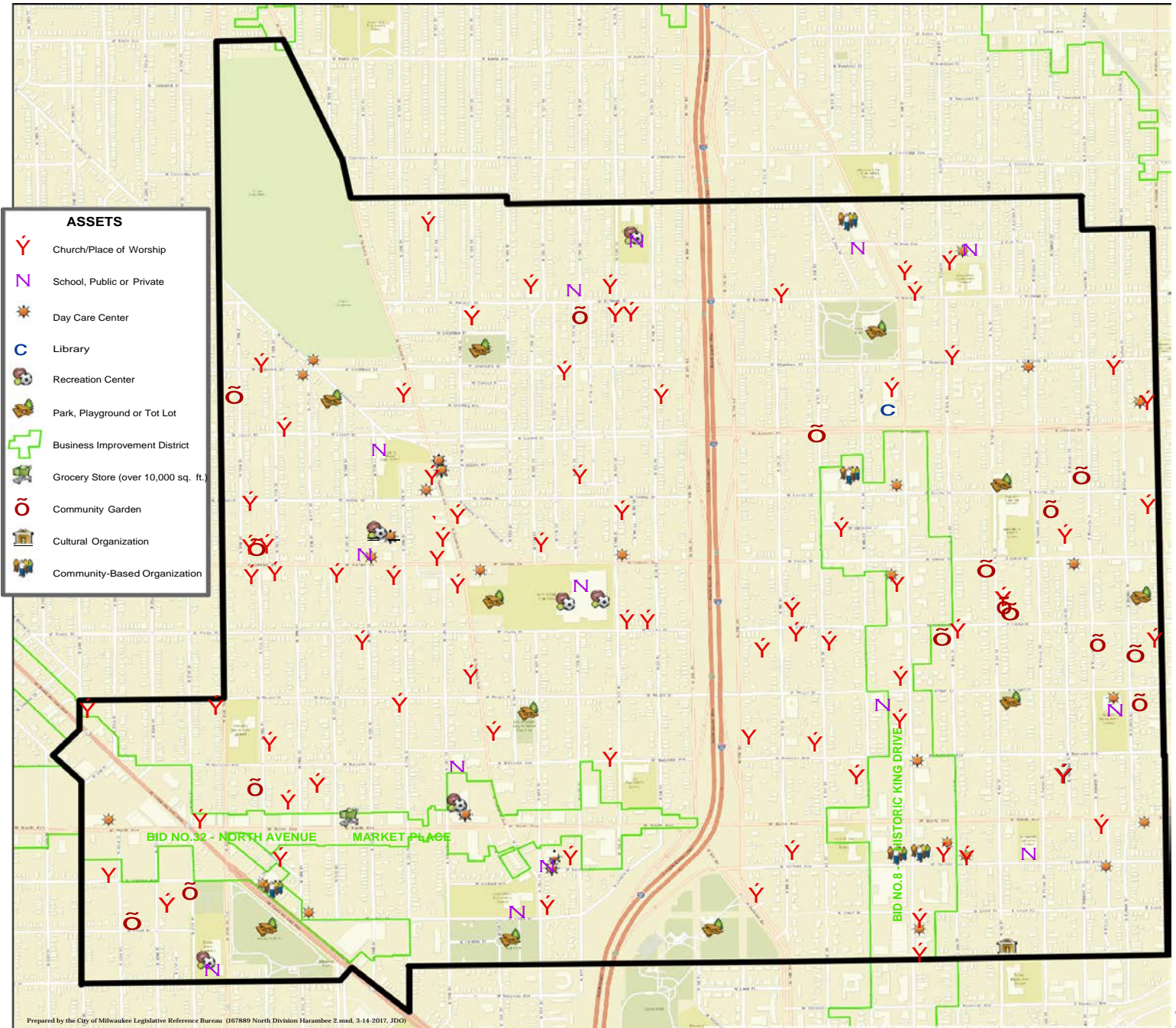


WASHINGTON PARK PROMISE ZONE: ASSETS



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



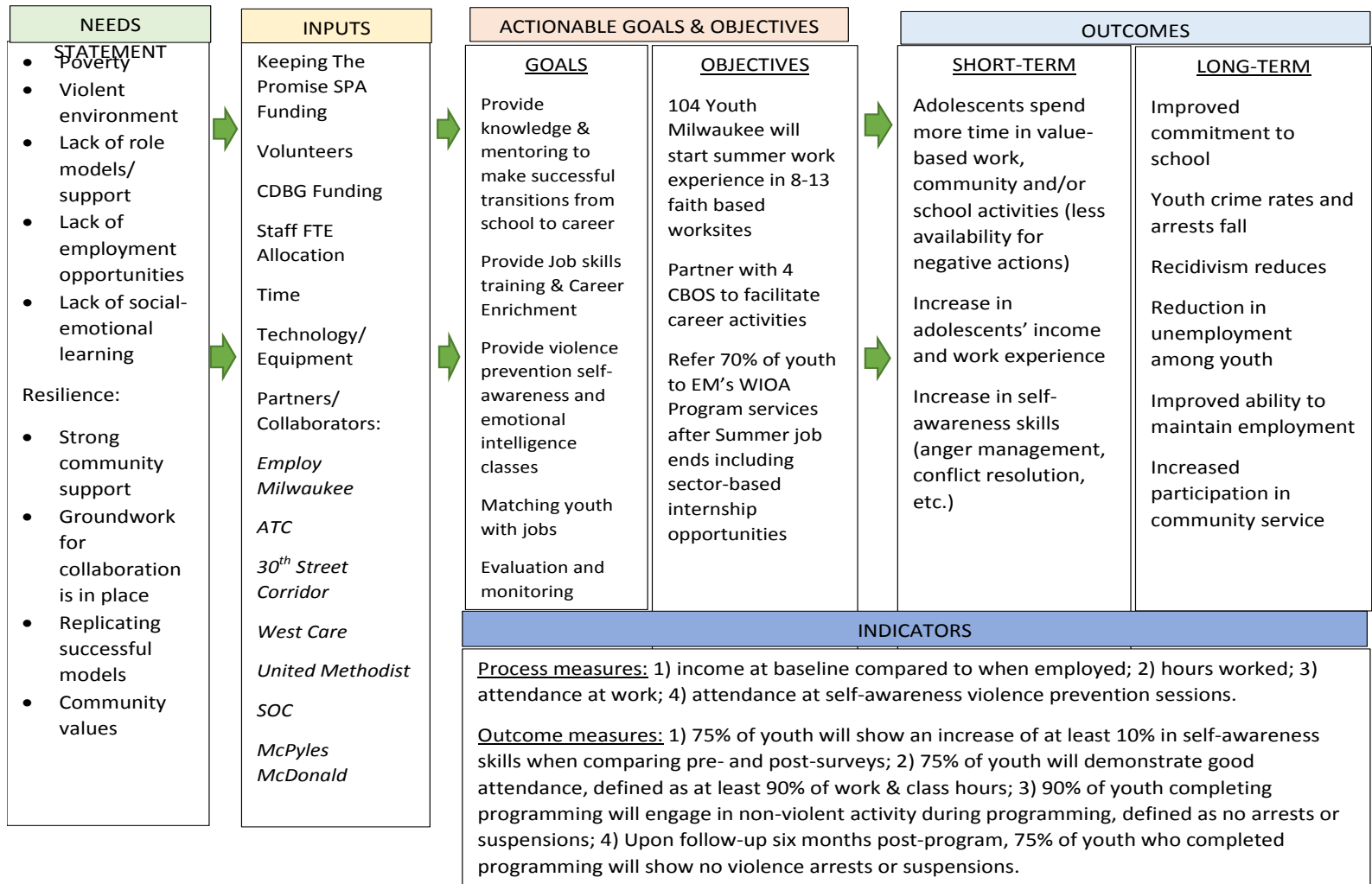
- ASSETS**
- Y Church/Place of Worship
 - N School, Public or Private
 - ☀ Day Care Center
 - C Library
 - 🎮 Recreation Center
 - 🌳 Park, Playground or Tot Lot
 - 🏠 Business Improvement District
 - 🛒 Grocery Store (over 10,000 sq. ft.)
 - 🌿 Community Garden
 - 🏛 Cultural Organization
 - 👥 Community-Based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



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>

ATIC Worksite Bidder's Conference Expected To Respond to RFP

Co-founding Lead Pastor Robert Randolph
– Kingdom Faith Fellowship Church

Faith Based Organization	Faith Based Organization
Wisconsin God Squad	Church of His Presence
Street Talk Ministries	Liberty and Truth
World Outreach Center	King Solomon Missionary Baptist Church
Solomon's Temple	Unity Lutheran Church
All Saints Catholic Church	Mt. Calvary Lutheran Church
Kairos International Christian Church	Ebenezer Ministry and Family Worship Center



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





Organizational Profiles and Funding Allocation

Project Manager's Job Description

- Organize and participate in community group and organizational meetings to coordinate and disseminate information.
- Develop and maintain current knowledge of community programs and activities that partner with the Milwaukee Promise Zones Collaborative to enhance job training and placement services.
- Promote the Milwaukee Promise Zones youth summer job services, image and activities by effectively managing the collaborative effort and its team members.
- Oversee and coordinate the program's data management, evaluation and timesheet reporting process
- Enforce work site safety rules, guidelines and procedures.
- Prepare and/or coordinate Promise Zones Youth Summer Jobs worksite monthly reporting, agency reporting and final year-end reporting

Milwaukee Promise Zones MOA Agreements with CBOs

1. Conduct and track door to door contacts with residents utilizing the community needs survey
2. Develop work plans in collaboration with MPD to increase community relations.
3. Recruit at-risk youth for summer and year-round employment opportunities

\$20,000
The Corridor is a nonprofit economic development entity managing BID #37

\$35,000
48 year experience in rebuilding, reclaiming and preserving Neighborhoods

Milwaukee Promise Zones Community-Based Organizations



\$25,000
Creates a safe, livable and economically vibrant community

\$25,000
Specializes in Community organizing, neighborhood safety, collaboration and clean-up.

McDonalds McPyles Training Program

Will leverage \$30,699

- Privately held corporation that owns McDonald Franchises.
- Will leverage city funding with their own to reach 100 youth who will be:
 - Certified in ServeSafe®, food safety management course recognized by the National Restaurant Association.
 - Trained in Financial Literacy
 - In-store training & work experience
 - Hired when they successfully complete course work



Running Rebels

Will Leverage \$77,000

A non-profit youth agency with 30 years experience resolving delinquency, drug abuse, truancy and teen pregnancy issues.

- RR will assess, case manage, job train, certify and mentor 20 youth and track long term transitional employment & credentialing goals
- In-kind leverage for project center training and supervision in culinary/hospitality, digital video production, soft skills development.



Kingdom Faith Fellowship – ATIC Lead Convenor

Will Leverage \$25,000

- Recruit FBOs for youth worksite consideration and community hubs
- Coordinate and track placement and mentoring activities at selected FBO youth worksites
- Manage summer youth payroll and reporting process for ATIC
- Assist in program close out and data processing



Earn & Learn Program



- **Leveraging \$131,572**
 - Employer of Record for 104 Youth
 - Payroll Processing
 - Data Tracking
 - Career Enrichment Workshops
 - Competitive Procurement Oversight for FBO Worksites
 - Technical Assistance



Milwaukee Public Library

- **Leverage \$25,000**
- Will interview, evaluate and recruit youth for internship opportunities from over 30 middle schools and high schools
- Weekend & after-School Internships
- Assist in implementing the library's **Connected Learning for Teens** initiative, fulfilling MPL's 2020 employment strategy
 - Faces & voices of Library
 - Spearhead teen outreach activities
 - Peer Mentor youth
 - Host engaging events



Lead To Change



- **Leverage \$5,000**
- Service strategy built from results of a Youth Advisory comprehensive needs assessment.
- Will promote and implement youth leadership strategies and service opportunities
- Mentoring leads to:
 - Paid internships
 - Employment
 - Technical school or college attendance



Wisconsin God Squad's Transportation Service

- **Leverage \$5,000**
- A faith based organization that:
 - Promotes youth employment activities
 - Manages an apparel resource center
 - Will transport youth with drivers license or proximity barriers to worksites



MILWAUKEE
GOD SQUAD

Questions?

