

# 2024 Residents Preference Program Annual Report

## Summary

As set forth in City of Milwaukee Code of Ordinances Chapter 355, the Office of Equity and Inclusion is responsible for monitoring Residents Preference Program (RPP) participation on private development projects that receive more than \$1 million of direct financial assistance from the City of Milwaukee. The direct financial assistance can include: land sales, grants and loans for brownfield remediation, tax incremental financing, and infrastructure improvements. Terms of the participation requirements are codified in a Human Resources Agreement between the Developer and the City.

Per the requirements of City of Milwaukee Code of Ordinances Chapter 355-7-3, the Office of Equity and Inclusion has compiled information regarding the efforts of developer recipients of City Tax Incremental Funding in achieving workforce and small business participation requirements under Development and Human Resources Agreements.

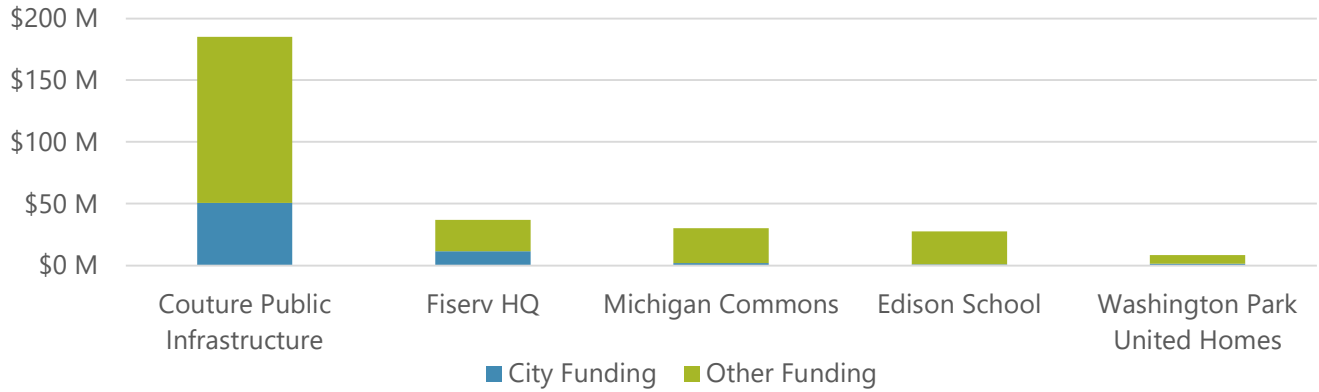
## Completed Projects Subject to RPP Participation

In 2024, five development projects subject to Chapter 355 were completed. These projects received \$66.1 million of direct financial assistance from the City of Milwaukee and are summarized in Table 1 and Figure 1.

**Table 1: Projects Completed in 2024**

Project	Completion Date	Total Project Cost	City Funding	Other Funding
Couture Public Infrastructure	9/21/24	\$185,000,000	\$50,500,000	\$134,500,000
Fiserv HQ	6/22/24	\$37,000,000	\$11,600,000	\$25,400,000
Michigan Commons	9/28/24	\$30,037,494	\$1,800,000	\$28,237,494
Edison School	6/1/24	\$27,565,900	\$875,000	\$26,690,900
Washington Park United Homes	2/17/24	\$8,269,806	\$1,355,000	\$6,914,806
<b>Total</b>		<b>\$287,873,200</b>	<b>\$66,130,000</b>	<b>\$221,743,200</b>

**Figure 2: Projects Completed in 2024 by Project Cost**



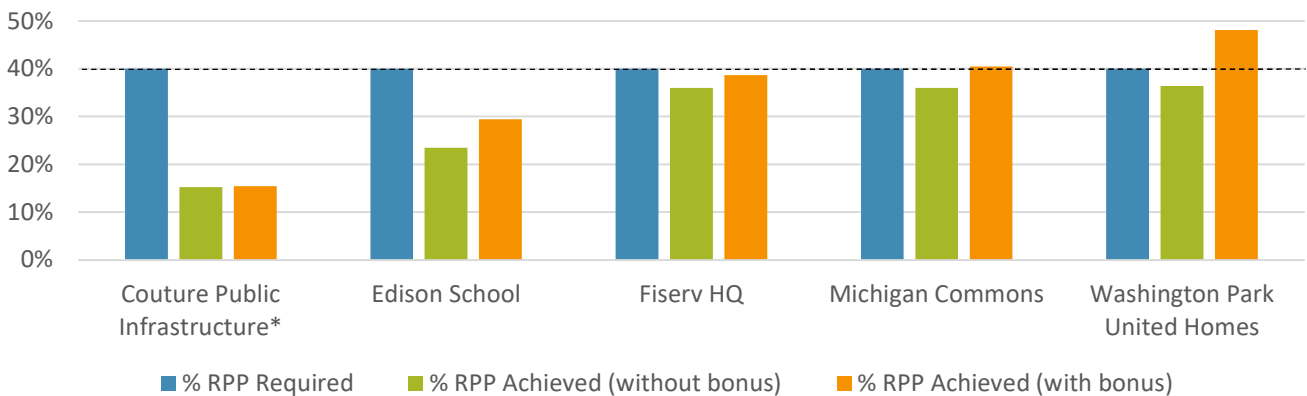
**RPP Participation**

Projects meeting the \$1 million Tax Incremental Funding threshold are subject to a 40% RPP participation requirement. Table 2 and Figure 2 summarize the RPP achievement of each project, both including and excluding the bonus hours for labor from the Special Impact Areas (SIA).

**Table 2: RPP Requirements & Achievements**

Project	% RPP Required	% RPP Achieved (without bonus)	% RPP Achieved (with bonus)	RPP Hours Worked	SIA Hours Worked
Couture Public Infrastructure*	40%	15.2%	15.4%	76,061	21,627
Edison School	40%	23.5%	29.4%	16,468	9,155
Fiserv HQ	40%	36.0%	38.7%	50,821	19,332
Michigan Commons	40%	36.0%	40.5%	23,681	10,384
Washington Park United Homes	40%	36.4%	48.1%	11,487	6,949
<b>Total</b>		<b>22.1%</b>	<b>23.7%</b>	<b>178,518</b>	<b>67,447</b>

**Figure 2: RPP Requirements & Achievements**



\* Note: Hours for the Couture Public Infrastructure project include all hours reported in the city’s Labor Compliance Reporting application for the Sewer, Public Infrastructure, and Tower portions of the project.

### Adjustments/Waivers

The Office of Equity and Inclusion provided for an RPP hours adjustment for the Couture Public Infrastructure and Edison School projects. This resulted in increased RPP hours rates after bonus of 24.6% and 9.8%, respectively, for these projects to meet the 40% RPP participation requirement.

Project	Contractor/ Developer	Description	Adjusted RPP %	Reason for Adjustment
Couture Public Infrastructure	Couture Holdings Group, Inc. / Findorff	Public infrastructure to support multi-modal transit station within 44-story luxury residential building.	24.6%	Per the development team, “The development team understood the challenges of achieving RPP and SBE participation on the Sewer and PI construction and planned to achieve all requirements with assistance from the 44-story Tower”
Edison School	Gorman / Skyrise Construction	Redevelopment of former Edison Middle School into affordable 64 apartments and 12 townhomes.	9.8%	Developer realized 14 months into development that they were unlikely to meet RPP requirements.

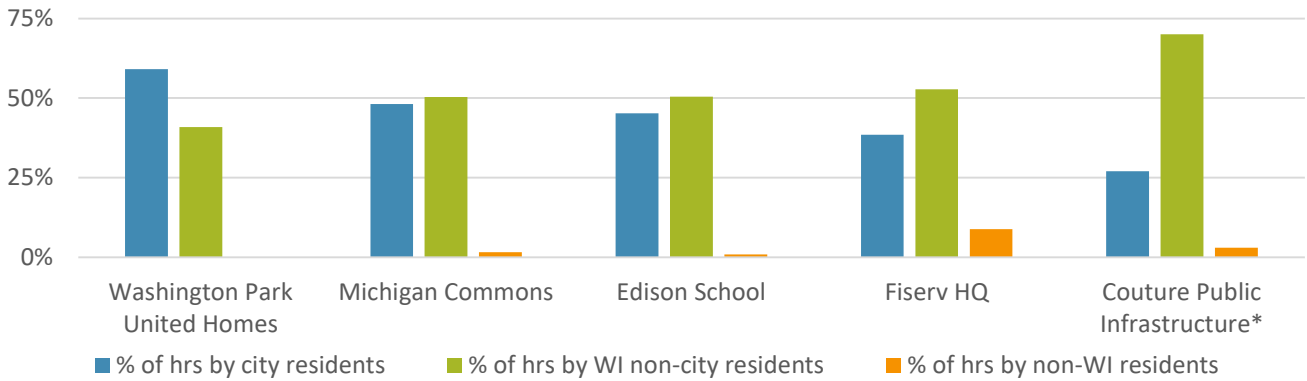
### Worker Residency

Table 3 and Figure 3 show worker participation by residency for workers that reside in the City of Milwaukee, the State of Wisconsin (excluding the City of Milwaukee), and outside of Wisconsin.

**Table 3: Worker Participation by Residency**

Project	% of Hours by City of Milw. Residents	% of Hours by WI Non-City Residents	% of Hours by Non-WI Residents	% of Hours with Unknown Residency
Washington Park United Homes	59.1%	40.9%	0.0%	0%
Michigan Commons	48.1%	50.3%	1.6%	0%
Edison School	45.2%	50.4%	0.9%	3.5%
Fiserv HQ	38.5%	52.7%	8.8%	0%
Couture Public Infrastructure*	27.0%	70.0%	3.0%	0%

**Figure 3: Worker Participation by Residency**



*\* Note: Hours for the Couture Public Infrastructure project include all hours reported in the city’s Labor Compliance Reporting application for the Sewer, Public Infrastructure, and Tower portions of the project.*

**RPP Worker Residency**

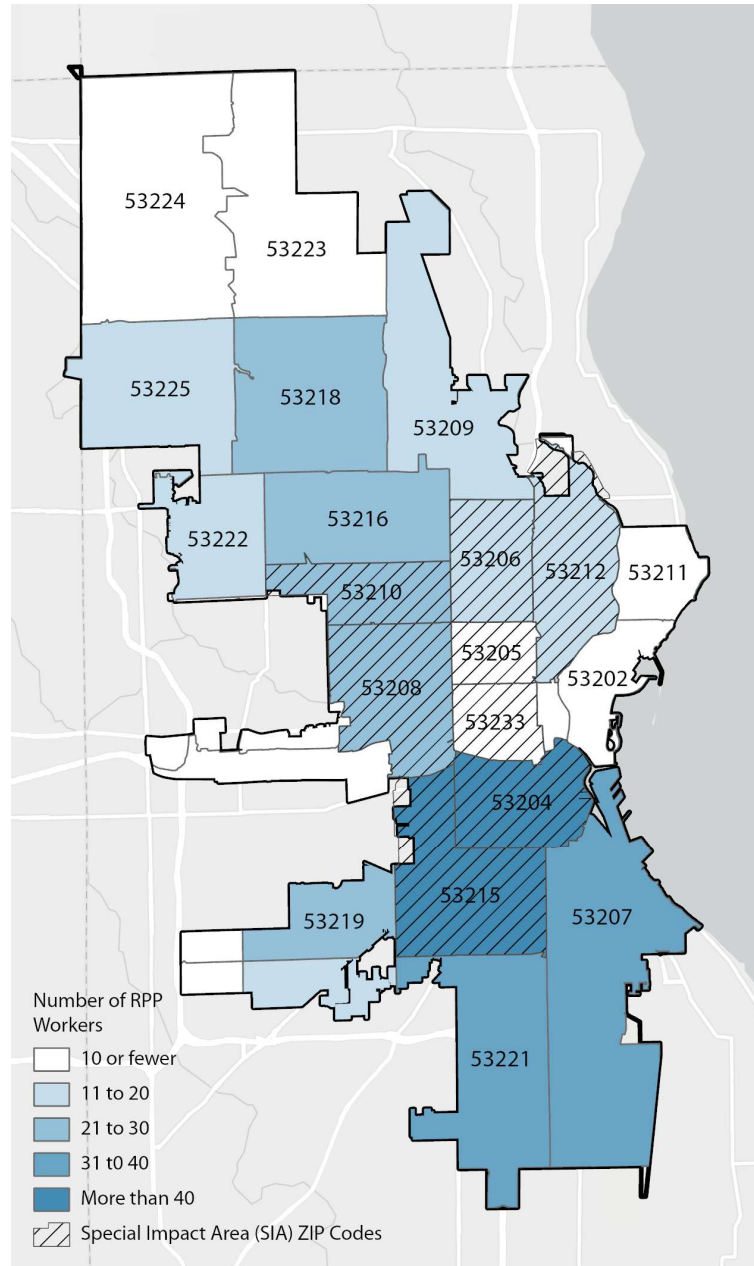
There are approximately 470 RPP-certified workers who worked on development projects that closed in 2024. A breakdown of RPP workers by ZIP code, race/ethnicity, gender, trade, wages, and apprentice/on-the-job trainee participation is provided on the following pages.

Table 4 and Figure 4 show the residence of RPP workers by ZIP code. The highest number of RPP workers live in ZIP code 53215. A small number of workers who moved during their employment on a project may be counted multiple times in the data.

**Table 4: RPP Workers by ZIP Code**

ZIP Code	# of RPP Workers	% of RPP Workers
53202	4	0.9%
53203	1	0.2%
53204	41	8.7%
53205	4	0.9%
53206	17	3.6%
53207	31	6.6%
53208	21	4.5%
53209	13	2.8%
53210	23	4.9%
53211	5	1.1%
53212	19	4.0%
53213	6	1.3%
53214	7	1.5%
53215	112	23.8%
53216	27	5.7%
53218	21	4.5%
53219	21	4.5%
53220	15	3.2%
53221	35	7.5%
53222	16	3.4%
53223	7	1.5%
53224	6	1.3%
53225	14	3.0%
53226	1	0.2%
53227	3	0.6%
53228	2	0.4%
53233	3	0.6%

**Figure 4: RPP Workers by ZIP Code**



## RPP Worker Demographics

Table 5 and Figure 5 show RPP worker participation by race/ethnicity. The largest proportion of RPP workers are Hispanic or Latino (42.8%), followed by Black or African American (28.1%).

**Table 5: RPP Worker Participation by Race/Ethnicity**

Race/Ethnicity	# of Workers	Percent
Hispanic or Latino	201	42.8%
Black or African American	132	28.1%
White	94	20.0%
Not Specified	31	6.6%
American Indian or Alaska Native	4	0.9%
Other	4	0.9%
Asian	3	0.6%
Two or more races	2	0.4%

**Figure 5: RPP Worker Participation by Race/Ethnicity**

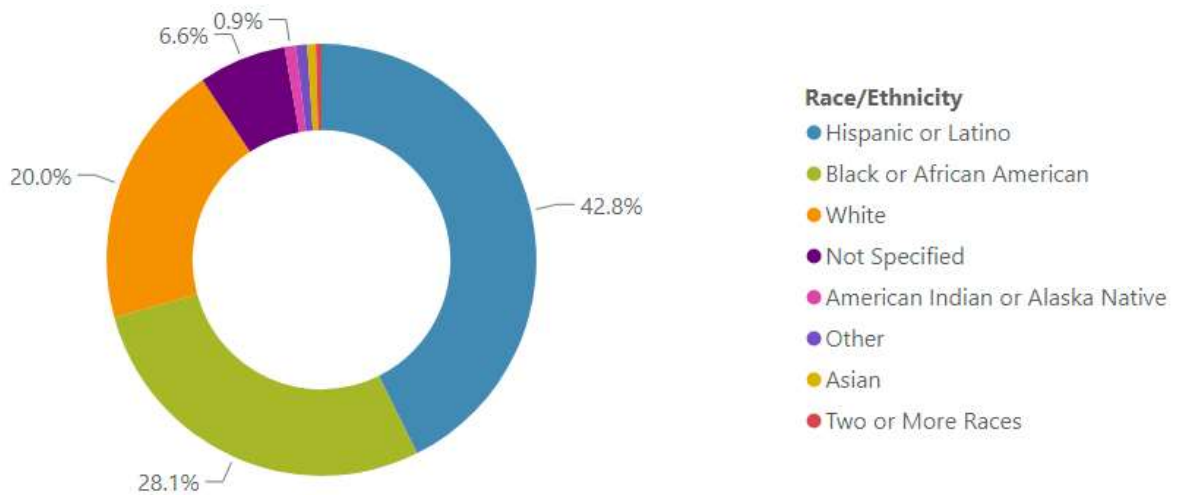


Table 6 and Figure 6 show RPP worker participation by gender. The overwhelming majority of RPP workers (95.7%) are male.

**Table 6: RPP Worker Participation by Gender**

Gender	Number of Workers	Percent
Male	450	95.7%
Female	19	4.0%
Unknown	1	0.2%

**Figure 6: RPP Worker Participation by Gender**

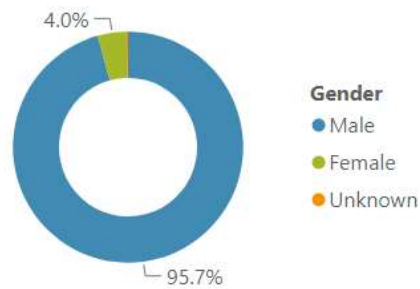


Table 7 and Figure 7 show RPP worker participation by trade for the ten most prevalent trades. Work performed by laborers and carpenters account for half of all RPP hours worked.

**Table 7: RPP Worker Hours by Trade (10 Most Prevalent Trades)**

Trade	# of RPP Workers	# of RPP Hours	% of RPP Hours
Laborer	145	44,391	28.2%
Carpenter	92	35,343	22.5%
Electrician	33	31,036	19.7%
Sheet Metal Worker	16	9,214	5.9%
Steamfitter	9	8,935	5.7%
Plumber	14	7,252	4.6%
Drywall Taper or Finisher	14	6,700	4.3%
Roofer or Waterproofing	33	5,307	3.4%
Glazier	8	4,764	3.0%
Painter	15	4,362	2.8%

**Figure 7: RPP Worker Hours by Trade (10 Most Prevalent Trades)**

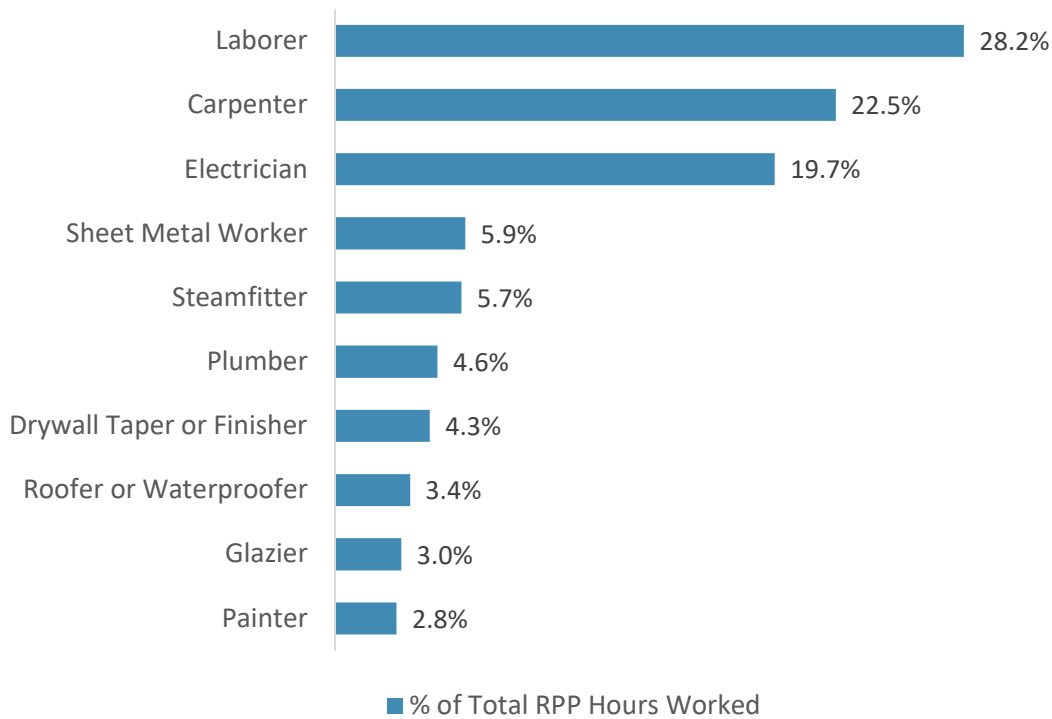
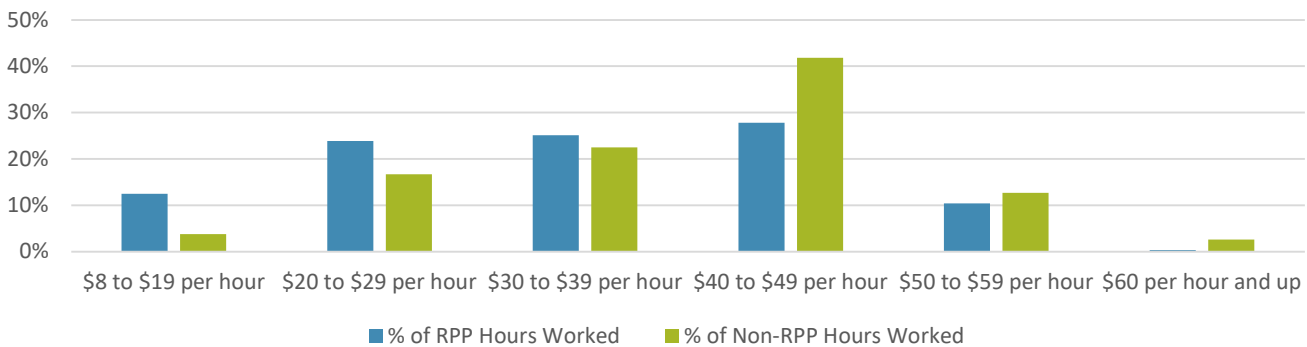


Table 8 and Figure 8 show the wage rates for RPP workers and Non-RPP workers who worked on projects completed in 2024.

**Table 8: Wage Rates (RPP workers vs. Non-RPP workers)**

Wage Rate	% of RPP Hours Worked	% of Non-RPP Hours Worked
\$8 to \$19 per hour	12.5%	3.8%
\$20 to \$29 per hour	23.9%	16.7%
\$30 to \$39 per hour	25.1%	22.5%
\$40 to \$49 per hour	27.8%	41.8%
\$50 to \$59 per hour	10.4%	12.7%
\$60 per hour and up	0.3%	2.6%

**Figure 8: Wage Rates (RPP workers vs. Non-RPP workers)**



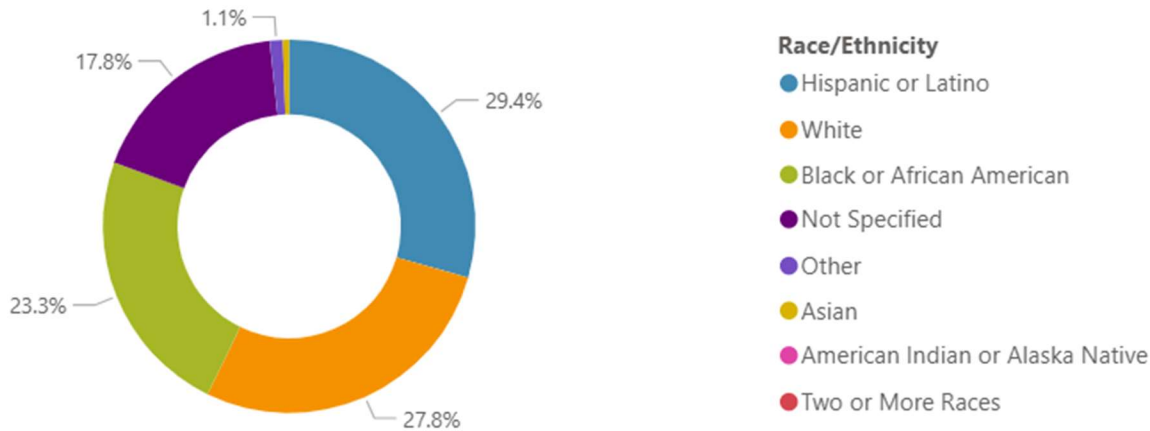
## RPP Apprenticeships and On-the-Job Training

For projects that closed in 2024, there was a total of 180 RPP apprentices and on-the-job trainees, 100% of which were male. Table 9 and Figure 9 show the breakdown of RPP apprentices and on-the-job trainees by race/ethnicity.

**Table 9: RPP Apprentices and On-the-Job Trainees by Race/Ethnicity**

Race/Ethnicity	Apprentices	Trainees	Apprentices & Trainees	% of Apprentices & Trainees
Hispanic or Latino	31	22	53	29.4%
White	48	2	50	27.8%
Black or African American	29	13	42	23.3%
Not Specified	32	0	32	17.8%
Other	2	0	2	1.1%
Asian	1	0	1	0.6%
<b>Total</b>	<b>143</b>	<b>37</b>	<b>180</b>	<b>100%</b>

**Figure 9: RPP Apprentices and On-the-Job Trainees by Race/Ethnicity**



## New Hires

New hires were identified across all development projects that had activity during 2024, regardless of whether or not the projects closed in 2024. An individual was considered a new hire if they had a hire date between Jan. 1 and Dec. 31, 2024. There was a total of 135 RPP-certified new hires in 2024.

**Table 11: RPP New Hires by Gender**

Gender	Number	Percent
Male	122	90.4%
Female	13	9.6%
<b>Total</b>	<b>135</b>	<b>100%</b>

**Table 12: RPP New Hires by Race/Ethnicity**

Race/Ethnicity	Number	Percent
Black or African American	59	43.7%
Hispanic or Latino	49	36.3%
Not Specified	16	11.9%
White	10	7.4%
Asian	1	0.7%
Other	1	0.7%
Two or More Races	1	0.7%
<b>Total</b>	<b>135</b>	<b>100%</b>

## Final Analysis and Recommendations

In summary, the Office of Equity and Inclusion saw five projects conclude during 2024. Combined RPP participation with bonus was 23.7%; with 37.8% of those RPP hours worked by individuals residing in Special Impact Area ZIP codes.

The City of Milwaukee is in need of ongoing, dedicated skilled trades training and employability programs. The RPP program can be improved by initiatives that increase minority and female participation as well as increased apprenticeship and on-the-job training participation.