

CESAR E. CHAVEZ DRIVE ADVANCEMENT COMMITTEE
UMOS, INC.
611 W. NATIONAL AVENUE
MILWAUKEE, WI. 53204
(414) 389-6332

July 12, 1999

Mr. Ronald Leonhardt, City Clerk
City of Milwaukee
200 W. Wells Street, Rm. 205
Milwaukee, WI. 53202

Dear Mr. Leonhardt:

Enclosed please find a proposal for the adjoining (renaming) of So. 16th Street to So. Cesar E. Chavez Drive from W. Mitchell Street to W. Windlake Avenue.

Please contact me at (414) 389-6332 should you have any questions, comments or to give more information on this proposal.

Thank you very much for your time and consideration of this matter.

Sincerely,



Peggy A. West
Co-Chair, Cesar E. Chavez Drive Advancement Committee

Cc: Robert Miranda, Chair
Cesar E. Chavez Drive Advancement Committee

So. Cesar E. Chavez Drive Extension Proposal

Submitted to Ronald Leonhardt, City Clerk
City of Milwaukee

Ordinance File No. 930842

July 16, 1999

Proposal to Extend So. Cesar E. Chavez Drive from W. Mitchell Street to W. Windlake Avenue in the City of Milwaukee

To: Ronald Leonhardt, City Clerk, City of Milwaukee

Re: City of Milwaukee Ordinance #930842

Date: July 16, 1999

1. Specific Street proposed for Renaming

A 7-block segment of South 16th Street, from its intersection with W. Mitchell Street in the north to its intersection with West Windlake Avenue at the South is proposed for renaming to "So. Cesar E. Chavez Drive". The proposed street segment for renaming is in the 12th & 13th Aldermanic District of the City of Milwaukee. Exhibit 1, attached, is a sketch of the proposed street segment.

2. Full Form or Proposed Name.

"Cesar Estrada Chavez" is the full form of the proposed name. The suggested form for use in the renaming is "Cesar E. Chavez Drive".

3. Brief Biography of Cesar E. Chavez

Cesar Estrada Chavez, deceased president of the United Farm Workers of America, AFL-CIO, founded and led the first successful farm workers union in the United States. Chavez was born on March 31, 1927 on a small farm near Yuma, Arizona, which his grandfather had homesteaded since the 1880's. Displaced from the land by the Great Depression in 1937, the Chavez Family became migrant farm workers, laboring in fields and vineyards throughout the Southwest. Chavez left school in the eighth grade to help support his family. He served in the U.S. Navy in the Western Pacific during World War II and settled in San Jose, California after the war.

Mr. Chavez began his career as a farm labor organizer in 1952 while working the apricot harvest outside of San Jose. His dream was to create an organization to help farm workers whose suffering he had shared. "If you're outraged at conditions, you can't possibly be free or happy until you devote all your time to changing them and do nothing but that," he said.

From the beginning, the National Farm Workers Association (NFWA), founded by Chavez, which was to become the United Migrant Workers of America (UFWA), adhered to the principles of non-violence practiced by M.K. Gandhi and Dr. Martin Luther King, Jr. Affiliated with the AFL-CIO in 1966, Chavez led a successful five-year strike and boycott against major Delano, California table and wine grape growers. In 1968, Cesar conducted a 25-day fast to reaffirm the union's commitment to non-violence, which led the late Sen. Robert F. Kennedy to call Cesar, "one of the heroic figures of our time."

Beginning in 1970, when most table growers agreed to sign contracts with the UFW, a series of victories and legislative measures brought progress and improvement to the lives of farm workers through better pay, family health coverage, pension benefits, and other contract provisions. Chavez visited Milwaukee a half dozen times during the 1970's in support of farm worker efforts to improve working conditions in Wisconsin, as well as supporting the workers participating in the Patrick Cudahy strike during the early 1980's.

4. Cesar E. Chavez exemplifies the uniquely American Virtues of selflessness, a belief in the worth and wisdom of the common people, and a conviction that organization and hard work brings about positive changes to the lives of even the poorest and most disadvantaged in American Society. Chavez is a deeper more universal example of moral and responsible leadership when, in the face

of extreme pressures, violence, and bitterness, he unflinchingly held to the principles of non-violence in civic and political behavior.

The proposed segment of South 16th Street, which would be renamed, is a logical focal point to the growing Hispanic population of the City of Milwaukee. Hispanic population growth rates exceeding 50 % during the 1980-1990 period have been observed in the census tracts adjoining the proposed street segment for renaming. Many individuals in Milwaukee's Hispanic community have encountered similar conditions of low educational attainment, poverty, racial and economic discrimination, hazardous workplaces, and political disorganization. Cesar E. Chavez and the farm workers union represent the proof of what poor and disadvantaged people can achieve by emphasizing unity, constructive and effective action and upholding moral and selfless leadership.

*This document was modified from its original form which was developed on May 16th, 1996 by Marshall Gregory Vega for the Public Buildings/Street Naming Citizen Advisory Committee in the City of Milwaukee.

Exhibit I: Proposed Street for Adjoining to *So. Cesar E. Chavez Drive*

