



Legislation Details (With Text)

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**Effective date:**

**Title:** Substitute resolution directing the Department of Public Works to implement a Milwaukee Adopt-a-Block program.

**Sponsors:** ALD. COGGS, ALD. STAMPER, ALD. PEREZ, ALD. HAMILTON

**Indexes:** LITTER

**Attachments:** 1. Exhibit A.pdf

Date	Ver.	Action By	Action	Result	Tally
6/24/2014	0	COMMON COUNCIL	ASSIGNED TO	Fail	
7/10/2018	1	CITY CLERK	DRAFT SUBMITTED		
1/24/2019	1	PUBLIC SAFETY AND HEALTH COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	5:0
2/5/2019	1	COMMON COUNCIL	ADOPTED	Pass	15:0
2/15/2019	1	MAYOR	SIGNED		

140500

SUBSTITUTE 1

ALD. COGGS, STAMPER, PEREZ, AND HAMILTON

Substitute resolution directing the Department of Public Works to implement a Milwaukee Adopt-a-Block program.

This resolution directs the Department of Public Works to implement a Milwaukee Adopt-a-Block program based on the components specified in attached Exhibit A. The Department of Public Works shall report its plan for implementation of the Milwaukee Adopt-a-Block program to the Common Council within 30 days of adoption of this resolution.

Whereas, The Wisconsin Department of Transportation Adopt-a-Highway program has garnered statewide support for anti-litter efforts and has beautified Wisconsin’s roadsides since its inception; and

Whereas, Several municipalities across the United States, including Houston, Indianapolis, Las Vegas, and Washington, D.C., have implemented Adopt-a-Block programs to address litter accumulation on commercial and residential streets and sidewalks; and

Whereas, Adopt-a-Block programs allow cities to engage with local entities and citizens for the

purpose of litter collection and block maintenance by having groups adopt blocks within residential and commercial areas; and

Whereas, Many neighborhoods in Milwaukee continually battle street and sidewalk litter created by drivers, pedestrians, and residents, and suffer from a perception of blight and neglect created by the appearance of vacant, abandoned and neglected properties, which are magnets for graffiti, broken windows and other vandalism; and

Whereas, Anti-litter and block maintenance efforts create cleaner neighborhoods, make communities more attractive, improve the quality of life in neighborhoods, reduce the likelihood of future litter accumulation, and increase economic development by attracting new businesses and customers; and

Whereas, The Adopt-a-Block concept also provides opportunities to create good will and identify the needs of neighborhood residents by visiting residents on adopted blocks door-to-door during clean-up efforts, with Adopt-a-Block participants providing outreach assistance and information about available social services; and

Whereas, Organizations that adopt blocks through an Adopt-a-Block program would be in a unique position to act as community resource hubs for rehabilitation of those areas and provide outreach assistance to residents; and

Whereas, Churches and other faith-based organizations such as Pastors United have indicated a desire to rehabilitate neighborhoods and provide outreach assistance and information about available social services to area residents; and

Whereas, Churches and other community organizations with non-profit status are also eligible to purchase City-owned properties for rehabilitation at reduced prices, a practice which would complement Adopt-a-Block activities in neighborhoods surrounding such properties and leverage an organization's investments and goodwill in a neighborhood; and

Whereas, An organization's earnest efforts to undertake Adopt-a-Block activities in the neighborhood of a City-owned property could justify granting priority to that organization in acquiring the City-owned property for rehabilitation; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Department of Public Works is directed to implement a Milwaukee Adopt-a-Block program; and, be it

Further Resolved, That the Milwaukee Adopt-a-Block program shall include a means for qualified organizations, including churches and faith-based organizations, that have or are in the process of purchasing City-owned homes for rehabilitation to adopt areas surrounding such homes so as to leverage the organizations' investment and goodwill within those neighborhoods; and, be it

Further Resolved, That the Milwaukee Adopt-a-Block program shall include a means for qualified organizations, including churches and faith-based organizations, that have adopted areas to provide door-to-door outreach assistance and information about available social services as well as litter collection and block maintenance; and, be it

Further Resolved, That the Department of Public Works shall implement this program based upon consideration of the components specified in Exhibit A, which is attached to this file; and, be it

Further Resolved, That the Department of Public Works shall report its plan for the implementation of

the Milwaukee Adopt-a-Block program to the Common Council within 30 days of adoption of this resolution; and, be it

Further Resolved, That it is the intent that, in collaboration with the Department of City Development, a policy will be developed at a later date to grant an organization that has demonstrated investment, through the Adopt-a-Block program, in the neighborhood of a City-owned property, priority in acquiring that City-owned property for rehabilitation.

LRB165207-2

Dana J. Zelazny

July 10, 2018