



Bi-Annual Report on the Choice Neighborhoods Implementation (CNI) Grant

City of Milwaukee Zoning, Neighborhoods & Development Committee
January 30, 2018

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.



Self-Sufficiency Success

Alysia Mullins, former Westlawn resident and new homeowner, with her son



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 period will end in September, 2022. Milwaukee's Choice Neighborhood Transformation Plan focuses on three core areas: Housing, People, 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 monthly conference calls with HUD to review progress and strategize solutions to challenges.
2. HACM has hired a Choice Neighborhood Coordinator, Paul Williams, to assist with coordinating CNI partnerships and working groups, as well as reporting for the CNI grant. He has worked with HACM for 18 years, most recently serving as Communications Manager.
3. On November 2 & 3, 2017, five representatives of Milwaukee's CNI leadership team attended a national conference of the 22 communities that are part of the HUD Choice Neighborhoods program. The gathering provided opportunities to share strategies for achieving CNI goals.
4. Major media features on Milwaukee's Choice Neighborhood Initiative:
 - o August 16, 2017, *Milwaukee Business Journal*: "Westlawn housing development sparks other neighborhood growth efforts"
<https://www.bizjournals.com/milwaukee/news/2017/08/16/westlawn-housing-development-sparks-other.html>
 - o October 18, 2017, Milwaukee Public Radio's *Lake Effect*: "Neighborhood-based approach being used to develop Milwaukee's Westlawn Gardens"
<http://wuum.com/post/neighborhood-based-approach-being-used-redevelop-milwaukees-westlawn-gardens#stream/0>
 - o January 2018, *Milwaukee Magazine*: "Rejuvenating Wisconsin's largest public housing development"
<https://www.milwaukeeemag.com/rejuvenating-westlawn-wisconsins-biggest-public-housing-project/>

Housing Update

1. **Demolition:** 118 apartments along Silver Spring Drive, from 64th Street to 68th Street, have been demolished. Demolition of the remaining 276 apartments began in January with completion expected in July 2018.

2. **Victory Manor:** Construction of Victory Manor, a 3-story midrise located at N. 68th Street and W. Silver Spring Drive, is underway with completion expected by the end of the year. Victory Manor will have an admissions preference for veterans, and supportive services will be provided through a partnership with the Center for Veterans Issues, Ltd.



The building will have 54 affordable and 6 market-rate one-bedroom apartments. In 2016 WHEDA awarded HACM \$631,836 in competitive Low-Income Housing Tax Credits to support the project.

3. **Westlawn Gardens Scattered Sites:** HACM has started construction of 30 new townhome-style family units on empty lots on the eastern half of Westlawn Gardens (east of 64th Street). Using modular construction, the units will be built throughout 2018 with completion of the first units expected in April/May 2018. The project includes WHEDA bond financing with 4% Low-Income Housing Tax Credits.



4. **Westlawn Renaissance III:** HACM is currently bidding for construction of Westlawn Renaissance III, 94 mixed-income units in two midrise buildings bordering N. 66th Street along W. Silver Spring Drive. WHEDA awarded HACM \$1,009,508 in 9% competitive Low-Income Housing Tax Credits for the project in May 2017. Construction is planned to begin in Spring 2018 with completion by Summer 2019.



People Update

- Case Management Update:** In mid-2016, HACM hired six case managers; two were Westlawn residents, one was a Hillside resident, two were rent assistance voucher holders and one was a Section 3 resident from the metro Milwaukee area. Case managers work with Westlawn residents to develop and implement individual self-sufficiency plans, assisting the families with all employment, education, healthcare, and other supportive service needs. During the five years of the grant (including during relocation), residents continue to receive case management. As of 12/31/2017, of the adults in the current caseload ages 19-64, 75% have a full or part-time job. This compares to 46% who stated they were employed in a survey prior to the start of the grant.
- Relocation:** With a lot of work by relocation staff and HACM's case managers, the relocation of all Westlawn families was completed by the end of November 2017.
- College/Career Readiness Fair:** CNI case managers hosted a College & Career Readiness Fair on November 18 to connect students with university and educational and financial aid resources. Thirty-six youth attended along with their parents. Resource presentations included Marquette University, University of Wisconsin-Milwaukee, Milwaukee Area Technical College and other institutions.
- Best Babies Zone Designation:** In November 2017, Best Babies Zone, a national initiative to reduce racial disparities in infant mortality, added Milwaukee's Westlawn community to its national group of nine neighborhoods receiving technical assistance. United Way/Lifecourse Initiative for Healthy Families (LIHF) is the lead recipient for the technical assistance. Westlawn was selected because of the presence of LIHF and coordination with the Choice Neighborhood Initiative.
- Self-Sufficiency Success Story:** Alysia Mullins is one of seven former Westlawn residents who have used relocation as an opportunity to purchase their own homes. She moved into Westlawn public housing in 2012 after serving 5 years in prison and overcoming a drug addiction. Through her residency in public housing, she used a HACM scholarship to go to college, attended WWBIC's "Make Your Money Talk" financial literacy classes, saved money in an

Relocation Summary

- 47 to other public housing
- 8 to other subsidized housing
- 219 with a rent assistance voucher
- 70 to unsubsidized private market apartments
- 7 purchased a home



Individual Development Account (IDA), participated in HACM's Family Self-Sufficiency (FSS) program, and attend HACM's homeownership program and homebuyer counseling. In May 2017, she received her Associate's Degree in Human Services, and shortly thereafter she closed on purchasing her first home, using her IDA and her FSS savings as a down payment. Ms. Mullins was featured as a speaker at the HACM Annual Board Meeting in July 2017. A short video of her speech is available at: <https://www.youtube.com/watch?v=AAP8cB7vBJY&feature=youtu.be>



Neighborhood Update

1. **Education & Housing Conference:** Members of the CNI Education leadership team attended a Housing and Education Summit hosted by the Council of Large Public Housing Authorities (CLPHA) in Washington, DC in July 2017. The summit brought together over 135 attendees, and examined ways to strengthen cross-sector communication between housing and education, as well as to improve educational outcomes for low-income children. Milwaukee's team led a group discussion about challenges and successes.



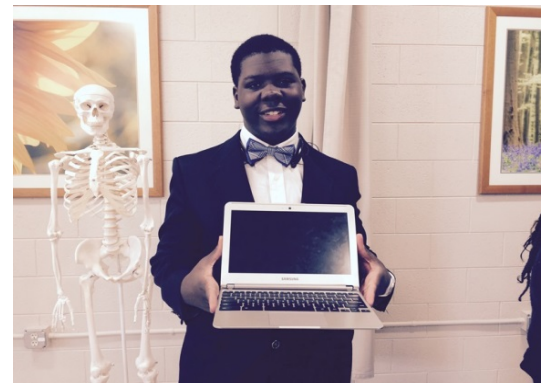
2. **Literacy Event:** On August 10, 2017, Sharp Literacy and the Milwaukee Brewers Foundation used Westlawn Gardens' Heritage Green as the location for a rally to celebrate the academic accomplishments of 300 students who participated in the 8-week Summer Learning Gain Initiative. The event featured Milwaukee Brewers' star left fielder Ryan Braun, who challenged the students to continue their focus on academics during the school year and beyond. The CNI's Browning Elementary and Kluge Elementary schools were two of the nine locations city-wide that received the literacy programming over the summer.



3. **Summer Block Party:** The CNI team hosted, along with multiple community partners, a Summer Block Party on August 22, 2017. The event drew over 120 participants – including residents, workers, and business owners – from throughout the CNI geography. The event ended with the annual Walk with Mayor Tom Barrett, which this year connected Westlawn Gardens and McGovern Park.



4. **Froedtert & MCW Learning Center:** The Milwaukee Bucks and Froedtert & the Medical College of Wisconsin health network unveiled a new learning laboratory at Carmen High School of Science and Technology's Northwest Campus on August 28, 2017. The Center is the hub of Carmen's health care and IT career pathways, providing an authentic setting where students and low-income adults from the neighborhood can develop critical skills for jobs in the growing field of health care. The Carmen program prepares students for employment as health care customer service representatives, certified nursing assistants, medical assistants, and information technology service center technicians.



5. **Bucks/Johnson Controls Multi-Sports Complex at Westlawn Gardens:** A grand opening event on September 7, 2017 provided a large, excited group of children from Browning Elementary the first opportunity to play on a new multi-sport complex in the heart of Westlawn Gardens and Milwaukee's Choice Neighborhood. The \$150,000 complex, including basketball courts, a miniature soccer field, recreational activity space, and a 200 meter track, was created with funding from the Milwaukee Bucks and Johnson Controls. The two community partners have also made a multi-year funding commitment for programmatic support through Silver Spring Neighborhood Center and Playworks. Milwaukee Bucks President Peter Feigin shared with the children and other local and city stakeholders that the Bucks hope to affect change and add assets to Milwaukee's neighborhoods. George Oliver, CEO of Johnson Controls, also spoke, emphasizing that the company is committed to making deep, transformational impact in its local neighborhood.



Grady Crosby, Vice President of Public Affairs for Johnson Controls, evoked the memory of Frederick Douglass with this Douglass quote: "It is easier to build strong children than to repair broken men." Crosby called on the children and adults alike to use the sport complex to build both physical health and strong character.

- Congress for the New Urbanism-Wisconsin Tour:** On October 12, 2017, the Wisconsin Chapter of the Congress of the New Urbanism hosted a walking tour of Westlawn Gardens with Murphy Antoine of Torti Gallas & Partners, the firm that developed the neighborhood master plan, and HACM's Warren Jones, VP of Construction.
- Creative Placemaking:** Throughout the summer and into the 4th quarter, the CNI's creative placemaking team (led by Sara Daleiden of MKE<->LAX) held over 30 pop-ups in a variety of spaces throughout the CNI area, including parks, backyards, empty commercial land, and at community events. This community engagement activity – called the “HERE! Talent Search” – helped to identify existing assets (both people and places) and priorities for neighborhood improvements. The HERE! team presented recommendations from residents, business owners, workers and visitors at an October 9, 2017 meeting of the CNI Neighborhood Advisory Committee. The recommendations are included in a 3-year creative placemaking proposal for the CNI neighborhood. The HERE! team produced over 40 short videos showcasing neighborhood assets. The videos can be viewed at <http://bit.ly/2EaNoQl>.

- On The Table MKE:** On October 17, 2017, the CNI HERE! creative placemaking team participated in the Greater Milwaukee Foundation's “On The Table” day of discussion. Joining over 200 other discussions throughout the region, CNI HERE! hosted three simultaneous dinner discussions in three CNI park spaces: McGovern Park, Westlawn Gardens, and Carmen Playfield. Each event was hosted on newly restored picnic tables adorned with colorful CNI iconography. Guests at each dinner included resident leaders who live near each of the three park spaces in order to build relationships and identify shared priorities. Discussion focused on plans for creative placemaking opportunities to build community connections and enhance public spaces within the CNI neighborhood.



- Havenwoods NID:** In November, 2017, the City of Milwaukee created the Havenwoods Neighborhood Improvement District (NID #9), which covers an area within the Choice Neighborhood generally bounded by N. 55th Place to N. 76th Street from Silver Spring drive through Kaul Avenue with the following exclusions being public spaces and industrial uses: Carmen to Kaul Avenue from N. 55th Street to N. 60th Street and Florist to Kaul Avenue from N. 64th to N. 73rd Street in the 2nd and 9th Aldermanic Districts. The district will focus on resident engagement, community improvement projects, safety initiatives, and improvement of housing conditions.

10. **Retail Technical Assistance:** HUD is providing short-term technical assistance to help identify strategies for enhancing commercial development in the CNI area with an emphasis on the Silver Spring Drive retail corridor.

11. **“Around The Corner with John McGivern”:**

The Havenwoods neighborhood, which constitutes a large portion of the CNI area, will be featured in a new episode of the popular Milwaukee PBS program, “Around The Corner with John McGivern.” Showcasing many of the unique features of the neighborhood, including Kallas Honey, Havenwoods State Forest, Phongsavan Asian Public Market and Westlawn Gardens, the episode will first air Thursday, February 1, 2018 at 7:00 PM on channels 10.1 and 36.2.



Challenges

1. **Bidding environment:** Construction activity in Milwaukee has been historically robust and there are not enough skilled workers, which has driven up costs and delayed projects.
2. **Tax Law Changes:** Recent federal tax law changes are expected to reduce demand among investors for Low-Income Housing Tax Credits (LIHTC), the primary source of financing new housing at Westlawn Gardens.
3. **Growing Power:** An unfortunate loss for the neighborhood was the closure of Growing Power, the nationally-recognized urban agriculture center that has operated near the Westlawn neighborhood since 1993. Growing Power's founder Will Allen announced his retirement in late November 2017 and the organization was dissolved by its board in early December. However, another organization, Green Veterans, has announced plans to take over Growing Power's holdings and transform Growing Power into “a new intermodal model of Urban Farm School, Small Farmers Co-op and Trauma Resolution Center.”

Section 3 Update

1. **Section 3 Coordinator:** Gabriel M. DeVougas has been hired as HACM's Section 3 Coordinator. DeVougas is a native of Milwaukee and a graduate of Marquette University High School and the University of Wisconsin-Milwaukee. He began his journey as an intern in the City of Milwaukee Election Commission and worked diligently until achieving a place as a business analyst in the City of Milwaukee's Department of Administration Emerging Business Enterprise Program. While working in these roles, some of his accomplishments included:



- a. Certification and auditing of emerging businesses actively pursuing contractual opportunities with the City of Milwaukee.
- b. Monitoring, collecting, and administering a federally subsidized Revolving Loan Program, which funds over \$120,000 annually to small businesses typically deemed un-bankable
- c. Face-to-face outreach and business development activities for those certified small business firms.
- d. Monitoring and Executing Federal Section 3 certifications for Small Businesses

He has a diverse background with government experience in both the County and City Election Commissions. He is a respected member of the community and very active in the City of Milwaukee. He has a background with the contracting community as well as those in workforce development. HACM is proud to have him as our new Section 3 Coordinator.

2. **Overall HACM Section 3 Results through 9/30/2017:** Summary charts of the Section 3 outcomes for the period covered by the seven semi-annual reports to HUD from October 2013 through September 2017 are attached (Attachment A). HACM exceeded goals in Section 3 contracting (34% of contract dollars in building trades and 29% in other services were to Section 3 Business Concerns) and in Section 3 hiring (67% of new hires were Section 3 individuals).
3. **HUD Site Visit:** Staff from HUD's Fair Housing and Equal Opportunity (FHEO) office made a site visit to Milwaukee on September 9, 2017 to meet with HACM's Section 3 Coordinator, Procurement Director, and Human Resources Director. FHEO was impressed with the strides made by HACM and maintains its satisfaction with HACM's ongoing efforts to exceed Section 3 hiring and contracting requirements. The Section 3 Voluntary Compliance Agreement between HACM and HUD ends in August 2018.

4. **Job Information Fair:** Mayor Tom Barrett and HACM spearheaded a Construction-Related Job Information Fair on October 5, 2017 to help link potential employees to jobs with contractors working on the Westlawn revitalization. Over 140 people attended and nearly 100 residents were added to the Section 3 Resident Registry, which will be used by contractors when seeking new employees both on and off Westlawn projects. HACM's Human Resources department was also on site collecting job applications to develop a list of applicants to offer to future contractors. From this pool, three Section 3 residents have been hired by contractors to date. Numerous other employment and training organizations attended to provide resources for construction and non-construction fields.



5. **Monitoring Software:** HACM is utilizing B2GNow software to monitor Emerging Business Enterprise (EBE) and Section 3 Business Concern activity and compliance on all projects. In addition to B2GNow, HACM is utilizing LCPTTracker to monitor hiring and Davis Bacon wage compliance.
6. **Westlawn EBE Contracting:** To date, 55% of contract dollars for Westlawn Gardens construction are going to EBE construction firms (vs. a 25% goal) and 24% of contract dollars are going to Section 3 Business Concerns (vs. a 10% goal). HACM is exceeding both goals.
7. **Westlawn New Hires:** To date, six of the eight new construction hires on the Westlawn project have been Section 3 residents (75%), including one resident of Westlawn and one Section 8 rent assistance participant. The eight new hires came from the following zip codes: 53218—4; 53225—1; 53209—1; 53206—1; 53215—1. Numerous other contractors have made commitments to hire when they begin work on site.
8. **YouthBuild update:** HACM has a contract with Employ Milwaukee as a YouthBuild program training site to train young adults in construction skills, along with Northcott Neighborhood House and Milwaukee Christian Center. The 2017 cohort of 12 participants were trained in on-the-job construction skills and assistance with their GED. 8 of the 12 received the industry-recognized Home Builders Institute Pre-Apprenticeship Certificate (HBI-PACT). The training ended in December and to date, 6 of the workers have been placed in employment and/or further training, with one additional participant that has a commitment to be hired from a potential contractor on the Westlawn project as soon as they are ready to hire.

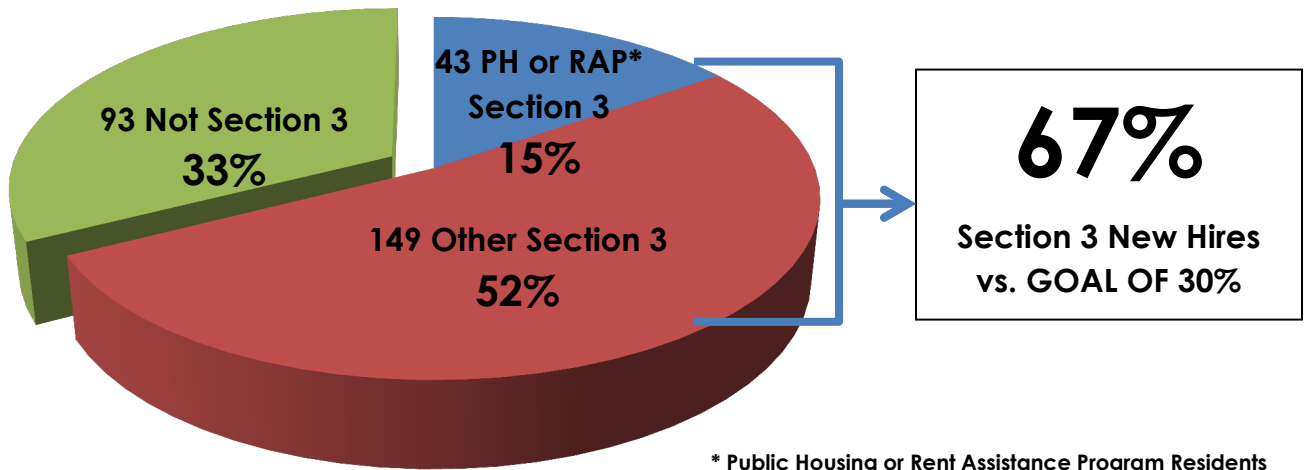


HOUSING AUTHORITY OF THE CITY OF MILWAUKEE Section 3 Update

for the period 10/1/13 to 9/30/2017

Compiled from the semi-annual Section 3 reports submitted to HUD

Section 3 New Hires (285 total)



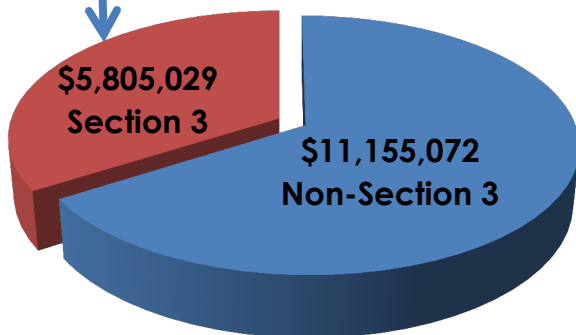
* Public Housing or Rent Assistance Program Residents

Section 3 Contracting

Building Trades

34% to Section 3

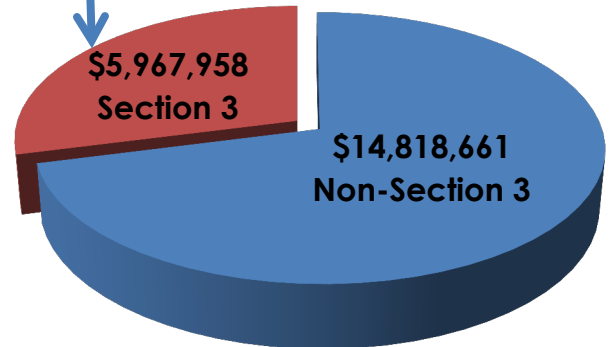
vs. GOAL OF 10%



Other Services

29% to Section 3

vs. GOAL OF 3%





YOU
could help build
the new
Westlawn Gardens!

JOB INFORMATION FAIR FOR CONSTRUCTION-RELATED WORK AT WESTLAWN GARDENS

Thursday, October 5, 2017 • 10:00 AM – 2:00 PM

**Location: Salvation Army Distribution Center
5880 N. 60th Street, Milwaukee, WI 53218**



Over the next several years, there will be many construction projects with the rebuilding of Westlawn into Westlawn Gardens (located between 60th & 68th Streets along Silver Spring Drive). Please attend this session to learn about the anticipated timeline and work opportunities through this major civic project. Bring a resume if you have one and dress to impress! You will also be able to visit with employment and training agencies to learn about other opportunities to advance your career.

Pre-register for the Job Information Fair at

www.hacm.org



Low-Income & Looking For Work?

Sign up for the HACM Section 3 Resident Registry any time, any day at **Section3Registry.hacm.org** to be notified of work opportunities.