



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

City of Milwaukee Zoning, Neighborhoods & Development Committee
October 9, 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.



Honoring Gracie Leonard

Westlawn Resident Council President Jackie Burrell, Mayor Barrett and Alderman Johnson led the Westlawn community in recognizing Gracie Leonard at the Summer Block Party on August 16, 2018. Miss Gracie was honored for decades of service to the community as a member of the Resident Council and other leadership groups, and for the way she has consistently kept a watchful eye over the community. Mayor Barrett declared it "Gracie Leonard Day," and Alderman Johnson presented a proclamation from the Milwaukee Common Council.



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 monthly conference calls with HUD to review progress and strategize solutions to challenges.

2. **On April 23, 2018, the American Planning Association awarded Westlawn Gardens the HUD Secretary's Opportunity & Empowerment National Planning Award, one of the highest honors in the planning profession.** The award recognizes the first phase of HACM's redevelopment of the aged and distressed Westlawn into a healthy and sustainable mixed-income, mixed-use neighborhood. The award is given in partnership with the U.S. Department of Housing and Urban Development (HUD) to a single recipient for an effort that demonstrates improved quality of life for low- and moderate-income residents. Emphasis is placed on how creative housing, economic development, and private investments have been used in or with a comprehensive community development plan to build social equity and empower individuals who reside in the community.



3. PNC Financial Services Chairman and CEO Bill Demchak (pictured center) visited Westlawn Gardens on July 24th to discuss strategies for neighborhood revitalization that include new housing options and expanded services to improve quality of life. PNC has been a partner in the redevelopment of Westlawn since the start in 2010. PNC Real Estate has financed more than \$78 million in Affordable Housing Tax Credit Investments and provided about \$50 million in construction equity bridge loans.



4. Major media features:

- February 1, 2018, Milwaukee Public Television's "Around the Corner with John McGivern" – Havenwoods Episode features Westlawn Gardens and many great assets of the Choice Neighborhood: <http://www.pbs.org/video/havenwoods-704-kfvvil/>
- April 1, 2018, *Business Insider*: This beautiful neighborhood is defying public housing stereotypes <https://www.businessinsider.com/public-section-8-housing-neighborhood-milwaukee-photos-2018-3>
- April 5, 2018, *Curbed*: In Milwaukee, a public housing project aims to revitalize a neighborhood <https://www.curbed.com/2018/4/5/17203470/milwaukee-public-housing-westlawn-development>
- April 6, 2018, *Milwaukee Journal Sentinel*: Milwaukee's Westlawn public housing development has positive impact on northwest side <https://www.jsonline.com/story/money/real-estate/commercial/2018/04/06/milwaukes-westlawn-public-housing-redevelopment-has-positive-impact-northwest-side/481508002/>
- April 6, 2018, *Milwaukee Journal Sentinel*: National award for Milwaukee's reinvented Westlawn Gardens public housing <https://www.jsonline.com/videos/money/real-estate/commercial/2018/04/06/land-and-space-national-award-milwaukes-reinvented-westlawn-gardens-public-housing/490174002/>
- May 21, 2018, WUWM's *Lake Effect*: Westlawn Gardens Redesign Offers New Neighborhood Feel To Old Community <http://www.wuwm.com/post/westlawn-gardens-redesign-offers-new-neighborhood-feel-old-community#stream/0>
- June 14, 2018, *Milwaukee Times*: United Healthcare and Housing Authority host 'Baby Box Community Baby Shower' <http://milwaukeetimesnews.com/2018/06/14/featured-article-story/untied-healthcare-and-housing-authority-host-baby-box-community-baby-shower>
- June 26, 2018, WTMJ-TV, Ryan Braun helps push kids to read over the summer <https://www.tmj4.com/news/local-news/ryan-braun-helps-push-kids-to-read-over-the-summer>
- July 27, 2018, WTMJ-TV, Westlawn Community Garden murals promote hope <https://www.tmj4.com/news/local-news/westlawn-community-garden-murals-promote-hope>

Housing Update

1. **Demolition:** Demolition of all 394 units on the west side of Westlawn was completed in June 2018.

2. **Victory Manor:** Construction of Victory Manor, a 3-story midrise located at N. 68th Street and W. Silver Spring Drive, continues with the building now fully enclosed. Occupancy is scheduled for December 2018. 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:** Construction continues on 30 new townhome-style family units 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 are transported to Milwaukee in several pieces and installed on site in a few hours. Three households that were relocated temporarily from the old west side have so far moved back into the first three new homes.



Occupancy for the other 27 units will continue through early Spring. The project includes WHEDA bond financing with Low-Income Housing Tax Credits.

4. **Westlawn Renaissance III:** Foundation work has begun on the two 47-unit, mixed-income 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 scheduled for occupancy by the end of 2019.



People & Education Updates

- 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 relocated Westlawn households through the life of the CNI grant to develop and implement individual self-sufficiency plans, assisting the families with all employment, education, healthcare, and other supportive service needs.
- “I Love Westlawn” Valentine’s Day Reunion** – On February 14th, the Westlawn Resident Council hosted a reunion potluck to help keep relocated Westlawn residents connected to the neighborhood, to celebrate memories created at Westlawn over the years, and to discuss what the future holds for Westlawn Gardens.
- Mother’s Day Dinner** - The Westlawn Resident Council hosted another neighborhood event with their "Honoring our Mothers" celebration on May 4th. The mothers of Westlawn Gardens and the Choice Neighborhood gathered to celebrate Mother's Day in style.
- Community Baby Shower** – The CNI case managers organized a community baby shower on Saturday, June 9th, with support from HACM, Milwaukee Fatherhood Initiative, United Healthcare, United Way, The Baby Box Company, Milwaukee Health Department, Safe Kids Wisconsin, Open Door Community Center for Jesus Christ, and Alderman Stamper. New or expecting moms and families were able to receive valuable resources and supplies.

Relocation Summary

Westlawn households had multiple options for housing during redevelopment. Where did they go?

- 47 to other public housing
- 8 to other subsidized housing
- 219 to the Section 8 rental assistance voucher market
- 70 to unsubsidized private market
- 7 purchased a home



“You guys are truly a blessing. You helped a lot of people today as well as me. I appreciate you all so much. I haven’t smiled or been happy in a long time, and I didn’t have any stress today, and you guys made me smile. Thank you.”

– Community baby shower participant Penny Payne, pictured at right with newborn daughter Armani

5. **Resident Open House:** HACM hosted an open house on June 21st for relocated residents so they could tour new and existing housing options to help guide their decisions regarding moving back to Westlawn Gardens.



6. **Education:** The CNI educational partnership, under the leadership of Milwaukee Public Schools in collaboration with Carmen Northwest Middle and High School and Silver Spring Neighborhood Center, continues to work to improve educational options for families in the neighborhood. The work has focused on aligning culture and curriculum between Elaine Schreiber Early Childhood Center; three elementary schools: Browning, Kilbourn, and Kluge; and Carmen Northwest, as well as recruiting more local children to these neighborhood schools and building a stronger social support network among parents. Data from the 2015-16 and 2016-17 school years are shown in an attached chart. (Attachment A)

Some activities since the start of the grant include:

- The Elaine Schreiber Child Development Center at Silver Spring Neighborhood Center has been rated by the Wisconsin Department of Children and Family's YoungStar system as a 4 star early childhood education center, one of only three in the neighborhood. There are no 5 star rated facilities in the neighborhood, but the Schreiber Center is working towards that goal.
- HACM negotiated a data sharing agreement with MPS to allow data on children living at Westlawn to be shared for the purposes of the Choice Neighborhood grant. This allows CNI case managers to better work with families to ensure children are receiving the supports they need to succeed.
- Kilbourn Elementary has had some great results in reading test scores two years ago and in math scores this year. By closing achievement gaps, Kilbourn has exceeded expectations both years.
- The addition of Carmen Northwest to the neighborhood in 2014 added a high quality option for middle and high school students. In 2017 and 2018, 100% of high school graduating students were accepted to college, and most graduates were offered scholarships.
- Earlier this year MPS coordinated a six-week Special Education Leadership Institute for Families in the CNI schools.

7. **Westlawn Resident Council Honored:** The National Alliance of Resident Services in Affordable and Assisted Housing (NAR-SAAH) recognized the Westlawn Resident Council as “Resident Council of the Year” during its annual conference in Charlotte, NC on September 20th. The award was given in recognition of the council's participation in Westlawn Gardens achieving the HUD Secretary's Opportunity & Empowerment Award from the American Planning Association and the many ways the council has worked to keep the Westlawn community connected during the neighborhood redevelopment. Delicia Morris, vice president, and Jackie Burrell, president, (pictured left and right, respectively) accepted the award.



Neighborhood Update

1. **Creative Placemaking:** HACM held meetings with neighborhood stakeholders on February 28th and March 1st to discuss and obtain endorsement of a proposal developed by consultant MKE<->LAX for neighborhood improvement projects: 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.) A separate fundraising campaign has begun for the splash pad as a major new public amenity (Attachment B).
2. **Neighborhood Advisory Meeting – Commercial/Retail Development:** HUD awarded a technical assistance grant to HACM to assess retail space at Westlawn Gardens. HACM and the Redevelopment Authority of the City of Milwaukee (RACM) hosted a meeting of the CNI Neighborhood Advisory Committee on April 10th featuring a presentation by the consultant, Lyneir Richardson of FIN Business, LLC. The meeting provided an opportunity to collect additional feedback from community stakeholders about priorities for commercial development.



3. **Earth Day Activities:** HACM promoted and participated in Earth Day activities in April and May with neighborhood cleanups in Havenwoods State Forest and the Lighthouse District and garden prep and a neighborhood cleanup at Westlawn Gardens.



4. **UWM Master of Sustainable Peacebuilding (MSP) Program:** The University of Wisconsin-Milwaukee Master of Sustainable Peacebuilding program conducted a neighborhood health and wellness assessment and presented their recommendations on May 10th to help inform discussions regarding neighborhood wellness needs. MSP students are continuing their involvement this fall with neighborhood asset mapping and support for the Best Babies Zone healthy birth outcomes initiative.

5. **Will's Roadside Farms & Markets:** The former Growing Power urban farm at 5500 W. Silver Spring Drive has reopened as Will's Roadside Farms & Markets, which offers fresh and sustainably grown produce to consumers and local restaurants.

6. **MPD/Safe & Sound Briefing:** HACM provided a CNI briefing for the new command staff at Milwaukee Police Department District 4 and Safe & Sound leadership on June 18th. They continue to be steadfast partners in addressing resident concerns about safety.

7. **SHARP Literacy Summer Learning Gain Initiative and Greenhouse Project:** SHARP Literacy held its annual Summer Learning Gain Initiative kick-off with Milwaukee Brewer Ryan Braun at Browning Elementary on June 26th. The event offered an



opportunity to encourage students to continue reading through the summer. SHARP also shared progress on its greenhouse project, which included renovations in the Browning greenhouse and installation of one of the city's first solar dehydrators. Youth from Browning and Silver Spring Neighborhood Center have planted and harvested produce and are learning to make healthy snacks with the dehydrator.



8. **Havenwoods NID 4th of July:** The new Havenwoods Neighborhood Improvement District (NID) held a July 4th picnic, parade and celebration at Carmen Playfield. HACM staff facilitated a demonstration by Hmong community members of the game Tuj Lub, which is practiced regularly in the park. One of the creative placemaking projects proposed for the CNI area is a permanent court for the game at Carmen Playfield.



9. **Wonderfully Wild Wednesdays at MPL Express:** The Milwaukee Public Library once again programmed special events during the summer near the MPL Express Vending Library at N. 64th and Silver Spring Drive. Library staff invited families to learn about library services and participate in fun, themed activities, including camping, tie dying, and a petting zoo.



10. **Neighborhood Mural:** On July 28th, Safe & Sound unveiled a new mural created by youth from Silver Spring Neighborhood Center and installed at the Westlawn Gardens community garden. The teens worked with youth organizer Joshua Jenkins and artist Tia Richardson to design the mural expressing their hopes for the community. The six-paneled mural reflects positive attributes, such as peace, communication, teamwork, and healthy living. View a news story about the murals [here](#).



11. **Best Babies Zone Information Meeting and**

UnitedHealthcare Grant: The national Best Babies Zone (BBZ) initiative, which operates out of the University of California-Berkeley, has named the CNI area one of nine Best Babies Zones across the nation. BBZ Westlawn is a partnership between the United Way of Greater Milwaukee & Waukesha County, CNI and the Milwaukee Health Department to improve healthy birth outcomes and reduce racial disparities in infant mortality in the area. The BBZ Westlawn team receives monthly technical assistance from the national team and shares strategies with the other eight zones. The initiative held an informational meeting with community stakeholders on August 1 to begin preparing for broader community engagement. On October 2, UnitedHealthcare awarded a \$45,000 grant to support the work of BBZ Westlawn.



12. **MPD 4th District National Night Out:** The CNI area is within the 4th Police District, and HACM staff were pleased to participate and support the district's National Night Out on August 8th. Hundreds of residents enjoyed food, music, resources and fun.



13. **Westlawn Gardens Summer Block Party and Walk with the Mayor:** The Westlawn Resident Council, HACM, and Silver Spring Neighborhood Center hosted a summer block party at Westlawn Gardens on Thursday, August 16th. Hundreds of people gathered on a beautiful summer night to enjoy free music, food, games, activities, and resources from many CNI partners. Over 500 school-aged children received free backpacks and school supplies with the support of Stark Foods, the Westlawn Resident Council, Friends of Housing, Silver Spring Neighborhood Center, HACM, United Way of Greater Milwaukee & Waukesha County, UnitedHealthcare, and The Dairyland Group. The Westlawn Resident Council, Mayor Barrett and Alderman Johnson also honored Gracie Leonard during the event (see cover). After the festivities, community members joined Mayor Barrett and Alderman Johnson for the annual Walk with the Mayor.



14. **“That’s Good For the Soul” Series –**

Community yoga with EMBODY Yoga during the Summer Block Party wrapped up “That’s Good for the Soul,” a 3-part series launched in partnership with Browning Elementary School, Silver Spring Neighborhood Center, and the Westlawn Resident Council as a way to strengthen relationships and further build community. The series was funded by United Way of Greater Milwaukee & Waukesha County through the Milwaukee Community Schools Partnership. The series kicked off in early spring with a fitness event (Fit4U) and nutrition workshop (Cooking with Caroline).



15. **Bike Tune-Ups:** The Westlawn Partnership for a Healthier Environment, DreamBikes, and Andrew Dressel offered free bike tune-ups throughout the summer at the community gardens in Westlawn Gardens. A news story about the program can be viewed at <https://fox6now.com/2018/08/10/milwaukee-kids-bikes-get-a-tune-up-at-free-pop-up-garage/>



16. **Dinner & A Movie Night:** The Silver Spring Neighborhood Center, HACM, Westlawn Resident Council, Milwaukee Community Schools Partnership, and the Greater Milwaukee Foundation’s Reasons for Hope Fund teamed up to host a family fun night on September 12th. Residents from throughout the neighborhood enjoyed, dinner and the movie “Coco” in the Browning Elementary cafeteria.



17. **Neighborhood Tours:** To help raise the profile of Westlawn Gardens and the Choice Neighborhood, HACM hosted several neighborhood tours throughout the summer, including Jane's Walk on May 22th, a visit by Newaukee to Carmen Playfield on June 16th, a group of international students from the World Affairs Seminar on June 26th, and Doors Open Milwaukee on September 22nd. The tours provided an opportunity to showcase the quality of housing and wide range of amenities in the neighborhood.



18. **Pedestrian Safety/Safe Routes to School Plans:** HACM partnered with the Department of City Development and the Wisconsin Bike Federation to address one of the top concerns in the neighborhood: pedestrian safety. HACM hosted two focus groups to inform development of the city Pedestrian Plan and partnered with the Bike Federation to facilitate development of Safe Routes to School Plans for the four CNI schools: Browning Elementary, Kluge Elementary, Kilbourn Elementary, and Carmen Middle/High School.

19. **Aging Mastery Program:** On October 3rd, the Milwaukee Area Health Education Center (MAHEC) successfully completed the first urban pilot of the Aging Mastery Program (AMP) at Westlawn Gardens. Developed by the National Council on Aging, and produced at Westlawn Gardens in partnership with the Westlawn Resident Council, HACM, and others, the program is a five-week, ten-course health and wellness program for residents 55 years and older. The goal is to empower older adults to make and maintain small, but impactful changes. The classes explored navigating longer lives, physical activity, sleep, healthy eating and hydration, financial fitness, medication management, advanced planning, healthy relationships, fall prevention, and community engagement.



Section 3/Workforce Development/EBE Update

- Overall HACM Section 3 Results through 3/31/2018:** Summary charts of the Section 3 outcomes for the period covered by the semi-annual reports to HUD from 10/1/13 through 3/31/18 are attached (Attachment C). HACM exceeded goals in Section 3 contracting (33% of contract dollars in building trades and 29% in other services were to Section 3 Business Concerns) and in Section 3 hiring (68% of new hires were Section 3 individuals).
- Westlawn Gardens Section 3 New Hires through 3/31/2018:** For the period 1/1/17 to 3/31/18, HACM exceeded goals in Section 3 contracting at Westlawn Gardens (30% of contract dollars in building trades and 18% in other services) and 68% of new hires met Section 3 criteria, surpassing the HUD goal of 30%. (Attachment D)
- Overall HACM Emerging Business Enterprise (EBE) Contracting through 3/31/2018:** For the period 1/1/17 through 3/31/18, 63% of contracted dollars went to EBEs (minority, women-owned or disadvantaged firms). (Attachment E)
- Westlawn Gardens Emerging Business Enterprise (EBE) Contracting through 3/31/2018:** For the period 1/1/17 through 3/31/18, 75% of contracting dollars for the Westlawn Gardens project went to EBEs. (Attachment E)
- Contractor Fair:** HACM and Travaux Development hosted a contractor fair on September 20th at Manpower Headquarters downtown. The event allow the agencies to connect with over 100 contractors and provide information about contracting policies and procedures and a preview of contracting opportunities over the next several years. (Attachment F)
- YouthBuild Program:** HACM has a YouthBuild contract with Employ Milwaukee to train young adults in construction skills. The 2018 cohort of 11 participants is receiving on-the-job construction training, assistance with GED attainment, and presentations by industry leaders, such as a recent visit to Western Building Products, one of the largest millwork distributors in the Midwest.



7. **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, 12 residents have graduated from the boot camp and started the program. View a short video about the newest group of At-Promise residents [here](#).



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. **Bidding environment:** Construction activity in Milwaukee continues to be robust, and there are not enough skilled workers, which has driven up costs and delayed projects.
3. **Leadership Mobility:** The Initiative has had to navigate leadership changes among several key partners, including MPS, County Parks, and MPD.
4. **Tax Credit Pricing:** Equity investors are submitting lower bids to purchase Low Income Housing Tax Credits (LIHTC), likely due to changes in federal tax law that have reduced demand for the credits. LIHTCs are the primary source of financing for new housing at Westlawn Gardens, and the lower pricing from investors produces less funding for the projects.

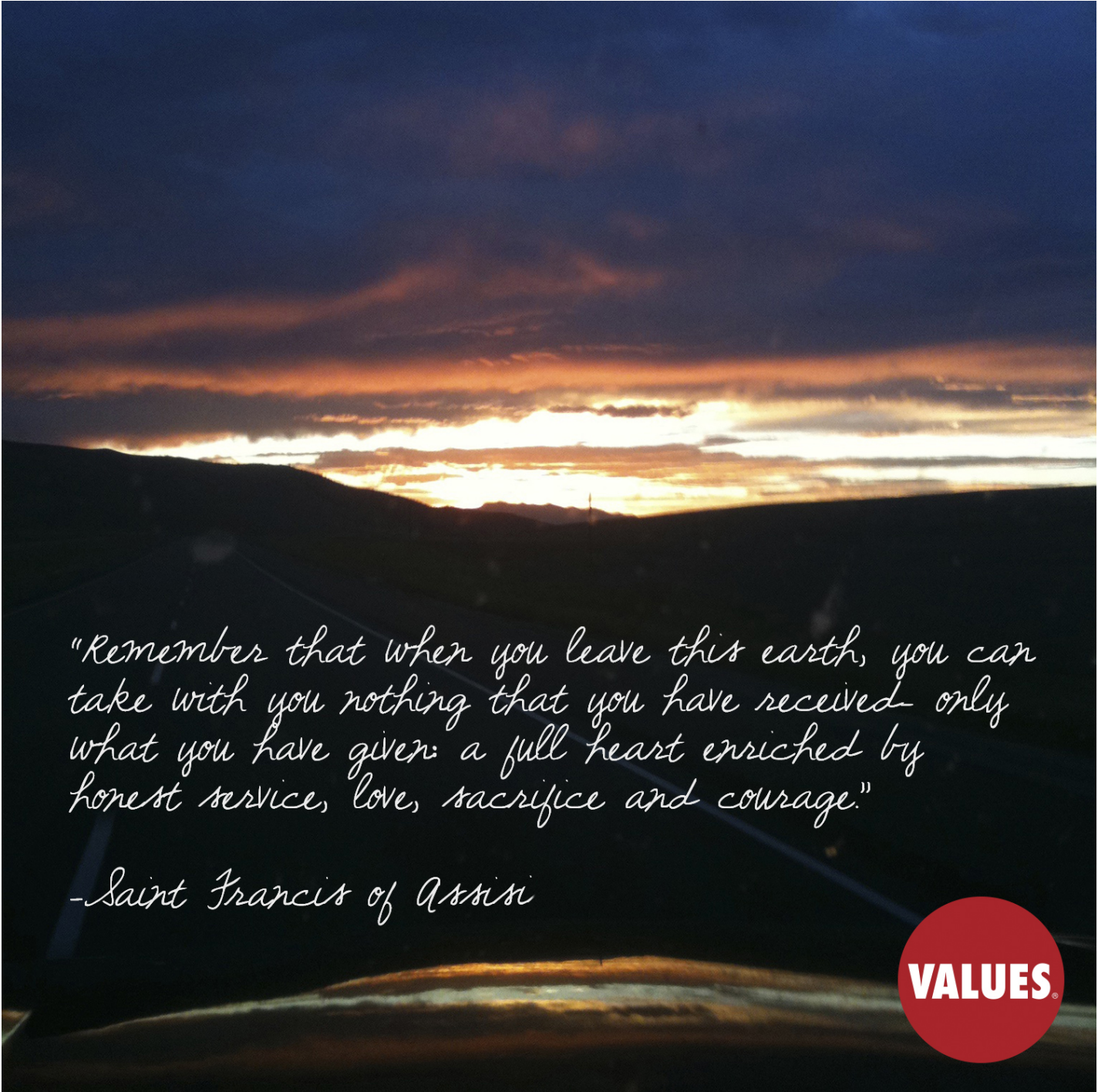
Upcoming Events

Silver Spring Neighborhood Center 60th Anniversary Celebration (Attachment G)

6:00 – 8:00 PM, Thursday, October 18, 2018

Johnson Controls, 5757 N. Green Bay Avenue, Milwaukee, WI 53209

RSVP at <https://www.eventbrite.com/e/celebrating-60-years-tickets-49957911458>



*"Remember that when you leave this earth, you can
take with you nothing that you have received—only
what you have given: a full heart enriched by
honest service, love, sacrifice and courage."*

-Saint Francis of Assisi

VALUES

Attachment A

CHOICE NEIGHBORHOOD INITIATIVE SCHOOLS

Data for 2017-18 will be incorporated in November

	Enrollment	Students with Disabilities	DPI School Report Card		% at or above grade level in English Language Arts		% at or above grade level in Math	
			2015-16	2016-17	2015-16	2016-17	2015-16	2016-17
MPS Average		20.10%	55.3 Meets few expectations	56.0 Meets few expectations	20.00%	20.40%	14.60%	15.10%
Browning Elementary (K-5)	286	30.80%	54.8 Meets few expectations	43.6 Fails to meet expectations	15.38%	9.90%	7.69%	5.94%
Kilbourn Elementary (K-5)	266	19.00%	77.5 Exceeds expectations	81.5 Exceeds expectations	32.35%	20.00%	14.71%	18.57%
Kluge Elementary (K-5)	281	30.00%	60.0 Meets few expectations	58.9 Meets few expectations	10.91%	5.15%	8.18%	13.40%
Carmen Middle/High (6-12)	654	14.10%	65.9 Meets expectations	67.7 Meets expectations	17.61%	21.60%	13.84%	12.96%

Splashpad Fundraising Brochure

ABOUT THE PROJECT

A splash pad would be a major asset to our community, but we need your help to make it happen.

Fundraising is well underway with \$400,000 in matching funds available toward the \$1 million goal. Help bring this exciting new amenity to the families of Milwaukee's northwest side.

PROJECT COST



To learn more, contact Paul Williams, CNI Coordinator at the Housing Authority of the City of Milwaukee
 paul.williams@hacm.org
 414.286.8267
 mke-cni.org



Milwaukee's Choice Neighborhood Initiative is a locally-driven, comprehensive plan to transform the heart of Milwaukee's northwest side — the neighborhood surrounding and including Westlawn Gardens — into an inclusive and sustainable community of opportunity with quality housing, schools, businesses, services, and amenities where people choose to live, learn, work, shop, and play. Please sign up for CNI updates at mke-cni.org



CREATING A NEW GATHERING PLACE FOR MILWAUKEE'S NORTHWEST SIDE



In the heart of Milwaukee's northwest side, the Choice Neighborhood Initiative is working to transform Westlawn Gardens and the surrounding neighborhoods into a sustainable, green community with quality housing, schools, businesses and amenities.

community cohesion and building neighborhood pride. To achieve this, we are connecting residents through local activities and recreational amenities to create a neighborhood characterized by healthy, sustainable lifestyles.

The plan is ambitious in scope and includes building mixed-income housing, improving health, safety and employment opportunities for families, attracting new retail options, and providing neighborhood children with high-quality education.

The development of a splash pad and pool house at Westlawn Gardens is a vital step toward achieving these important goals.

Key to all of this is the goal of breaking down social barriers, increasing

The Westlawn Gardens splash pad will bring people of all ages and abilities together to enjoy exercise, a rich sensory experience, fun and a profound sense of community!



A PLACE FOR EVERYONE

Bustling public play spaces are indicators of healthy, vibrant, and safe communities. The creation of an attractive, modern, safe, and fun splash pad would be a true destination for families throughout the area, and help inspire pride in the community. The Westlawn Gardens splash pad will build upon existing assets in the neighborhood, including two playgrounds, a public pavilion, and a community garden. And unlike swimming pools, splash pads are safe and accessible areas for people of all ages, abilities, and socioeconomic conditions. When built, the splash pad at Westlawn Gardens will be wheelchair accessible and will have features that parents can enjoy with their children. The splash pad will also be free for all visitors.

A PLACE FOR HEALTHY PLAY AND LEARNING

The need for community building and encouraging healthy, sustainable lifestyles is an obvious one. So why is building a splash pad such an important step? Because play, particularly for children, is a necessity every community should facilitate. In fact, the right to play is recognized by the United Nations as a human right.

Play has a tremendous impact upon a child's fitness, education, and emotional and social wellbeing. When kids play, they are learning reflexes, movement control, increasing flexibility and muscle strength, and preventing obesity, diabetes, and high cholesterol.

Play also helps children develop language and reasoning skills and encourages autonomous thinking and problem solving. Evidence suggests play may improve academic performance.

Finally, play positively impacts a child's emotional development. It builds self-confidence, allows children to experiment with various emotions, and even releases emotions from trauma.

Surely all God's people... like to play.

— John Muir, American Naturalist

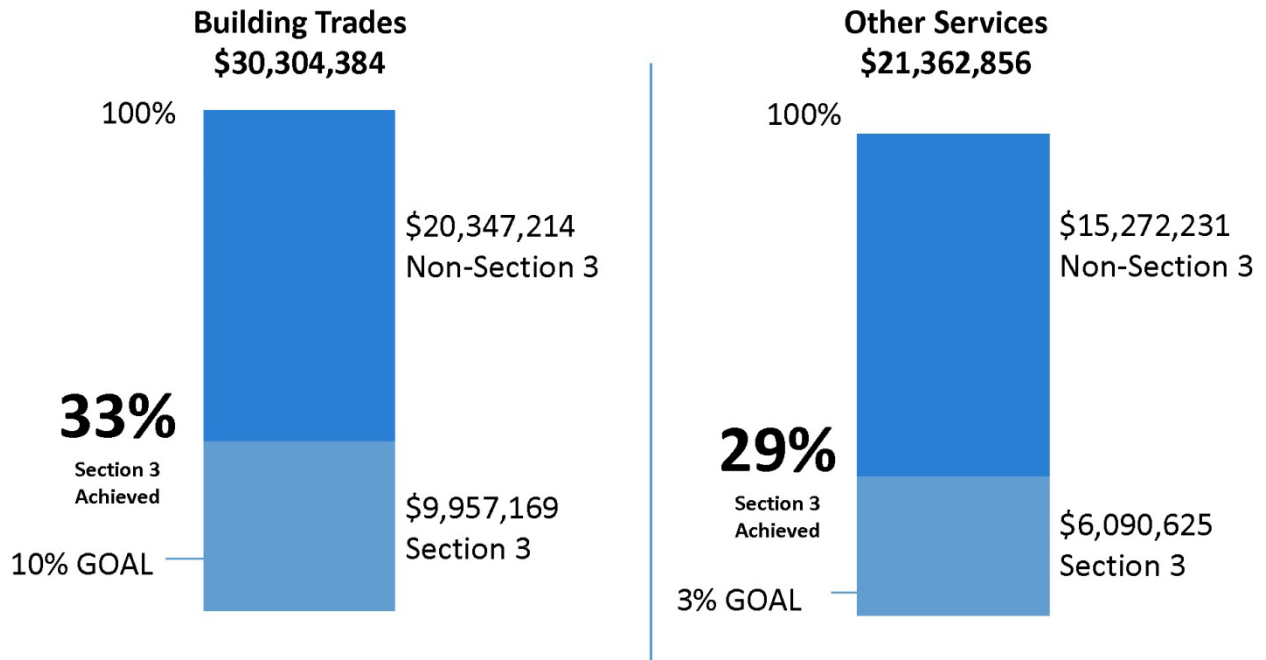


Children need the freedom and time to play. Play is not a luxury. Play is a necessity.
 — Kay Redfield Jamison, Contemporary American Professor of Psychiatry

Attachment C

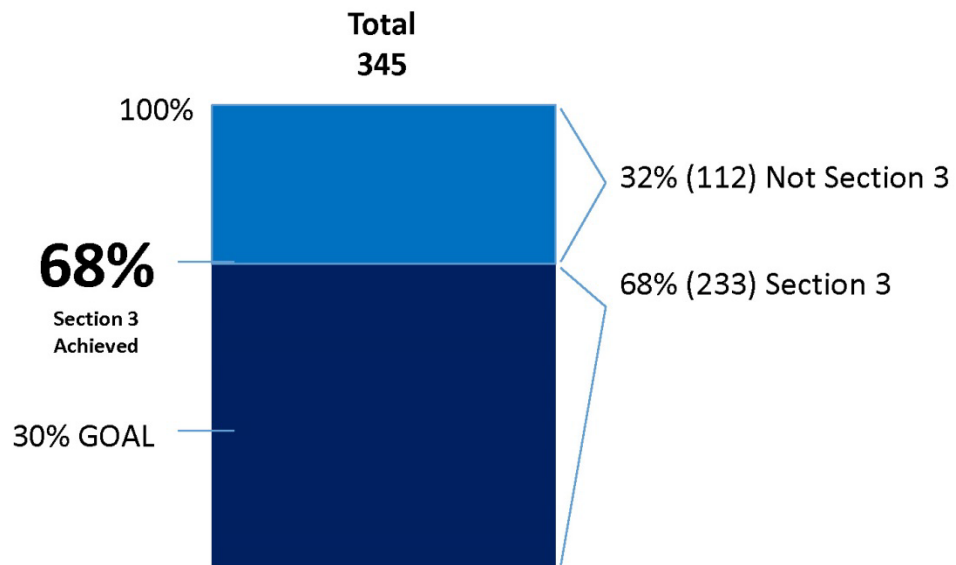
Section 3 Contracting

(10/1/13 to 3/31/18)



Section 3 New Hires

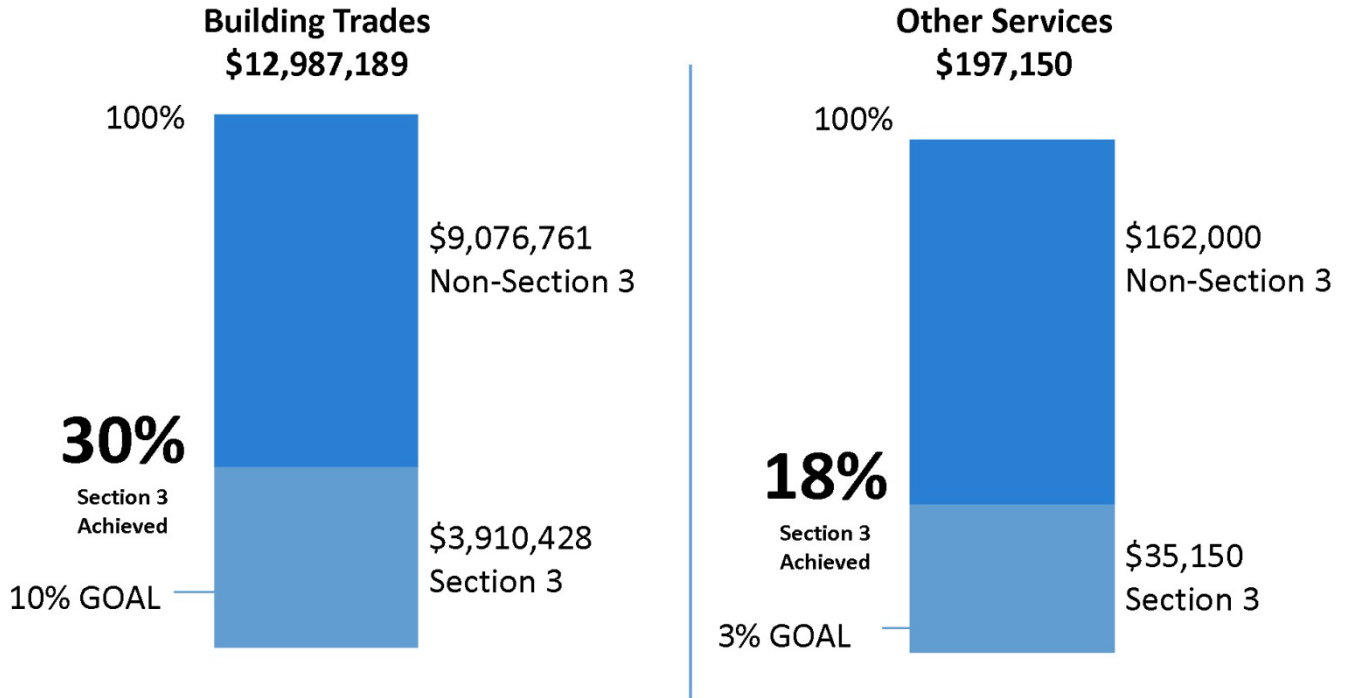
(10/1/13 to 3/31/18)



Attachment D

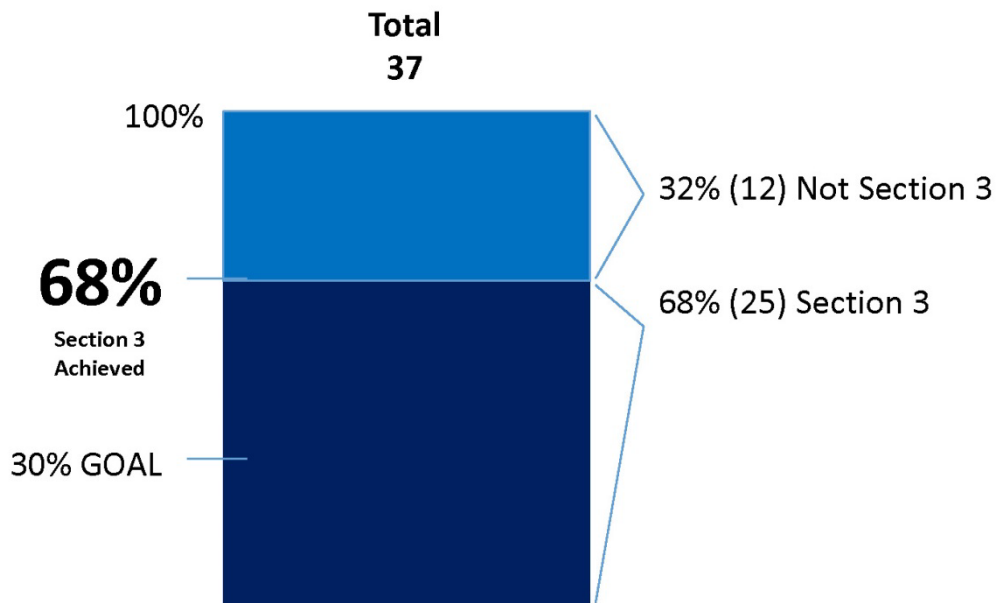
Westlawn Gardens Section 3 Contracting

(10/01/17 to 03/31/18)



Westlawn Gardens Section 3 New Hires

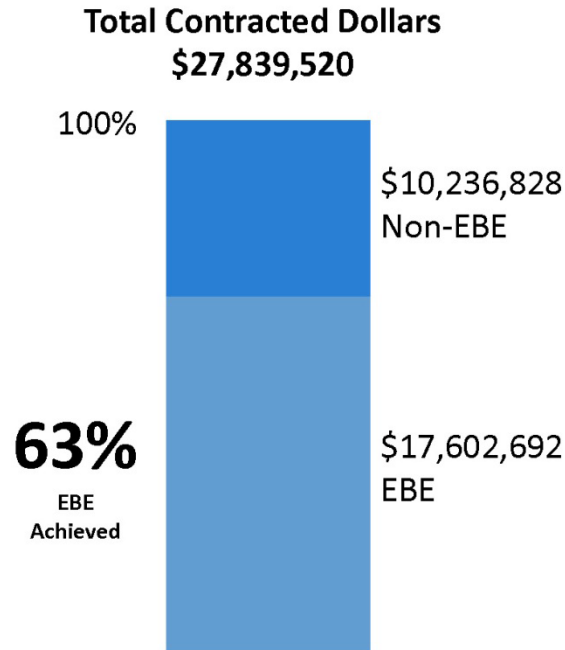
(10/1/17 to 3/31/18)



Attachment E

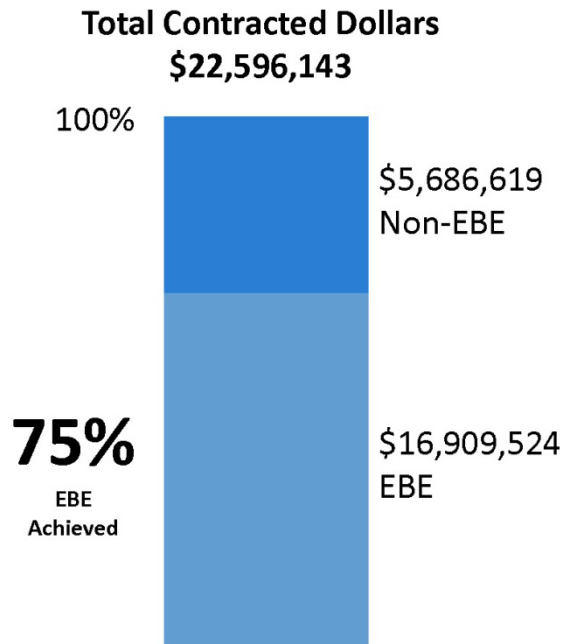
HACM Emerging Business Enterprises (EBE)

(01/01/17 – 03/31/18)



Westlawn Gardens Emerging Business Enterprises (EBE)

(01/01/17 – 03/31/18)



Attachment F



Building Together
CONTRACTOR FAIR **TRAVAU**


Thursday, September 20, 2018
9:00 am - 12:00 pm



INFORMATIONAL SESSIONS

- Upcoming Construction Opportunities
- Rental Assistance Demonstration (RAD)
- Understanding Bid Documents
- Section 3 Registry
- Travaux, Inc.
- And more!

Learn more and register at hacm.org/business/contractor-fair



Housing Authority of the City of Milwaukee
PO Box 324
Milwaukee, WI 53201

Thursday, September 20, 2018
9:00 am - 12:00 pm

Manpower Headquarters
100 Manpower Place
Milwaukee, WI 53212

Register at hacm.org/business/contractor-fair
(414) 286 - 5863
hacmprocurement@hacm.org



Construyendo Juntos
Feria de Contratistas **TRAVAU**

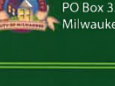
jueves 20 de septiembre 2018
9:00 am - 12:00 pm



SESIÓN INFORMATIVA

- Próximas oportunidades de construcción
- Demostración de Asistencia de Alquiler (RAD)
- Como comprender los documentos de oferta
- Registro de Sección 3
- Travaux, Inc.
- y más

Para mas información y para registrarse visite hacm.org/business/contractor-fair



Housing Authority of the City of Milwaukee
PO Box 324
Milwaukee, WI 53201

jueves 20 de septiembre 2018
9:00 am - 12:00 pm

Manpower Headquarters
100 Manpower Place
Milwaukee, WI 53212

Registrarse en
hacm.org/business/contractor-fair
(414) 286 - 5863
hacmprocurement@hacm.org

Attachment G



Please join us for a cocktail party celebrating
Silver Spring Neighborhood Center's
60TH ANNIVERSARY!

Thursday, October 18, 2018
Johnson Controls Headquarters
5757 N. Green Bay Ave., Milwaukee, Wisconsin

5:00 pm
Cocktails and Light Fare

6:00 pm
Video, Speakers and a Short Presentation

Please help us celebrate as we reflect on our past successes,
acknowledge the challenges of the present and continue to
sustain hope for the future.

For registration go to [www.eventbrite.com/e/
celebrating-60-years-tickets-49957911458](http://www.eventbrite.com/e/celebrating-60-years-tickets-49957911458)
or call Devin Hudson at 414.463.7950



About Silver Spring
Neighborhood Center:

SSNC has remained
in the same location
since its inception in
1958, offering a level of
accessibility and stability
that is rarely seen in low-
income communities.
We offer programs in
the areas of education,
employment, health
and wellness, and youth
recreation.

