

# GOOD JOBS & LIVABLE NEIGHBORHOODS

February 19, 2003

Dear Public Official:

Recent events have highlighted the severity of economic and racial segregation in the Milwaukee area. We are part of a new coalition working to ensure that development in Milwaukee creates effective solutions to these problems. The Good Jobs and Livable Neighborhoods coalition represents the efforts of over 30 organizations, including labor unions as well as community, faith-based and environmental organizations. We believe that development that benefits from public funding should provide quality jobs with good wages and benefits and offer opportunities to residents of Milwaukee's inner city, while also providing affordable housing and protecting the environment. Our coalition envisions economic development that benefits the city by investing in its people and neighborhoods, in addition to generating new tax revenues.

The Good Jobs and Livable Neighborhoods coalition invites you to attend our first public meeting:


**Thursday, April 3  
7:00 PM  
Mt. Zion Baptist Church  
2207 North 2<sup>nd</sup> Street  
Milwaukee**

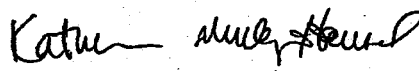
At this meeting, we will officially launch the coalition and outline our objectives for the redevelopment of our city. We have enclosed an outline of the proposals we are submitting to the appropriate bodies. In addition, we will formally and publicly solicit your support for our work. We anticipate that at least 1,000 coalition members and supporters will be in attendance. The meeting will also include many state and local officials and community leaders.

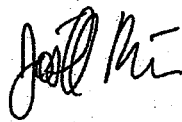
Please RSVP by calling the Milwaukee County Labor Council (414-771-7070) by Monday, March 10. We would be happy to provide you with a full briefing on our agenda before the public meeting if you require further information.

Thank you for your consideration. We look forward to seeing you April 3<sup>rd</sup>.

Sincerely,

  
John Goldstein  
Milwaukee County Labor Council

  
Kathleen Mulligan-Hansel  
Institute for Wisconsin's Future

  
Jose Perez  
MICA

c/o Milwaukee County Labor Council  
633 S. Hawley Rd. #100  
Milwaukee, WI 53214

Phone: 414-771-7070  
Fax: 414-771-0509



## Good Jobs and Livable Neighborhoods Coalition Participants

*The following list represents organizations that have participated in the development of the coalition. They have not necessarily fully endorsed the community benefits agreement outlined for the Park East redevelopment area.*

9 to 5 National Association of Working Women  
MICAH  
Milwaukee County Labor Council  
Metro Milwaukee Fair Housing Council  
Institute for Wisconsin's Future  
Wisconsin Federation of Nurses and Health Professionals  
AFSCME D.C. 48  
Laborers Local 113  
National AFL-CIO Midwest Region  
Teachers Local 212  
Painters Local 781  
UNITE  
Milwaukee and Southern Wisconsin R.C. of Carpenters  
Jobs with Justice  
UWM Center for Economic Development  
St. Benedict the Moor  
Wisconsin Citizen Action  
Sierra Club  
Riverwest Neighborhood Association (YMCA CDC)  
Wisconsin Council on Children and Families  
North Avenue Community Development Corp.  
Hunger Task Force of Milwaukee  
Community Advocates  
Harambee Ombudsman Project  
Walnut Way Conservation Corps  
River Revitalization Foundation  
Interfaith Conference of Greater Milwaukee



**Good Jobs and Livable Neighborhoods Coalition  
Community Benefits Agreement Outline  
Park East Redevelopment Area**

**Good Jobs**

Where available, all work should be performed by locally owned, union businesses that pay living wage and offer full-time work

**Specific goals include:**

- Prevailing wage for construction jobs
- At least 25% DBE/MBE and 5% WBE for construction phase
- Goal of at least 25% minority and 5% women worker participation in construction jobs
- At least 75% of jobs created by tenant businesses pay living wage or market wage, whichever is higher, plus health insurance
- Preference for full-time family-friendly jobs that offer sick leave, vacation time, flexibility for family needs, regular scheduling (i.e. shift changes made voluntary)

**Affordable Housing**

- All housing development will be part of an inclusionary zoning district. Each housing development will set aside 30% of units for affordable housing. These units will be priced for varying levels of income, according to the CDBG standards for family of three. 7.5% will be priced for extremely low income families, 15% for very low income families, and 7.5% for low income families.
- Preference for landlords of rental properties who will accept section 8 vouchers
- Commercial developments within the area will be assessed a linkage fee to offset the cost of affordable housing construction
- Additional efforts will be made to maintain affordability of housing in adjacent neighborhoods.

**Local Hiring and Training**

- Enhanced apprenticeship programs to make construction jobs more accessible for low-wage workers and people of color
- Creation of First Source Referral System, coordinated and staffed by public employee(s) located in the development area. Employers will agree that at least 50% of jobs created by development after the construction phase should be filled by members of the target applicant pool, evaluated every six months. Job openings will be publicized by the coordinator (who will distribute notices to community-based organizations and Community Learning Centers within targeted neighborhoods). Employers agree to interview/hire ONLY members of target applicant pool for first three weeks of hiring; after three weeks have passed, can hire from outside the target applicant pool.
- Targeted applicant pool consists of low-income residents of following zip codes: 53204, 53205, 53206, 53208, 53210, 53212, 53215, 53216, 53218, 53233

## **Good Jobs and Livable Neighborhoods Coalition Park East Freeway Community Benefits Project**

### **Milwaukee is Tearing Down the Park East Freeway**

The city has already made a good decision to tear down the Park East Freeway to make room for more downtown development. The Park East currently runs east of I-94 just north of downtown. Demolition of the freeway, which is currently underway, will open up 67 acres of unused land for new development. Of that, about 26 acres are considered to be prime downtown real estate.

### **New Development Will Benefit From Public Money**

The city will use a public financing arrangement, known as a TIF, to pay for improving the infrastructure – building roads and improving water/sewer lines, where necessary, and doing any environmental cleanup. The current city plan for the Park East development area calls for “mixed-use commercial zoning,” meaning a combination of condominium/apartments, service, retail and food. There may also be some office space. The city plan requires developers to follow specific design requirements ensuring that new development enhances the attractiveness of the downtown area.

### **The New Development Should Benefit Milwaukee**

A coalition is now forming to ensure that the new development in this area benefits the residents and taxpayers of Milwaukee. The construction work should use union labor; new jobs created by businesses should be filled by local residents and should pay living wages with benefits; housing development should include affordable units for low-income residents; green space should be preserved and enhanced. These requirements can be summarized and imposed in the form of a “Community Benefits Agreement” between the city and developers. The public should ensure that new downtown development meets our standards – provides good jobs for local residents and helps create the kind of city we want to live in.

### **Public Financing Means We Can Make Demands**

Any developers that benefit from the TIF financing structure have to agree to a standard development contract with the city. It is common to place demands on developers. What is uncommon is placing demands on developers to ensure that we get good jobs and quality neighborhoods as a result of their work. **Our goal is to pass legislation through the city council that incorporates a community benefits agreement (CBA) into the development plan and development agreements for the Park East area.**

### **The Public Should Be Involved**

This is a critical strategic issue for the Metro Milwaukee area. We have a chance to ensure that our money goes to create new economic opportunities for the people of our city.

Additionally, this is a chance to learn the process and issues in preparation for future fights. Park East is only the beginning of a wave of new development that will be happening in downtown Milwaukee in the next decade. We expect to see new development in the Menomonee Valley, the old Pabst Brewery, and in other projects. Working with the Park East coalition means we get to develop relationships with the right people, learn the process and the issues and be prepared to move this campaign further.



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