



Report on the Choice Neighborhood Implementation (CNI) Grant

City of Milwaukee Zoning, Neighborhoods & Development Committee
October 8, 2019

Presented by the Housing Authority of the City of Milwaukee

A body politic and corporate of the State of Wisconsin, chartered in 1944. Wis. Stats. Sec. 66.1201

The mission of the Housing Authority of the City of Milwaukee (HACM) is to foster strong, resilient and inclusive communities by providing a continuum of high-quality housing options that support self-sufficiency, good quality of life, and the opportunity to thrive.



End of Summer Community Jam & Neighborhood Walk

Over 500 people attended the End of Summer Community Jam & Walk with Mayor Barrett & Alderman Johnson on August 29, 2019.



Introduction

On September 28, 2015, the U.S. Department of Housing and Urban Development awarded the City of Milwaukee and its co-applicant, the Housing Authority of the City of Milwaukee (HACM), a 5-year \$30 million Choice Neighborhoods Implementation (CNI) grant to support a locally-driven, comprehensive strategy to transform the northwest side of Milwaukee into an inclusive community of opportunity with quality housing, schools, businesses, services, and amenities where people want to live, learn, work, shop, and play. The grant will end in September, 2022. Milwaukee's Choice Neighborhood Transformation Plan focuses on four core areas: Housing, People, Education and the Neighborhood, all within the area bordered by Sherman Boulevard to the east, 76th Street to the west, Mill Road to the north and Villard Avenue to the south. This report provides an update on activities related to implementation of the Choice Neighborhoods Implementation grant.

General Activities

1. HACM and City staff members continue to participate in regular conference calls with national and local HUD staff to review progress and strategize solutions to challenges.
2. HACM hosted several dignitaries and tour groups at Westlawn Gardens to advance discussions concerning the preservation of affordable housing and to highlight innovations at Westlawn Gardens. The visitors included:
 - **Detroit Revitalization Fellows** - April 15, 2019
 - **Jane's Walk Neighborhood Tours** – May 19 & May 30, 2019
 - **County Executive Chris Abele** - June 4, 2019
 - **Governor Tony Evers** and **WHEDA Executive Director Joaquin Altoro** – June 13, 2019
 - **HUD National Recapitalization Team** – June 13, 2019
 - **HUD Assistant Secretary of Public and Indian Housing Hunter Kurtz** – July 26, 2019
 - **Wisconsin Association of Housing Authorities (WAHA)** annual conference attendees, September 18, 2019



Above: WHEDA Executive Director Joaquin Altoro, Governor Tony Evers, HACM Secretary-Executive Director Tony Pérez, Milwaukee Dept. of Administration Director Sharon Robinson, Alderman Cavalier Johnson and PNC Regional President Chris Goller

Left: CNI Case Manager Delicia Morris, Victory Manor resident Calvin Ousley, CNI Case Manager Monique Plears, HUD Asst. Secretary of Public and Indian Housing Hunter Kurtz, WI PIH Center Coordinator Shirley Wong, HACM Associate Director Willie Hines, Jr.

- On July 17, 2019, HACM held its Annual Meeting at Victory Manor, a new 60-unit building with a preference for veterans. The event marked both the opening of the building and the 75th Anniversary of HACM. Nearly 300 people attended the event and had opportunities to tour the new building. The program also highlighted HACM's impact on the city and its residents over the past 75 years.



Media Highlights

Milwaukee Neighborhood News Service, June 5, 2019: "Westlawn Gardens comes to life"

<https://bit.ly/2ohUe31>

PNC Insights, August 29, 2019: "It Takes the Village to Raise the Village: The Westlawn Renaissance project transforms a neighborhood in Northwest Milwaukee."

<https://pnc.co/2OkGm2o>

"It Takes the Village to Raise the Village"

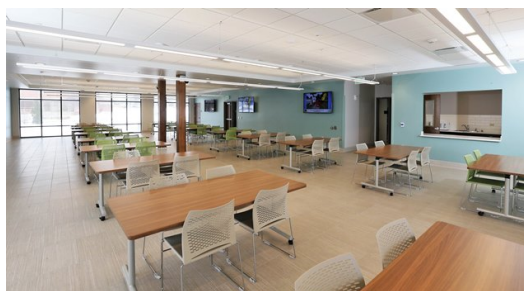
The Westlawn Renaissance project transforms a neighborhood in Northwest Milwaukee.

Aug 29 2019 | 1 min read



Housing Update

- 1. Victory Manor:** Victory Manor, the first new multi-family building in Phase II of Westlawn Gardens, was completed in December 2018 and fully leased by March 2019. HACM engaged local firm Quorum Architects to design the building, a three-story, 54,624 sf apartment complex with 54 affordable and 6 market-rate one-bedroom apartments. Amenities include a fitness center, game room, exam room, business center and large community room. Victory Manor is designed to be “Veterans Preference Housing” and to meet LEED v4 ND sustainable design standards. In 2016 WHEDA awarded HACM \$631,836 in competitive Low-Income Housing Tax Credits to support the project. See Attachment A for additional information about Victory Manor.



- 2. Honors for Victory Manor:** The new building was recognized with both a Top Projects Award from *The Daily Reporter* on May 15, 2019 and with a Mayor's Design Award on May 23, 2019.



3. Westlawn Gardens Scattered Sites: Thirty new townhome-style family units were completed and fully leased by March 2019 on empty lots on the eastern half of Westlawn Gardens (east of 64th Street). Using modular construction built by Terrace Homes in Friendship, WI, the units were transported to Milwaukee in several pieces and installed on site. Twenty-three of the 30 townhomes are occupied by residents who have returned to Westlawn Gardens after being relocated prior to demolition of the old Westlawn units. The project includes WHEDA bond financing with Low-Income Housing Tax Credits.



4. Westlawn Renaissance III: Work continues on two new midrise buildings bordering N. 66th Street along W. Silver Spring Drive. WHEDA awarded HACM \$1,009,508 in Low-Income Housing Tax Credits for the project in May 2017. The buildings are on schedule for occupancy in December 2019 and Spring of 2020. The buildings will include 47 1- and 2-bedroom units each for a total of 94 new apartment homes.



5. Westlawn Renaissance VI: In April 2019, the Wisconsin Housing and Economic Development Authority (WHEDA) awarded HACM \$1,400,000 in 4% State Low-Income Housing Tax Credits (LIHTC) and \$2,165,457 in 4% Federal LIHTC to support Westlawn Renaissance VI, which will construct 138 family townhomes on the west side of Westlawn Gardens. Construction will begin in Spring of 2020.

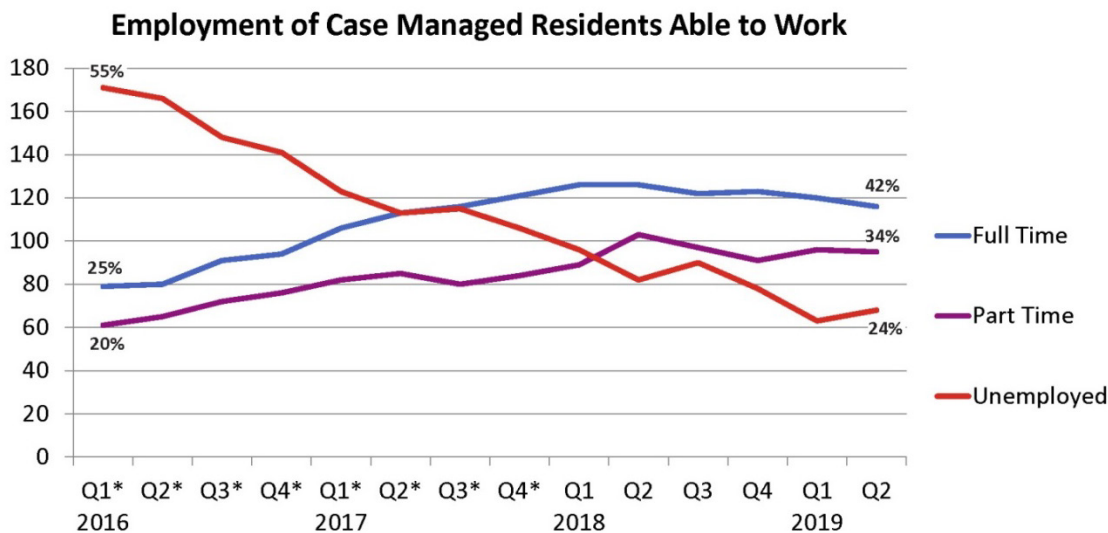


Westlawn Gardens Construction

Timeline	Project/Phase	Units
Completed	Phase 1 (2010-2012), Victory Manor, and Scattered Sites	340
Under Construction	Westlawn Renaissance III	94
Spring 2020 Start	Westlawn Renaissance VI	138
Spring 2021 Start	Westlawn Renaissance V	141
Spring 2022 Start	Westlawn Renaissance IV	60
Market Dependent	Market-Rate Rentals and Homeownership	185
	TOTAL UNITS	958

People & Education Updates

1. **Case Management:** Six HACM case managers who were hired in 2016 continue to work with relocated Westlawn households to support the families in developing and implementing self-sufficiency plans, assisting the families with all employment, education, healthcare, and other supportive service needs.
2. **Improved Employment Among Relocated Residents:** One of the key areas of focus for case managers has been increasing the earned income among households through improved employment. Among the work-able adults, we have seen a dramatic drop in unemployment since the start of active case management, from 55% in the first quarter of 2016 to 24% in the second quarter of 2019.



3. **Returning Households** – All relocated households have a right to return once new housing in Phase II is constructed. To date, 34 relocated households have returned to the Westlawn Gardens neighborhood.
4. **Education:** The CNI educational partnership, under new leadership at Milwaukee Public Schools, continues to work towards a continuum of high-quality educational options within the Choice Neighborhood. The collaboration includes Elaine Schreiber Early Childhood Center, Browning Elementary, Kluge Elementary, Kilbourn Elementary and Carmen Middle/High Schools. The Regional Superintendent is convening the principals and school staff to continue aligning the cultures and curriculums of the schools so that neighborhood youth and families will choose their local educational options to take them from cradle to college or career. The four MPS schools served 667 students during the 2018-2019 school year (Browning: 336; Kilbourn: 272; Kluge: 292; Carmen Middle/High: 667)

5. **Rocketship Transformation Prep:** Over the summer, Rocketship Transformation Prep, a K4-4th grade elementary school, moved from its temporary location at Silver Spring Neighborhood Center to its new permanent campus, the former Blessed Savior Parish School-North at 5501 N. 68th Street. The school launched renovation work with a groundbreaking on June 1, 2019, classes began in August and a ribbon cutting will be held October 31, 2019. Rocketship is developing a state-of-the-art school with total investments of over \$6 million. The school currently serves 150 students and plans to ultimately serve up to 450 students with the addition of 5th grade.



Neighborhood Update

Commercial and Retail Development

The Choice Neighborhood Initiative (CNI) and partners have launched resources to support commercial and retail business development in the neighborhood. The resources include a small business revolving loan fund and an exterior revitalization grant program. A Business Resource Fair was held May 15, 2019 at Victory Manor to promote the resources. Approximately 80 people received information through the event. A second Business Resource Fair is planned for November 7, 2019 at Victory Manor. Additionally, the CNI business resources team has been canvassing the neighborhood's business and property owners to promote the availability of the resources.



1. Small Business Revolving Loan Fund: Choice Neighborhood offers a \$1.5 million small business revolving loan fund to commercial and retail businesses located in the neighborhood. The fund is a partnership between Choice Neighborhood and the Wisconsin Women's Business Initiative Corporation, which manages the loan review and approval process. To date, two businesses have received loans:

- Dakonte Product Group, manufacturer of quality menu covers, which moved its business from Sussex, WI to a location in the Choice Neighborhood in 2017. Dakonte owners Kate and Don Hill utilized a \$50,000 loan to purchase equipment.
- Mr. Greens LLC, a caterer of quality food including signature baby back ribs, pulled pork, and smoked wings. Thomas Green, the owner, is a former resident of Westlawn who currently lives elsewhere in the Choice Neighborhood. He utilized a \$50,000 loan to have a customized food trailer built to expand his business.



The grand opening for the food truck was held at 60th & Silver Spring on Saturday, July 13, 2019.

Approximately \$500,000 in additional loans are currently in various stages of review and processing.

2. Exterior Revitalization Grants: Choice Neighborhood offers a \$190,000 façade and landscaping improvement grant program in partnership with the City of Milwaukee's Commercial Corridors Team and Havenwoods Economic Development Corp. The program provides up to 80% in reimbursements for eligible costs. One grant is in process:

- 76th Street Plaza exterior revitalization, \$37,500 grant

Staff are working with several additional businesses who have expressed interest in the grant program.

3. Resident Retail Preference Meeting: CNI and Havenwoods Economic Development Corp staff organized a meeting on May 22, 2019 between neighborhood residents and Wajeeh Al-Turkman, new owner of the property in the 6300 block of W. Silver Spring Drive (the former House of Corned Beef) north of Westlawn Gardens. Mr. Al-Turkman is redeveloping the site with a new multi-retail building. The meeting provided an opportunity for residents to discuss their retail needs



Building Health, Quality of Life and Social Cohesion

1. Collaboration: Two new neighborhood committees have formed to build collaboration, social cohesion, and community safety in Westlawn Gardens. The Collaboration Committee works to increase communication between residents and neighborhood institutional partners and to co-lead community events that help to build social cohesion and neighborliness. The members of the committee include the Westlawn Resident Council, Safe & Sound, Silver Spring Neighborhood Center, HACM, Choice Neighborhood Initiative (CNI), and the four CNI schools: Browning Elementary, Kluge Elementary, Kilbourn Elementary, and Carmen Middle/High School Northwest. The Safety Committee includes the same partners and Milwaukee Police District 4 and focuses on creating a welcoming, safe environment where residents define neighborhood-led solutions to safety issues. Both committees are meeting monthly.

2. End of Summer Community Jam & Walk with Mayor Barrett and Alderman Johnson: Over 500 people attended this event, which was held along W. Custer Avenue between N. 60th and N. 64th Streets in Westlawn Gardens. Organized by the Collaboration Committee, the event began with the annual neighborhood walk with Mayor Tom Barrett and Alderman Cavalier Johnson and continued with free food, music, and resources from community partners like UnitedHealthcare Community Plan, Milwaukee Fire Department, Milwaukee Police Department, Milwaukee Art Museum, Betty Brinn Children's Museum, Milwaukee Health Services, Inc., and the UWM Partners for Health. Several of the resource providers remarked that it was their busiest event of the summer, helping to connect services to children and families.



3. Creative Placemaking: CNI staff continue to develop four creative placemaking projects in the area to enhance or add amenities. The four projects are: an accessible fishing pier at McGovern Park; wayfinding signage for Havenwoods State Forest; a Tuj Lub (traditional Hmong game) court at Carmen Playfield; and a splashpad and art installation at Westlawn Gardens. These projects are in various stages of planning with each of the site partners (Milwaukee County Parks, Wisconsin DNR, and Milwaukee Public Schools, respectively.) Fundraising continues to support completion of the projects.

4. Best Babies Zone (BBZ) Westlawn: In late 2017 the Westlawn Choice Neighborhood was added to the Best Babies Zone network, currently a group of 11 neighborhoods across the country working to reduce racial disparities in infant mortality and healthy birth outcomes. Led nationally by CityMatCH, the association of urban maternal and child health practitioners, and locally by a partnership between the United Way of Greater Milwaukee & Waukesha County, the Milwaukee Health Department, and the Choice Neighborhood Initiative (CNI), BBZ is using the CNI framework to identify and address the Social Determinants of Health (SDH) that are creating a high infant mortality rate in the area. In 2018 the BBZ Westlawn team secured funding from UnitedHealthcare, Greater Milwaukee Foundation and the March of Dimes to launch a series of projects to engage the community around the experience of giving birth in the neighborhood. The projects include:



- **Health & Wellness Ambassador Team:** BBZ Westlawn is recruiting neighborhood residents to serve as health advocates and leaders in developing the strategy to improve birth outcomes. The team is currently made up five ambassadors but will grow up to 10. They are volunteers who receive stipends for their time, childcare and transportation while doing BBZ work.

- **Storytelling Workshops and a StorySlam:**

Working with Ex Fabula, the local storytelling nonprofit, the BBZ Westlawn team hosted two workshops for residents to learn how to tell effective stories about their lives, and in particular about the topic of "Birth." Over 60 residents attended the sessions. Ex Fabula then worked with several "tellers" to further refine their stories and help them prepare to share the stories on stage at a public, non-competitive "StorySlam, which was held Thursday, September 12, 2019. Five tellers



spoke in very moving and personal ways about "birth" in their lives. The event was a great success in connecting community members through the power of storytelling, and it helped to lay the groundwork for additional dialogue.

- **On The Table Best Babies Zone:** On Thursday, October 10, 2019, BBZ Westlawn will host dinner and a dialogue as part of the Greater Milwaukee Foundation's On The Table event. Guests will be asked to write a letter to their doctor to express their honest opinions about the service they receive. In the storytelling activities, a key theme was the communication and relationship between residents and their health care providers, and the On The Table dialogue will add to our understanding of the patient/doctor relationship as key element of health equity within the Best Babies Zone.

- 5. Milwaukee Stormwater Tree Project:** Milwaukee Metropolitan Sewerage District (MMSD) has partnered with the CNI and Havenwoods Economic Development Corp. to plant over 300 trees in the area in 2020. The partnership is currently conducting community education and input sessions to engage the neighborhood in a discussion about the importance of trees and to help identify locations for the trees.
- 6. Green Zones Project:** The Choice Neighborhood Initiative and Havenwoods Economic Development Corp. are also partnering with Great Lakes Community Conservation Corps to offer homeowners a free energy evaluation this fall. The evaluation will inform homeowners of ways to improve efficiency and connect them to resources to complete the work.

Other Neighborhood Highlights

- 1. Multi-Sport Complex Wins MANDI Award:**

The Multi-Sport Complex at Browning Elementary, a project created through a partnership between Johnson Controls, Milwaukee Bucks, Browning Elementary School, Silver Spring Neighborhood Center, and HACM, won the Brewers Community Foundation Public Space Award at the Milwaukee Awards for Neighborhood Development Innovation (MANDIs) on April 11, 2019.



The Multi-Sport Complex at Browning Elementary, a project created through a partnership between Johnson Controls, Milwaukee Bucks, Browning Elementary School, Silver Spring Neighborhood Center, and HACM, won the Brewers Community Foundation Public Space Award at the Milwaukee Awards for Neighborhood Development Innovation (MANDIs) on April 11, 2019.

- 2. Leadership at Silver Spring Neighborhood Center:** Devin Hudson, formerly the Development Director at Silver Spring Neighborhood Center, was named Executive Director following the departure of Tom Ellis, who had served a limited engagement as the agency's head.
- 3. UWM Master of Sustainable Peacebuilding (MSP) Program:** With the support of CNI, the University of Wisconsin-Milwaukee Master of Sustainable Peacebuilding program has expanded its activities in the neighborhood by placing three MSP students in the area to focus on developing a health and wellness network through asset mapping and supporting BBZ Westlawn.
- 4. Public Allies and Trinity Fellows:** HACM and CNI have engaged a fellow from Marquette University's Trinity Fellow Program and an AmeriCorps Fellow from Public Allies to assist with neighborhood and community service activities.

Section 3/Workforce Development/EBE Update



HACM's Section 3 Program Achieves Exemplary Hiring and Contracting Gains for Low-Income Milwaukeeans

On December 17, 2018, the U.S. Department of Housing and Urban Development (HUD) and HACM announced the completion of a four-year Voluntary Compliance Agreement (VCA) with recognition that HACM had greatly exceeded goals for the Section 3 program that provides job and contracting opportunities to public housing and other low-income residents. Section 3 is a HUD workforce development program that sets hiring and contracting benchmarks for housing and community development projects receiving federal assistance. The program is designed to provide greater access to employment and other economic opportunities for low-income and very low-income persons, particularly those who are recipients of government assistance for housing.

Over the previous four years, HACM strengthened its Section 3 program to make it more comprehensive and robust. HUD recognized HACM as a national leader in developing innovative processes to exceed Section 3 results. The full press release announcing the results of the VCA and subsequent Section 3 improvements is included as Attachment B. With the completion of the VCA, HACM's reporting to HUD reverts to the traditional annual report submitted in the first quarter of the year. Included below and in attachments are comprehensive results through the first quarter of 2019.

- 1. Overall HACM Section 3 and EBE Results through 3/31/2019:** The last comprehensive report of Section 3 results covered the time period from 10/1/13 through 3/31/19 with the HACM exceeding goals in Section 3 contracting (31% of contract dollars in building trades and 31% in other services were to Section 3 Business Concerns) and in Section 3 hiring (64% of new hires were Section 3 individuals). For the period 1/1/17 through 3/31/19, 59% of contracted dollars went to Emerging Business Enterprises (minority, women-owned or disadvantaged firms). See Attachment C.
- 2. Westlawn Gardens Section 3 New Hires and EBE Results through 3/31/2019:** For the period 1/1/17 to 3/31/19, HACM exceeded goals in Section 3 contracting at Westlawn Gardens (30% of contract dollars in building trades and 46% in other services) and 63% of new hires met Section 3 criteria, surpassing the HUD goal of 30%. In addition, 66% of contracting dollars for the Westlawn Gardens project went to EBEs. (Attachment D)
- 5. YouthBuild Program:** HACM has a YouthBuild contract with Employ Milwaukee to train young adults in construction skills. The program provides participants with on-the-job construction training, assistance with GED attainment, and presentations by industry leaders to prepare them for potential careers in the construction trades. See Attachment E for a Section 3 Success Story.
2015-2016: 20 graduates in 2 cohorts – 18 earned Homebuilders Institute Pre-Apprenticeship Certification (HBI-PACT) and 12 were placed into employment
2017: 12 crewmembers – 8 earned HBI-PACT and 6 were placed into employment
2018: 12 crewmembers completed the program and 5 were placed into employment (three through HACM's At-Promise Resident Training Program)
2019: 12 crewmembers are currently in the program
- 6. At-Promise Resident Training Program:** In 2017 HACM started the "At-Promise Resident Training Program," which provides HACM residents with a new pathway to employment, education and self-sufficiency. Interested residents are invited to a three-week job-readiness boot camp that explores the benefits of self-sufficiency, offers career assessments and planning, and prepares participants for a successful transition into the workforce. Candidates are then selected from those who complete the boot camp to move on to paid training and educational benefits provided by HACM. Participants work up to 20 hours in administrative positions for HACM for up to two years. They also further their education by attending post-secondary education with scholarship and tuition reimbursement support from HACM. To date, 15 residents participated in the program.
- 7. 2018 Diversity in Business Award:** On November 15, 2019, The Daily Reporter awarded HACM a Diversity in Business award for its innovative At-Promise Resident Training Program. Launched in 2017, the program provides low-income HACM residents with a new pathway to self-sufficiency by offering on-the-job training, life skills development, and post-secondary education that together



can transform residents' lives. At-Promise provides motivated residents with the opportunity to overcome barriers that could otherwise keep them locked into a cycle of poverty.

8. **2019 Diversity in Business Award:** On July 24, 2019, HACM Section 3 Coordinator Gabriel DeVougas received a Diversity in Business Award from The Daily Reporter. The award recognized a significant contribution toward creating a diverse and inclusive business/academic/social community through the implementation of policies, procedures, initiatives, and/or programs.
9. **Holton Terrace:** HACM is currently in the pre-construction phase of the Holton Terrace Renovation Project. To inform Section 3 individuals of upcoming opportunities in the community, HACM has posted signage around the development directing individuals/businesses to contact HACM if interested in job and contracting opportunities. Also, similarly to the Westlawn Revitalization Project, HACM has begun a resume collection for those individuals interested in possible job opportunities through construction firms that trigger the current Section 3 regulations. HACM utilizes its Section 3 business and resident databases to extend opportunities in the City of Milwaukee and surrounding communities. Currently the resident database includes 963 residents and the business database includes 165 businesses.

Challenges

1. **Infrastructure:** Funding for infrastructure continues to present a challenge. New streets, sewers and other infrastructure are being constructed, and there is no dedicated funding for these essential elements of the neighborhood.
2. **Crime & Safety:** A recent fatal shooting in Westlawn Gardens has understandably had reverberations throughout the neighborhood. The tragic incident was an isolated occurrence and does not reflect the neighborhood as a whole. However, it has prompted renewed commitment and collaboration among neighborhood partners to proactively work to prevent crime and promote safety. The new Safety Committee referenced earlier in the report is providing a platform for this work.

“Whatever good things we build,
end up building us.”

~Jim Rohn



VICTORY MANOR PROJECT PROFILE

Veteran Preference & Supportive Housing



Victory Manor serves the entire community, but it is designed specifically with veterans in mind. The Housing Authority of the City of Milwaukee (HACM) and its development arm, Travaux, partnered with Quorum Architects, Torti Gallas + Partners, Inc., and the Center for Veterans Issues (CVI), led by the late Brig. Gen. Robert Cocroft, to design a building that is conducive to the needs of veterans.



At a Glance

- 60 one-bedroom apartments
- Three stories, 54,624 sq. ft.
- Completed December 2018
- LEED v4 for Homes
- Fitness center, game room, small group room, and business center

Acknowledgments

- U.S. Department of Housing & Urban Development
- Wisconsin Housing & Economic Development Authority
- PNC Real Estate
- City of Milwaukee
- Center for Veterans Issues, Ltd.
- Westlawn Resident Council

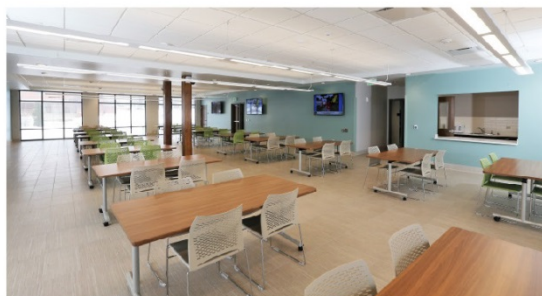
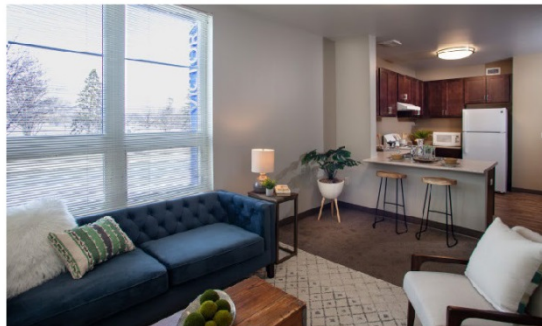
Attachment A (continued)

VICTORY MANOR PROJECT PROFILE

A Haven for Peace and Comfort

With several apartments designated for veterans experiencing a disability or physical limitation, it was important to design spaces that were sensitive to the veterans' needs. Our research into this led to the selection of materials that dampen sound, soothing colors that are in the blue and green tones, and patterns in fabrics and finishes that are straight lines and linear. The principles of universal design are embedded throughout to allow full accessibility to everyone. However, a percentage of the residential units have been designed beyond basic accessibility standards to also have roll-under bathroom vanities, roll-in showers with integral shower seat, and kitchen controls accessible at seated height. All of these characteristics assist in creating an environment that fosters stability and calm.

Research has indicated that it is important to encourage camaraderie among the veteran community and residents, so an emphasis has been placed on including community spaces for a variety of social gatherings. The feedback from the neighborhood in the early planning stages indicated that a large space for community events. As a result, the first floor Community Room was designed to accommodate groups as large as 100 people. A game room, business center, exercise room, and small group gathering space joins an office for supportive services on the first floor. Floors two and three feature common areas with natural light to create warm, inviting spaces.



An Outpost for Veterans Resources on Milwaukee's Northwest Side

The Center for Veterans Issues (CVI) will provide case management services to veterans living at Victory Manor. The presence of CVI will also serve as an outpost for veterans throughout Westlawn Gardens and the surrounding neighborhood. All veterans are invited to utilize CVI's resources to access a wide array of services:

- Education, training and employment services
- Addiction therapy
- Counseling
- Life skills
- Access to VA medical, mental health and AODA services
- Volunteer component— Veterans United for Community Service (VUCS)
- Veterans' benefits and entitlement counseling
- Self-esteem and motivation classes
- Access to clothing room
- Computer lab and training
- Groups (equine therapy, time management, financial literacy)
- Hot Meals
- Transportation



PRESS RELEASE

For Immediate Release

December 17, 2018

HACM PROGRAM ACHIEVES EXEMPLARY HIRING AND CONTRACTING GAINS FOR LOW-INCOME MILWAUKEEANS HUD lauds HACM's impact as it closes out Voluntary Compliance Agreement

The U.S. Department of Housing and Urban Development (HUD) and the Housing Authority of the City of Milwaukee (HACM) have completed a four-year Voluntary Compliance Agreement (VCA) with recognition that HACM has greatly exceeded goals for the Section 3 program that provides job and contracting opportunities to public housing and other low-income residents.

Section 3 is a HUD workforce development program that sets hiring and contracting benchmarks for housing and community development projects receiving federal assistance. The program is designed to provide greater access to employment and other economic opportunities for low-income and very low-income persons, particularly those who are recipients of government assistance for housing.

Over the last four years, HACM strengthened its Section 3 program to make it more comprehensive and robust. HUD recognized HACM as a national leader in developing innovative processes to exceed Section 3 results.

"Creating employment opportunities is one of the most effective ways to help low-income individuals and families move from dependency to self-sufficiency," said Anna María Farías, HUD's Assistant Secretary for Fair Housing and Equal Opportunity. "I applaud the Housing Authority of the City of Milwaukee for meeting the requirements of the Voluntary Compliance Agreement and I look forward to its continued efforts to advance this important program."

From October 2013 through September 2018, 64.7% (268) of all new hires (414) qualified as Section 3, more than doubling the 30% goal. In addition, 15.9% (66) of the new hires were HACM's own public housing residents or rent assistance participants.

Through HACM's Section 3 contracting program, HACM awarded 33.1% (\$15,054,683) of construction contracts (\$45,348,201 total) to Section 3 businesses between October 2013 and September 2018, more than tripling the 10% Section 3 goal. HACM also awarded 30.1% (\$6,662,602.64) of non-construction contracts (\$22,098,754.64 total) to Section 3 businesses, exceeding the 3.0% goal by 10 times.



809 N. Broadway, 3rd Floor • Milwaukee, WI 53202

Attachment B (continued)

In all, \$21,717,285.57 (32.2%) of the total awarded contract amount of \$67,446,955.86 during the period was awarded to Section 3 businesses.

“Working together with our community, the Housing Authority has achieved the intent of the Section 3 provision – to ensure that our investments have the greatest positive impact on the residents and neighborhoods we serve,” said Tony Pérez, Secretary-Executive Director of HACM. “We are thankful to HUD for its guidance and support, to MICAH and other community groups for their partnership, to our staff for their diligence and hard work, and to our residents for their faith and participation in the program. We are also deeply indebted to the leadership of the HACM Board of Commissioners and the confidence and trust placed in them by Mayor Tom Barrett.”

“We can now see the importance of having relationships that help strengthen our community and can be modeled in other cities. MICAH’s Jobs and Economics Committee and HACM have decided that we will continue to meet to further ensure equity and access to jobs with family supporting wages along with quality housing. I can say I’m proud of what has been accomplished with the residents at Westlawn and the safety net put in place to help with the residents’ transitions,” said Lee Henderson-Tatum, MICAH VP/Jobs and Economics Co-chair

Among the several initiatives HACM implemented to enhance its Section 3 program was the development of online portals that enable residents and businesses to register, search and apply for jobs and contracts. As of October 2018, 901 residents in the Milwaukee area have self-certified themselves on HACM’s Section 3 Resident Registry and listed their job skills and experience. The Section 3 Resident Registry is available to any business seeking to hire and by the public. HACM contractors are required to use the registry when hiring new employees. HACM currently has 163 business registered in its online Section 3 Business Concern Registry, enabling them to receive notices and preference for contracting opportunities.

Alonzie Bingham, a former resident of the Westlawn neighborhood that is now being redeveloped, says the Section 3 program provided him with a new career pathway. After learning about the program and signing up for the Section 3 Registry, Bingham was contacted by a contractor working at Westlawn and offered employment.

“I appreciated the opportunity to receive hands-on construction training and to learn new things,” said Bingham. “Now I’m looking at a construction apprenticeship as the next step.”

HACM participated in several outreach efforts to educate residents and businesses about Section 3, including hosting and attending training sessions, fairs, and other events.

HACM has also engaged in several workforce development initiatives specifically aimed at Section 3 residents. One such initiative is the At-Promise Resident Training Program that HACM developed to provide low-income HACM residents with a new pathway to self-sufficiency. The



Attachment B (continued)

program builds upon the stability of HACM's quality, affordable housing by also offering on-the-job training, life skills development, and post-secondary education that together can transform residents' lives. At-Promise provides motivated residents with the opportunity to overcome barriers that could otherwise keep them locked into a cycle of poverty.

Latisha Fowler, another former Westlawn resident, has experienced the benefits of the At-Promise Resident Training Program. "I signed up for the Housing Authority's Section 3 Registry where I received information about the At-Promise program. I successfully made it through the screening process, boot camp and the training session and I started work as an Administrative Specialist. I remember when I used to pay my rent at the Westlawn office. I would see what the office workers were doing and think, 'I'd like to do that.' Now, through the At-Promise Program, I am doing just that and working towards a full-time position."

"The collective effort of the HACM team and our partners continues to produce innovative solutions to foster inclusive communities and provide opportunities for our residents beyond the foundation of affordable, high-quality housing – opportunities that offer our residents a path to self-sufficiency," said Pérez.

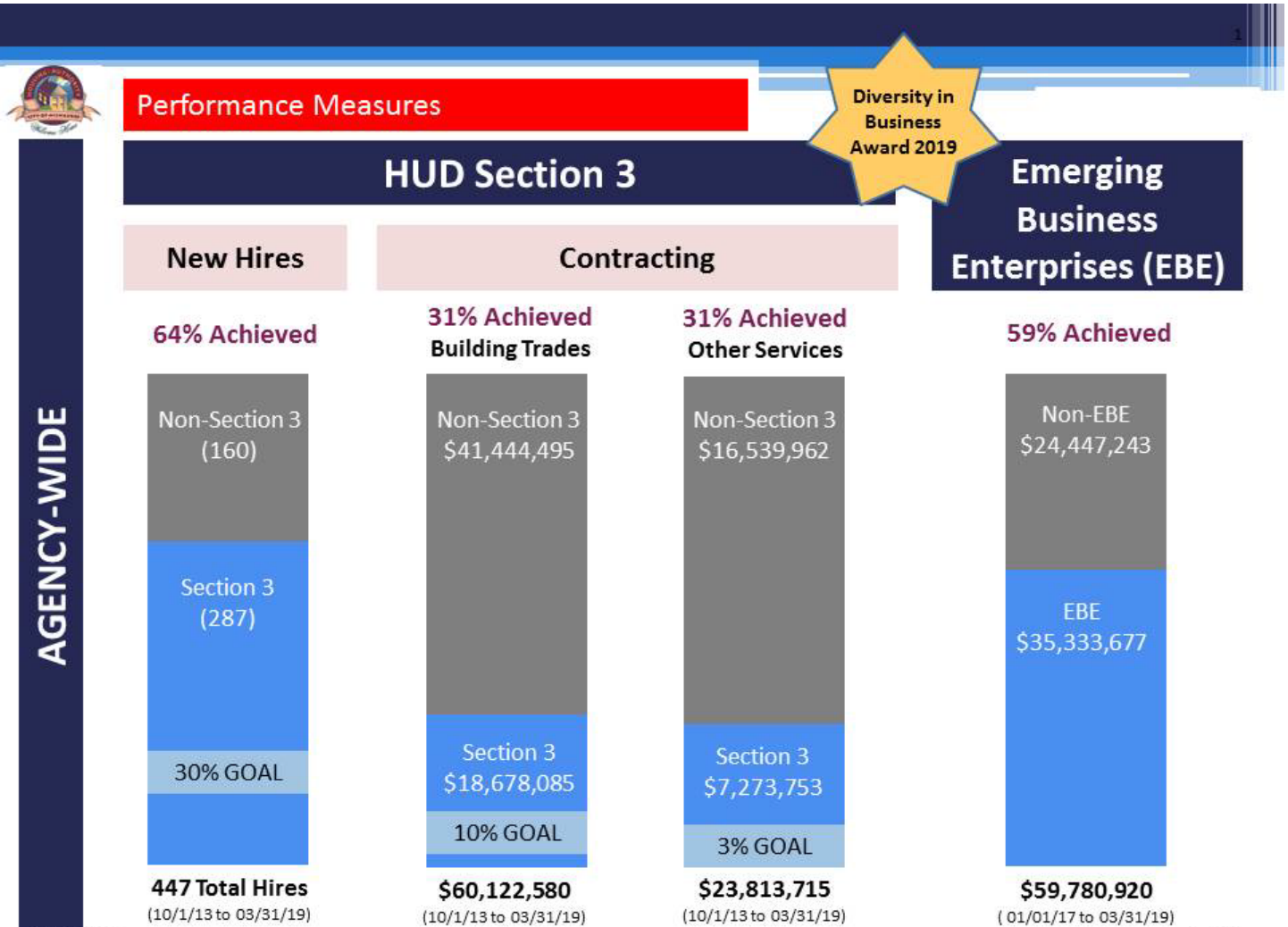
For more information about HACM's Section 3 program, please visit [HACM Section 3 Program](#).

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About the Housing Authority of the City of Milwaukee (HACM)

Founded in 1944, HACM provides high-quality affordable housing options to over 10,000 households in Milwaukee. HACM's award-winning programs foster strong and inclusive communities that support self-sufficiency, good quality of life and the opportunity to thrive. Learn more at www.hacm.org.







Performance Measures

WESTLAWN GARDENS

HUD Section 3

Emerging Business Enterprises (EBE)

New Hires

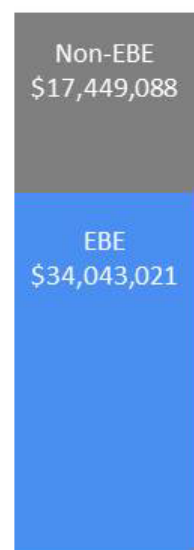
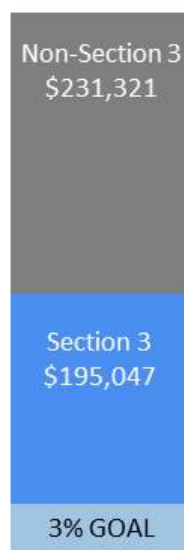
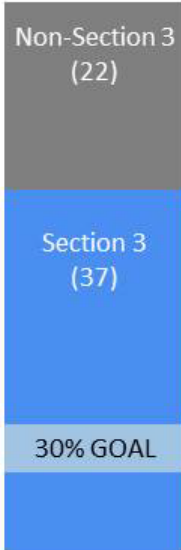
Contracting

63% Achieved

30% Achieved
Building Trades

46% Achieved
Other Services

66% Achieved



59 Total Hires
(10/1/17 to 03/31/19)

\$41,141,631
(10/1/17 to 03/31/19)

\$426,368
(10/1/17 to 03/31/19)

\$51,492,109
(01/01/17 to 03/31/19)



Section 3 Success Story – Dahveeay Hill



Dahveeay Hill participated in the Housing Authority of the City of Milwaukee's (HACM) 2018 cohort of the YouthBuild program. The program provides low-income individuals with pathways to education, jobs, entrepreneurship, and other opportunities leading to productive livelihoods and community leadership. During his time in the program, Dahveeay was able to accomplish the following:

- Completed High School
- Obtain Driver's License
- Earn OSHA 10 Certification
- Earn HBI Pre-Apprenticeship Certification
- Complete Asbestos Awareness Training

After completing the YouthBuild program, Dahveeay was hired by HACM's development arm, Travaux, Inc., as a laborer. In this role, he engages in a wide range of work from general site maintenance to patching dry wall and he continues to expand his skill set. This position is exposing Dahveeay to other skilled trades, allowing him to increase his knowledge and helping him explore potential career options. Dahveeay's coworkers are extremely impressed with his work ethic, patience, eagerness to learn, and ability to perform. He's a welcomed addition to the team. In his free time, Dahveeay enjoys playing chess, movie nights with his family, side jobs, and volunteering in his Grandmother's daycare.

The YouthBuild program enables us to develop our own talent, which is proving to very beneficial in Milwaukee's tight labor market for construction.



"Hard work only pays off when it meets the right plan of action."

-Edmond Mbiaka