City of Milwaukee Healthy Neighborhoods Initiative Progress Report

Presented to the Community and Economic Development Committee.

Alderman Joe Davis, Sr., Chair. Alderman Tony Zielinski, Vice Chair Alderman James N. Witkowiak Alderman Terry L. Witkowski Alderman Willie C. Wade September 29, 2008

City of Milwaukee Healthy Neighborhoods Initiative Progress Report

The 2008 City Budget authorized \$200,000 in expenditures for the Healthy Neighborhoods Initiative. Funds were allocated in two categories:

1. \$50,000 directed toward neighborhood improvement projects for the 5 neighborhoods participating in the Greater Milwaukee Foundation Healthy Neighborhoods Initiative.

\$20,000 directed toward neighborhood improvement projects for neighborhoods outside the Community Development Block Grant Area.

2. \$130,000 directed toward a loan pool for home improvement loans in Healthy Neighborhoods.

All City expenditures require a dollar for dollar match.

Background on Healthy Neighborhoods

- In March of 2005, a Milwaukee delegation consisting of representatives from City government, the Greater Milwaukee Foundation and local non-profits traveled to Baltimore to learn about their "Healthy Neighborhoods Initiative."
- The vision for the Healthy Neighborhoods approach focuses on marketing a neighborhood's positive attributes instead of focusing on the problems a neighborhood may be experiencing. Although problems are not overlooked, they are made secondary to communicating and marketing a neighborhood's assets. The Healthy Neighborhoods concentrates on four outcomes – image, market, physical conditions and neighborhood management.



Image

Healthy neighborhoods have a positive image that makes people want to stay there, others want to move there and business and government want to invest there.



Enderis Park Gateway Project

Physical Conditions

Homes, businesses, streets and parks look like people are proud to be there – people take care of their property and do their part to keep the neighborhood looking great.





Sherman Park Restore and Show Project.

Market

In Healthy Neighborhoods, home values are strong enough to "get back" your investment in maintenance and improvements – and strong enough that homebuyers think buying a home there is a good investment.





Neighborhood Management

Neighbors feel in control of the future of their neighborhood. When a problem needs solving, they know enough other neighbors to get help solving it. Neighbors have fun together and look out for each other – and they feel safe in the neighborhood.



Residents discussing a Healthy Neighborhoods project.

Healthy Neighborhood Participants Neighborhood

Agape Community Center Thurston Woods Neighborhood

Enderis Park Neighborhood Association Enderis Park Neighborhood

Layton Boulevard West Neighbors, Inc. Silver City Neighborhood

Martin Drive Residents Association Martin Drive Neighborhood

Sherman Park Community Association

Sherman Park Neighborhood

City of Milwaukee Healthy Neighborhoods Initiative Project Implementation

- 79 % of the \$70,000 allocated for neighborhood improvement projects has been committed toward projects.
- The \$70,000 investment is leveraging significant funds, including:
 - \$545,000 from the Greater Milwaukee Foundation in 2007 and 2008 – direct support for the Healthy Neighborhoods Organizations
 - \$40,000 from the Helen Bader Foundation
 - \$300,000 in funds including resident investment and in-kind donations from local merchants, businesses and professionals

Healthy Neighborhoods Projects Examples From Participating Neighborhoods



Heavy Equipment placing Martin Drive entry markers. This inkind donation is an example of Healthy Neighborhood projects leveraging funds.

Agape Community Center Block Buddies Project



The Block Buddies projects encouraged residents to work together to undertake collaborative projects on their block. Residents in Thurston Woods banded together to bring additional resources to the effort.

Enderis Park Neighborhood Association The Best Darn Exterior Improvement Contest



Before and after shots of a contest participant are an example of the exterior improvements throughout the neighborhood. 50 neighbors participated in the program.

Enderis Park Neighborhood Association Gateway Project



The Enderis Park Gateway Project builds neighborhood identity.

Layton Boulevard West Neighbors Most Improved House Contest



Before and after shots of a contest participant are an example of the exterior improvements throughout the neighborhood. 37 neighbors participated in the program.

Layton Boulevard West Neighbors Block Improvement Project



Block Improvement projects beautify neighborhoods and strengthen neighbor to neighbor relationships.

Martin Drive Neighborhood Association Clean and Green Project



Martin Drive organized and created a neighborhood Green Market that features local food and artisans and is attracting people to the Martin Drive neighborhood.

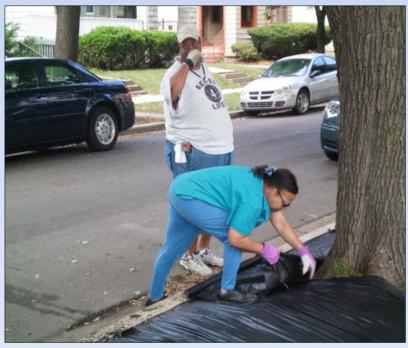
Martin Drive Neighborhood Association Clean & Green- Mosaic Art Project



Neighborhood volunteers at work on the Mosaic Art Project. The project got neighborhood youth engaged in their community. Large planters were recycled as neighborhood entry markers. A neighborhood artist helped with the design.

Sherman Park Community Association Restore and Show Project





The Restore and Show project encouraged residents to undertake landscaping projects in their neighborhood. The Sherman Park project demonstrates the 'sweat equity' residents contribute to Healthy Neighborhoods.

Garden District Neighborhood Association Cooper Elementary School Project



Welcoming section of the Cooper Elementary School outdoor learning garden

Garden District Neighborhood Association Cooper Elementary School Project



Cooper Elementary School students will help maintain the project.

Kopps Park Neighborhood Association Auer Street Learning Garden



Auer Street Outdoor Learning Garden. The garden will have signs identifying native species and how to care for them.

Healthy Neighborhoods Loan Pool

- In 2008, the Greater Milwaukee Foundation and the Healthy Neighborhoods Initiative worked to establish a strategic loan pool that would stimulate home improvement and home maintenance in Healthy Neighborhoods.
- The fund will provide loans to homeowners, with a major focus of creating a high standard of improvements that would signal positive change in the neighborhood.

To Date:

- Requests for participation in the loan pool have been submitted to 9 different financial institutions, as well as the Wisconsin Association of Credit Unions
- Tri City Bank has already committed \$150,000 to the loan pool
- > Additional requests of \$1.3 million are pending
- Of the pending requests, it is anticipated that \$600,000 in funding will be in place by year end (leveraging City's contribution of \$130,000)
- > Loan Pool will be operational for 2009

Summary

The efforts of the Healthy Neighborhoods Organizations and the Greater Milwaukee Foundation are creating positive change and new investment in City neighborhoods.

Healthy Neighborhood Initiative projects are leveraging significant resources for City neighborhoods.

Resident involvement has been key and will result in sustainable neighborhood improvement over time.