

### **III. Common Council Neighborhood Ambassador Program**

#### **Goal**

Create employment opportunities for unemployed and underemployed Milwaukee residents with limited skills while simultaneously improving the cleanliness and attractiveness of the City's business improvement districts ("BIDs") as places to shop, dine and open/operate businesses, thereby stimulating economic development in BID neighborhoods.

#### **Strategy**

Milwaukee currently has over 30 business improvement districts that are actively working to stimulate investment, job creation and tax-base growth in commercial areas throughout the city. One way that BIDs can stimulate economic development in their neighborhoods is by enhancing the appearance and cleanliness of those areas through litter and graffiti removal. Business Improvement District No. 21 (Milwaukee Downtown) operates a highly-successful "Clean Sweep Ambassador Program" that provides for sidewalk cleaning, public-space maintenance, graffiti removal and landscaping services within the BID. Because of its success, BID 21's Clean Sweep program is worthy of emulation by other BIDs in Milwaukee.

By identifying one "Hub" BID to hire individuals directly to perform litter, graffiti and snow removal and other neighborhood clean-up activities in a manner analogous to BID No. 21's "Clean Sweep Ambassador Program," local BIDs can request deployment of the Neighborhood Ambassador teams to provide services in business improvement districts and other commercial corridors throughout the City of Milwaukee.

The Neighborhood Ambassador Program will be coordinated and administered in partnership with the Department of City Development and the "Hub" BID and will operate neighborhood and community development program, with a grant award to the serviced provider.

The Service Provider will be required to operate the neighborhood ambassador program as outlined in the Cooperation Agreement between the City of Milwaukee's department of City Development and the Service Provider. The Department will provide a grant award in the amount of \$58,168 dollars.

1. Business improvement districts, not the City, shall be responsible for the hiring of employees ("ambassadors") to perform neighborhood clean-up services. The "Hub" BID is required to these employees directly.
2. Hires must be wages or stipend in the amount of \$10.00 per/hr (Neighborhood Ambassadors) or \$13.00 per/hr (Crew Leaders)
3. 100% of persons employed by a BID – directly to perform neighborhood clean-up services shall be unemployed or underemployed residents (using the definitions of "unemployed or underemployed" and "resident" in s. 309-41-1 of the Code of Ordinances).
4. A participating BID is eligible to designate up to 10% of awarded funds for administration costs incurred by the BID.

**Neighborhood and Neighborhood Environmental Ambassadors Budget Proposal**  
**Project Start: March 2012.** The following budget reflects a 30-hour/week, (2) 6-week sessions.  
 The grant award s will be include a final determination by DCD of work hours per week and  
 number of weeks of work, and will be at the same ratios as provided in the following table.

Subject to change based on service quotes

<b>Nature of Expenditure/ Item</b>	<b>Rate</b>	<b># of Hours</b>	<b># of Positions</b>	<b>Total Costs</b>
<b>DIRECT COSTS</b>				
<b>Personnel</b>				
Neighborhood Ambassadors	10.00	150	24	36,000.00
Crew leaders	13.00	180	2	4,680.00
<b><i>Personnel Subtotal</i></b>				<b>40,680.00</b>
<b><i>Paychex Services Fringe benefits Subtotal</i></b>				<b>6,500.00</b>
<b><i>Total Personnel Costs</i></b>				<b>47,180.00</b>
<b>Uniform/Equipment</b>				
<i>Safety Equipment (includes safety boots/gloves)</i>				2,650.00
<b>OTHER Direct Costs</b>				
Training				1,800.00
Educational Brochures/Handouts				750.00
Communication / Internet/ Photocopying				300.00
Other Program event				200.00
Program Costs				52,880.00
<b><i>Total Other Direct Costs 10%</i></b>				<b>5,288.00</b>
Total Program Cost				58,168.00
Program Indirect Cost				2,872.00

\*\* may be revised to reflect transportation costs

## Neighborhood Environmental Ambassadors

As a supplement to the standard duties outlined above in the Common Council’s Neighborhood Ambassador Program, the Office of Environmental Sustainability (OES) is proposing that not more than \$10,000 be carved out of the total funding pool of \$80,000 for Neighborhood Environmental Ambassadors (NEAs). In addition, to providing cleanliness related services to not more than 5 BIDs and surrounding neighborhoods, 4 NEAs will:

1. Educate businesses and residents on importance of proper litter disposal and recycling practices (including ordering recycling bins as requested);
2. Educate businesses and residents on City’s new Green Team and ways for the public to participate in its Sustainability Planning process;
3. Distribute Green Team/Sustainability Plan flyers and notify businesses and residents of upcoming opportunities to participate and/or provide input; and,
4. Distribute other City materials as relevant (e.g., Me<sup>2</sup> brochures/sign-ups).

The following budget accounts for one senior crew leader and three support ambassadors. Each NEA is responsible for making a minimum of 100 business and residential contacts. NEAs will track contacts made and notify OES of any necessary follow-up that requires more formal contact from a City official. As appropriate, NEAs will help residents and businesses sign up for the City’s environmental e-Notify list.

Start-Up (second session)

Quantity	Item	Rate	Amount
200	Hours, Neighbor Engagement Associate**roll into (3 crew leaders)	\$13.00	\$2,600.00
	<i>(10) Training, (150) Outreach, (30) Follow-Up, (10) Reporting</i>		
600	Hours, Neighbor Engagement Associate	\$9.00(10.00)	\$5,400.00
	<i>(30) Training, (450) Outreach, (90) Follow-Up, (30) Reporting</i>		
1	Payroll, worker’s compensation, administrative overhead (12%)	\$528.00	\$960.00
<b>Grand Total</b>			<b>\$8,960.00</b>

**Service Delivery: City Wide Business Improvement Districts**

**Contract Award to Service provider: \_\_\_\_\_**

**Grant Award \$\_\_\_\_\_**

**Term of Service (March 2013- June 2013) (2) 6 week sessions**

**Selected Agency: Business Improvement District**

**Criteria:**

- **Agency must have existing staff for Neighborhood and Community Development Programming**
  - Demonstrate experience in community development and workforce programs
  
- **Must have workforce and training development programs in place for underemployed/unemployed**
  - Coordinates workforce development workshops
  - Provide wrap around services, i.e. financial opportunities assessment , housing and support services
  - Be a certified County Benefits agency
  - Provide end term employment opportunities
  
- **Must demonstrate proven record of coordinating community service programs**
  - Public Safety Activities in Commercial Corridors
    - Sidewalk sweeping, litter pick-up, landscape maintenance, etc.
    - Provide direction and assistance to area shoppers
    - Provides service for existing Business Improvement Districts, Community and Neighborhood Development agencies
  
  - Community Development Projects
    - Neighborhood Clean Ups
    - Community-development
      - Resident Block Project Facilitation
      - Block Beautification Projects, etc.
    - Resident Engagement
    - Planning and Management of Public Art
    - Event Management: (Food Pantry, United Way Days of Caring, Bloom & Groom, Board Up, etc.
  
- **Must provide employee/Hire service (payroll, liability insurances, etc)**
  
- **Provide monthly activity report to DCD-BID Administrator**
  
- **Must coordinate (1) City-Wide Community Outreach event**  
City of Milwaukee Jobs Initiative Employment Fair

**Provide: Neighborhood Ambassador Services to BIDs (City-Wide)**

