

# **NEIGHBORHOOD ACTION PLAN FOR SILVER CITY, BURNHAM PARK AND LAYTON PARK 2020-2025**

## **INTRODUCTION**

### **PLAN PROCESS**

In 2019, a group of Silver City, Burnham Park and Layton Park neighbors formed the Plan Advisory Committee (PAC) to update the pre-existing neighborhood Quality of Life Plan with support from Layton Boulevard West Neighbors (LBWN). PAC members gleaned input from hundreds of neighbors, business owners, and community partners through one-on-one meetings, community gatherings, and data sourced from LBWN.

The final plan has four related documents: the full plan (this document), a “How to Get Involved” guide, a Resource Directory and a plan summary. This full plan provides in detail the seven priority areas for an improved quality of life and actions for improving these areas over the next five years. The remaining documents serve as a “call to action” for neighbors and other stakeholders to get involved.

### **PLAN OWNERSHIP**

This plan is owned by the residents living in the Silver City, Burnham Park and Layton Park neighborhoods. While the plan serves as a guide for improving the quality of life for these neighbors over the next five years, it is dynamic and thus can be changed or updated as neighbors see fit. Neighborhood associations or other neighborhood entities can recommend and implement plan changes and oversee plan progress. Layton Boulevard West Neighbors, the convening agency for this plan, will also facilitate plan meetings and updates as necessary.

### **FULL PLAN FORMAT**

This updated plan upholds the seven priority areas listed in the original plan, published in 2011, with a minor change to the “Social Engagement” priority area name. The seven areas are: Neighborhood Appearance, Community Safety Network, Social and Civic Engagement, Community Identity, Youth Development, Healthy Living and Economic Development. Within each priority area, the plan lists action items with the following information:

- What we\* want to accomplish by 2025,
- Who should be involved,
- Who will lead the action, and
- When we want to start or finish the action.

If a neighborhood partner has committed to support a specific action, they are noted in that section. Otherwise, relevant partners are listed and may be contacted as needed by

the lead organizer. The “Additional Partners” section is not exhaustive and there may be organizations that were not listed but could be excellent partners for implementation.

\*Note the use of the word “we” frequently throughout the document. The “we” refers to neighbors and relevant partners interested in supporting the action.

## **QUALITY OF LIFE ACTION PLAN**

### **1: NEIGHBORHOOD APPEARANCE**

We care about clean, well-maintained houses, apartments, commercial buildings, public spaces and streets. Over the next five years we want to:

- Improve the appearance of abandoned and/or poorly-maintained homes,
- Maintain clean, litter-free streets, alleys, yards and parks,
- Add and improve street and alley lighting, and
- Improve our neighborhood parks for better neighborhood enjoyment.

To reach these goals, our plan from 2020-2025 is to complete the following:

#### **1.1: We will increase the usage and promote the physical improvement of parks and other public spaces.**

- By 2021, we will physically improve and activate at least one neighborhood park.
  - Lead Organizers: The City of Milwaukee, Milwaukee Recreation and Milwaukee County will seek feedback from neighbors on appropriate improvements and manage the implementation of all improvements.
  - Neighbors will participate in input sessions to share their thoughts on what improvements should be made.
  - Safe & Sound will coordinate events to activate the space of Burnham Park to better engage residents in the commitment to improving the park.
  - LBWN will work with neighbors to advocate for ongoing maintenance/improvements/programming for Arlington Heights Park, Burnham Park and Trowbridge Square.
  - LBWN will start a conversation with neighbors living around Rogers playground about improvements for 2021.
  - MKE Plays will make improvements to Rogers playground in 2021.

## **1.2: We will improve the appearance of our properties and neighborhoods.**

- Between 2020-2025, at least one neighborhood business a year on National Ave., Lincoln Ave., Pierce St. or Greenfield Ave. will improve their storefront to make it more visually appealing. Examples include fresh paint, flowers, and clear signage.
  - Lead Organizer: Neighborhood business owners will make improvements.
  - LBWN and the City of Milwaukee will connect business owners to resources for improvement.
  - LBWN will connect with business owners to share information on financial resources for and the benefits of improving storefronts.
  
- Throughout 2020, we will identify and report abandoned homes and damaged streets and alleys, and work to prevent vandalism and other nuisances.
  - Lead Organizer: The City of Milwaukee will address nuisances.
  - Neighbors will report nuisances to the City Department of Neighborhood Services and the Milwaukee Police Department.
  - Safe & Sound will coordinate graffiti abatement projects to improve the appearance of the neighborhood, and will work with the Milwaukee Police Department to monitor and abate nuisance properties.
  - LBWN will provide education on and contact information for reporting nuisances.
  
- Between 2020-2025, we will organize monthly cleanups around the community.
  - Lead Organizer: Neighbors, including block leaders, will organize the cleanups with support from partners.
  - Safe & Sound will help coordinate neighborhood clean up projects to improve the appearance of the neighborhood.
  - LBWN will publicize events, share information with neighbors, and help find additional support.
  - Milwaukee Riverkeeper, Urban Ecology Center, and Keep Greater Milwaukee Beautiful will provide gloves, pickers, trash bags, etc.
  
- Starting in 2020, community partners will increase access to vetted home improvement professionals
  - Lead Organizers: LBWN and Clarke Square Neighborhood Initiative (CSNI) will invite neighborhood contractors to participate in Home Improvement Fairs.

- LBWN will create a shared resource of vetted contractors and specialists for residential construction projects.
- Between 2020-2025, community partners will offer home improvement resources.
  - Lead Organizer: LBWN will
    - Develop a guide/info sheet for neighbors that lists ways to secure home repair resources long-term for this area.
    - Seek funding, capacity and other resources to offer home repair resources.
  - Revitalize Milwaukee, the SDC, and others will promote their home repair resources to neighbors and offer support ideally in English, Spanish and Hmong.
- Between 2020-2021 Community partners will promote resources and programs for neighborhood seniors to improve their homes.
  - Lead Organizer: LBWN will connect with partners for updated information on programs and connect/promote resources to neighbors.
  - LBWN will contact Revitalize Milwaukee, Milwaukee Christian Center, and the City of Milwaukee for program information.
  - Neighbors will connect community partners to seniors in need of support.

**1.3: We will enhance the neighborhood’s appearance through the creation of public art.**

- In 2020, we will identify high traffic and dangerous intersections.
  - Lead Organizer: City of Milwaukee will identify the intersections and lead safety improvements.
- Between 2020-2025 we will integrate art into 3-4 pilot intersections to reduce traffic incidents.
  - Lead Organizers: Neighborhood artists and neighbors interested in improving intersections will work with the City to develop art installations. Artists will engage neighbors to get input on what they want to see in their neighborhood and where art should be placed.
  - LBWN will assist in connecting neighbors to the partner organization, seeking funds for implementation, and promoting the pilot project.
  - Additional Partners to contact: Artists Working in Education to connect with artists, neighborhood schools for support, and the City’s Department of Public Works to secure permits.

## **2: COMMUNITY SAFETY NETWORK**

We care about creating and maintaining a peaceful, clean and well-maintained neighborhood where all feel welcome. Over the next five years we want to:

- Improve neighborhood streets by implementing strategies to reduce speeding and enhance pedestrian and bicycle safety.
- Solidify the neighborhood's reputation as a safe and welcoming neighborhood.
- Improve the appearance of buildings, blocks, alleys and streets to deter crime.
- Organize neighbors to build relationships and prevent nuisance activities.

To reach these goals, our plan from 2020-2025 is to complete the following:

2.1: We will ensure a clean and safe neighborhood by promoting positive behaviors.

- Between 2020-2021 we will create and install signage that informs people on traffic and road safety.
  - Lead Organizers: Neighbors, elected officials and the City of Milwaukee's Department of Public Works will collaborate to identify locations and design signage.
- Between 2020-2021 we will host workshops or events to inform pedestrians, bikers, and drivers of their rights and responsibilities.
  - Lead Organizers: Neighbors and the Wisconsin Bike Fed will organize the workshops and events.
  - Milwaukee County Transit System will support neighbors in using the bus to get around using bus/bicycle/scooter combinations.
  - Additional Partners to Contact: Police, youth, and schools, Latinos por la Salud for support with organizing and attending workshops and events.
- In 2020, we will ensure that every neighborhood bus stop has a garbage can with signage about not littering and road safety.
  - Lead Organizers: Milwaukee County Transit System, and the City of Milwaukee's Department of Public Works will install the garbage cans and signage.
  - Milwaukee County Transit System will help provide contacts to supply additional signage and garbage cans at bus stops.
  - Additional Partners to Contact: Mujeres con Poder, elected officials, and neighbors for support with requesting garbage cans and signage.

- Between 2020-2021, we will create and implement an educational campaign on City and County services and departments with a goal of neighbors knowing whom to call when they have a service request.
  - Lead Organizers: City of Milwaukee departments and neighborhood block leaders will create the campaign.
  - LBWN will advocate/lobby local government to invest funds in making their resources accessible (language, means of communication, hours of operation).
  - Elected officials will provide information to constituents through their communications activities (e.g. e-notify, print newsletters, etc). They will also listen to concerns of neighbors and support efforts to make resources more accessible to all neighbors.
  
- By 2023, we will have comprehensive plans to improve traffic safety along major neighborhood streets.
  - Lead Organizers: Department of Public Works will lead safety improvements planning and implementation, Milwaukee County Transit System will support by moving bus stops or enhancing their safety as needed. The department's Multimodal Unit will identify traffic safety issues, conduct traffic studies, recommend solutions for safety improvements, and prioritize street improvement projects within the Silver City, Burnham Park, & Layton Park neighborhoods based on need as appropriate, and serve as the primary point of contact for Safe Routes to School infrastructure improvements particularly at school locations such as Greenfield Bilingual School.
  - LBWN will convene partners and engage neighbors in planning.
  - Additional Partners to contact:
    - The Wisconsin Bike Fed and the UW-Milwaukee School of Urban Planning for information on different models and strategies to improve traffic safety;
    - The Alder person and State elected officials to allocate funding for implementation and ask government departments to prioritize and approve plans.

2.2: We will build a sense of safety throughout the neighborhood by creating a neighbors' network.

- Between 2020-2025, we will support neighborhood block clubs in becoming more active through parties, projects and meetings.

- Lead Organizers:
  - LBWN and Safe and Sound will provide assistance to neighbors to do outreach and secure funding/donations for their block activities. Safe & Sound will conduct door to door outreach to engage residents with information about the importance of attending crime and safety meetings.
  - Block Leaders will lead outreach activities on their blocks.
- Milwaukee Police Department will provide information on nuisance properties.

2.3: We will increase and improve communication among neighbors, landlords, business owners, community organizations and law enforcement to improve safety.

- Between 2020-2025, we will organize a neighborhood party every year in a different neighborhood.
  - Lead Organizers: Block leaders and neighbors will lead the planning of the party, create an outreach plan and lead activities at the party.
  - LBWN will support with outreach by sharing events and partners, and will provide support with securing funding for event as needed.
  - Additional Partners to contact: Police, elected officials, and Safe and Sound for support with outreach and event planning.
- In 2021, we will create a youth group in each neighborhood to connect youth with community and police.
  - Lead Organizers: Neighbors, and neighborhood youth will form youth group.
  - Safe & Sound will provide resource information to youth centers, senior living centers and faith-based organizations to provide awareness about the importance of collective efficacy.
  - Additional Partners to contact: Urban Ecology Center and schools for youth programming.

### **3: SOCIAL AND CIVIC ENGAGEMENT**

We care about building relationships that develop a sense of community and encourage collaboration. Over the next five years, we want to:

- Create more events in parks such as concerts and sports matches.
- Increase civic engagement among residents including increased voter turnout.
- Create more opportunities for neighbors to get to know each other.

- Create neighborhood communication trees to report on crime, nuisance behavior and neighborhood events.

To reach these goals, our plan from 2020-2025 is to complete the following:

### 3.1: We will build resident leadership.

- Between 2020-2025, we will bring together block leaders from around the neighborhood for monthly or quarterly meetings to share information and ideas.
  - Lead Organizers: Block leaders will decide on the best way to communicate with each other and how often they want to meet.
  - LBWN will provide support on facilitating the meetings.
  - Safe & Sound will assist with sharing community resource information about resident leadership opportunities to neighbors.
- Between 2020-2025, we will host events that connect neighbors to elected officials.
  - Lead Organizers: Elected officials will host events in the neighborhood to connect with residents.
  - Block leaders will communicate events to neighbors.
  - Block leaders will connect with the League of Women Voters to provide trainings to residents on how to assist others to register to vote online, and invite neighbors to City-wide and County-wide events on policy issues.
  - LBWN will support with outreach for events, and will provide assistance to neighbors who want to prepare for the meetings with elected officials.
  - Additional Partners to Contact: Southside Organizing Center.
- By 2021, LBWN will create a neighborhood quality of life agenda that neighbors can use to influence public policy and government decisions.
  - Lead Organizer: LBWN will create the agenda based on this Plan, will seek additional feedback from neighbors on the agenda, and organize neighbors for advocacy/lobbying efforts.
  - Block leaders will share this information with neighbors.
  - Additional Partners to contact: WI Voices and the Public Policy Forum for public policy information.

### 3.2: We will promote new opportunities for social interaction.



- Between 2020-2025, we will build a neighborhood community center or find ways to better communicate available programs and resources that would otherwise locate in a community center, such as English classes, recreational programs and cooking classes.
  - Lead Organizer: LBWN will assess need for community/resource hub and support neighbors/partners in its development.
  - Additional Partners to contact: Elected officials, government departments, resident steering committee (to be developed) for communication support.
  
- Between 2020-2025, community partners will collaborate to host events in the neighborhood for people to come together and promote existing community spaces.
  - Lead Organizers: Residents, police, schools, Playworks, Artists Working in Education, schools, Milwaukee Recreation Department, and others will plan and host events.
  - LBWN and Safe & Sound will facilitate communicating these events to neighbors.
  
- By 2021, neighbors will bring back the Sounds of Summer concerts in Arlington Heights Park.
  - Lead Organizers: Neighbors will organize Sounds of Summer Concerts by recruiting groups of neighbors to plan events, finding bands to perform at concerts, and spreading the word for the event.
  - LBWN will help create flyers to promote events and connect neighbors with local businesses to support the event.

3.3: We will develop partnerships with community service organizations to meet neighbors' needs.

- Between 2020-2025, we will promote existing Spanish/English courses in the neighborhood.
  - Lead Organizers: LBWN will promote resources through social media, newsletters and events.
  - Neighbors will promote resources to their neighbors at block meetings/events.
  - Literacy Services of Wisconsin will provide English classes at their neighborhood location.
  - Safe & Sound will help direct residents and youth to community programs that offer resources and activities that meet neighbor needs.

- Additional Partners to Contact: Milwaukee Recreation, Milwaukee Achievers, Journey House for additional course support and information.

#### **4: YOUTH EDUCATION AND LEADERSHIP**

We care about supporting youth in achieving their potential, both academically and personally, and encouraging them to serve and lead the community as they develop work and life skills. Over the next five years, we want to:

- Educate youth on life skills such as mortgages, retirement, public transportation, and formal and technical education.
- Engage youth as leaders in neighborhood projects such as clean ups and youth group formation.
- Create safe places for youth to gather and travel in the neighborhood.

To reach these goals, our plan from 2020-2025 is to complete the following:

4.1: We will partner with local schools to engage students in healthy living, academic achievement, leadership and community service programs.

- In 2020, we will promote civic engagement among residents, especially youth, leading up to the 2020 Democratic National Convention. Youth from 15-18 years old will table at community events to raise awareness around the 2020 presidential elections.
  - Lead Organizers: Neighborhood youth will raise awareness for the 2020 elections.
  - Leaders Igniting Transformation for organizing support.
  - LBWN will provide support to Safe and Sound by sharing programming & event with neighbors.
  - The League of Women Voters will provide information on registering to vote online as well as provide flyers on upcoming elections.
  - Safe & Sound will partner with local schools to provide youth programming specific to drug prevention, youth mentorship, restorative justice and beloved community.
  - Additional Partners to contact: Safe and Sound Youth Organizer, American Civil Liberties Unions, neighborhood parents and LBWN for organizing support.

4.2: We will encourage youth to pursue post-secondary education.

- Between 2020-2023 we will connect youth to area college and university mentors and campus visits to prepare them for college life. If these programs do not already exist, we will work with area colleges and universities to create them.
  - Lead Organizers: Neighborhood high schools such as Carmen and Escuela Verde, Marquette, UWM and MATC will organize mentorship and campus visits.
  - Safe & Sound will include information about post-secondary education to share with families as they conduct outreach.

4.3: We will prepare youth for the workforce by connecting them with job-readiness resources.

- Between 2020-2025, we will hold biannual workshops catered to youth with little to no job experience on how to write a cover letter and resume, how to interview and other soft skills related to seeking employment.
  - Lead Organizers: Parent Committee (to be formed) will organize workshops with partners.
  - LBWN will engage with potential lead parents to get them organized and connect them with other partners.
  - Safe & Sound will partner with local schools and community agencies to offer workshops related to job-readiness.
  - Additional Partners: Journey House and neighborhood high schools for developing and implementing workshops.

4.4: We will identify community sites for youth programs and attract youth service organizations to program in the neighborhood.

- Between 2020-2024, we will identify community sites for a youth center to provide safe spaces during after school hours and where youth can engage in healthy living skills.
  - Lead Organizer: Milwaukee Public Schools to provide these spaces.
  - Neighborhood youth and parents, Milwaukee Recreation, Safe and Sound will survey youth for specific program interests.
- Between 2020-2025 we will create a quarterly calendar of events for youth and resource directory.
  - Lead Organizers: Safe and Sound will create the calendar.

- Additional Partners: Neighborhood youth programs and schools such as the Urban Ecology Center, etc. will provide information to Safe and Sound for this resource.

## **5: COMMUNITY IDENTITY**

We care about developing and marketing our distinct community identity and celebrating the rich history, cultures, diversity, assets and potential of Silver City, Burnham Park and Layton Park. Over the next five years, we want to:

- Promote and celebrate neighborhood pride by sharing the cultures represented in the community through festivals or other ways.
- Create physical infrastructure in the neighborhood that:
  - reinforces that all people are welcome and belong here,
  - uses art to celebrate historical landmarks, and
  - helps people find neighborhood amenities (e.g. wayfinding signage).
- Preserve opportunity for neighbors by:
  - maintaining affordability of neighborhood housing &
  - ensuring that neighbors who want to stay here are not displaced due to direct (e.g. financial), indirect or cultural factors.

To reach these goals, our plan from 2020-2025 is to complete the following:

5.1: Increase awareness and build accurate perceptions of Silver City, Burnham Park and Layton Park.

- In 2020, we will develop a wikipedia page for each neighborhood.
  - Lead Organizer: Resident volunteer(s) will create and update page.
- Between 2020-2025, we will build on neighborhood branding as an international dining destination through events and marketing that showcase cuisine made by neighbors and neighborhood restaurant owners that represents their cultural identity.
  - Lead Organizers:
    - LBWN will provide technical assistance to neighbors, entrepreneurs, etc; promote events through their communications (e.g. social media, print newsletters); add any events/campaigns to a central community calendar where it is visible to the public.
    - Resident volunteers and other local institutions will organize events to highlight cultural backgrounds.

- Between 2020-2025, we will promote sharing neighborhood data publicly to inform neighbors about their community.
  - Lead Organizer: LBWN will create & maintain a webpage where neighbors can visit to find out information about their neighborhood such as census data.
  - Data You Can Use will provide and help select important data points.

5.2: We will use the arts to build community identity and create a sense of place.

- Between 2020-2025, we will increase funding for the Silver City International Festival to secure larger acts that will draw a larger crowd.
  - Lead Organizers:
    - Festival volunteer committee will help conduct follow-ups and/or make connections for LBWN to solicit new sponsorships;
    - LBWN will help solicit sponsorships annually for the Festival and will provide the committee with a list of companies from whom sponsorship is being requested before solicitations go out.
- By 2025, we will create a local artist-in-residence program located in a neighborhood vacant storefront. Artists will offer youth programming and family activities and co-create public art throughout the neighborhood.
  - Lead Organizers: Youth committee (to be formed) will organize the program.
  - LBWN will help identify and secure a vacant building for the residence program, promote the program through its communications, and work with the arts organization to determine funding options and determine insurance holders.
  - Additional Partners to contact:
    - Artists Working in Education and Arts @ Large for programming support.
    - Resident volunteers to implement programs.
- By 2020, we will create a neighborhood video that shares a story of the community and demonstrates neighborhood pride.
  - Lead Organizer: Andrew Swant, Silver City neighbor will create video.
  - Residents interviewed for the video.
  - LBWN will fund the video and help with editing.
  - Neighbors and other partners will view and share the video on social media.

- By 2025, we will have designed and installed more neighborhood signage that communicates that all are welcome in various languages, and signage that directs people to neighborhood locations such as The Hank Aaron State Trail and Burnham Park.
  - Lead Organizers: Neighborhood block and business leaders will organize signage design and work with community partners for installation.
  - LBWN will support groups of neighbors/business leaders by seeking funding for identified projects.
  - Milwaukee artists and art organizations will collaborate with neighbors in developing public art.
  - Property owners will maintain the art.

5.3: We will retain existing homeowners and attract new homeowners.

- By 2022, all LBWN Turnkey homes under reconstruction and rental housing will go into a land trust to maintain affordability for future owners.
  - Lead Organizer: LBWN will develop 3-4 Turnkey Homes per year and sell them into the Community Land Trust (CLT), and will provide community education about what a land trust is and share opportunities for other homes to be placed in the CLT.
  - Milwaukee CLT will hold the homes in the Trust and manage future sales, etc.
  - Other neighbors will have the option to sell their homes into the CLT.
- Between 2020-2025, LBWN will offer home preservation education and resources on topics such as foreclosure prevention and property taxes to aid current homeowners in keeping their homes.
  - Lead Organizer: LBWN will
    - Connect neighbors to resources to keep their home (e.g. connect to City or other programs for foreclosure prevention), and
    - Advocate for anti-displacement policies at City and other government levels.
  - Additional Partners will, such as the City, offer expertise at workshops and through 1:1 consultation with homeowners.
- Between 2020-2025, in order to preserve and grow quality rental units, we will offer education to tenants and landlords on resources and rights.

- Lead Organizer: The City of Milwaukee Department of Neighborhood Services will offer information and trainings.
- LBWN will promote events, workshops, etc to neighbors through its communications.
- CommonBond, Wisconsin Policy Forum, Community Advocates and other housing organizations will provide education in their areas of expertise.

## **6: HEALTHY LIVING**

We care about promoting physical, emotional and social well-being for our neighbors.

Over the next five years, we want to:

- Increase the amount and communication of neighborhood recreation activities for all ages and families,
- Increase access to neighborhood gardens and healthy cooking classes,
- Increase the number of recreational activities in winter, and
- Educate the community on water conservation and environmental health.

To reach these goals, our plan from 2020-2025 is to complete the following:

6.1: We will increase knowledge about nutrition and promote access to healthy food choices.

- Starting in 2020, we will offer healthy eating/cooking/gardening classes in the neighborhood.
  - Lead Organizer: Neighbors will teach the courses and help recruit others to teach the courses.
  - LBWN will help promote events and classes throughout the neighborhood, seek feedback from neighbors during events like Annual Gathering on what type of specific classes they want to see in the future, and will share feedback we've received in the past on the same topic.
  - The 16th Street Community Health Center will attend resident meetings (as invited) to educate on healthy living topics and connect neighbors to additional resources.
  - The Urban Ecology Center will provide healthy eating programs and resources to the community and offer residents a space in which to teach healthy eating/gardening classes.
  - Additional partners to contact: Groundworks and the Victory Garden Initiative for plants and maintenance resources.
- By 2022, we will have a neighborhood farmers' market or farm stands throughout the summer.

- Lead Organizers: Residents and farmers/vendors will organize the markets and stands.
  - Milwaukee Recreation will collaborate on public space availability.
  - LBWN will promote events, engage residents in participating, assist with securing space/location, help with initial permitting process and teach lead organizer how to manage market.
- Starting in 2020, we will work with corner stores to offer more healthy foods.
    - Lead Organizer: Residents will talk to business owners about including more healthy food options.
    - Additional partners to contact: Neighborhood groups in other parts of Milwaukee that have already done similar work to mentor us.

6.2: We will increase access to free or affordable fitness, sports and recreation activities.

- By 2020, we will create all-age sports teams in each of the three neighborhoods for an annual soccer, basketball, futsal or other sports tournament.
  - Lead Organizer: Neighbors will lead sports teams and organize tournaments.
  - LBWN will share information about teams and lead organizer contact info to interested neighbors and help promote tournament.
  - Additional Partners to Contact: Milwaukee Recreation, local businesses and organizations, and schools to organize leagues and find members.
- Between 2020-2025, we will advertise more family-friendly neighborhood programs and events, create new ways for neighbors to get information on healthy living, and create online neighborhood “meet-ups” or a Facebook page for neighbors to host and learn about social opportunities such as book clubs, mothers groups or Spanish/English exchanges.
  - Lead Organizer: Neighbors will create “meet-ups” and social opportunities.
  - LBWN will continuously share information and promote engagement through e-news, Facebook page, flyers, tabling etc.
  - Additional partners to contact: Neighborhood organizations such as the Urban Ecology Center, Milwaukee Playworks, schools and others will offer programs and events for neighbors.



- Starting in 2020, we will work with Milwaukee Recreation and local businesses to offer year-round classes and open gym hours at neighborhood schools and to share with neighbors how they can lead activities at these locations.
  - Lead Organizer: Milwaukee Recreation and resident volunteers will organize classes and gym hours.
  - LBWN will promote open gym hours.

### 6.3: We will promote a more pedestrian and bike-friendly environment.

- In 2020, we will create and provide colorful yard signage and street paintings to create awareness for drivers to respect pedestrians and bicyclists.
  - Lead Organizer: Neighbors will work with the Wisconsin Bike Fed to create signage and paintings.
  - LBWN will connect neighbors to partner orgs and assist with sign distribution.
  - Additional partners to contact: Wisconsin Bike Fed for signage support.
- By 2025, we will have a neighborhood dog park.
  - Lead Organizers:
    - Neighbors will form committee to create park and contact elected officials for support.
    - MKE Plays will provide fundraising support and potential space for a park.
- In 2020, we will provide more dog waste bag dispensers.
  - Lead Organizer: Neighbors that volunteer to put dispensers in their yard.

### 6.4: We will educate the community about environmental issues, and promote strategies to create eco-friendly, sustainable neighborhoods.

- Starting in 2020, we will create a neighborhood sustainability campaign and workshops series on clean water, recycling, solar, air quality and health and create a lifestyle club promoting the 3 Rs (reduce, reuse, recycle).
  - Lead Organizers: Interested neighbors will create the campaign and workshops.
  - LBWN will convene partners to start dialogue and discussion around issues, participate in meetings and campaign, help lead organizers report info back to other neighbors.

- Additional Partners for resources and campaign support: City of Milwaukee, Milwaukee Water Commons, Milwaukee Shine, MREA, Fresh Coast Guardians, and the Urban Ecology Center.
- Starting in 2020, we will better communicate to neighbors how to eliminate different types of garbage.
  - Lead Organizer: City of Milwaukee will communicate with neighbors on how to eliminate garbage.
- Starting in 2020, we will plant fruit trees in yards, adopted lots and in neighborhood parks to provide fruit for neighbors.
  - Lead Organizer: Neighbors will plant in yards and parks.
  - Additional partners to contact: Victory Garden Initiative and the Urban Ecology Center and Home Grown for plant resources.
- Starting in 2020, neighborhood schools will create or enhance their garden beds to grow local food and include sharing information with parents on how to get their own garden beds and how to cook with food grown in the bed.
  - Lead Organizers: Neighborhood schools.
  - Residents interested in managing garden bed maintenance.

## **7: ECONOMIC DEVELOPMENT**

We care about supporting community appropriate businesses, resident access to quality jobs, and financial health for neighbors and business owners. Over the next five years we want to:

- Support resident entrepreneurs in becoming established neighborhood business owners.
- Support women and minority-owned entrepreneurs in establishing in the neighborhood.
- Address the perceived lack of parking/parking issues in the neighborhood.
- Increase the number of visitors to neighborhood businesses.
- Ensure business owners comply with City codes and maintain clean, welcoming properties.
- Reduce commercial vacancies.
- Improve pedestrian and bicycle accessibility on commercial corridors.
- Add additional neighborhood-friendly businesses on the commercial corridors.
- Support residents in improving their financial wellness.
- Improve the perception of commercial corridors by improving bus stops, medians, storefronts and street infrastructure.

To reach these goals, our plan from 2020-2025 is to complete the following:

7.1: We will increase business opportunities, access to jobs, and financial health.

- Continuing in 2020, LBWN will inventory current vacant commercial properties and work with property owners to fill with neighborhood-friendly businesses.
  - Lead Organizer: LBWN will complete the inventory and share data as relevant.
  - The City of Milwaukee will provide information for the inventory.
- Continuing in 2020, LBWN will develop strategies to continually seek feedback from neighbors on business and economic development priorities.
  - Lead Organizer: LBWN will develop and implement these strategies such as sharing available commercial properties with neighbors and seeking feedback on potential uses.
  - Neighbors will provide feedback to LBWN.
  - Property owners will share available properties and consider neighborhood wishes and market needs.
- Between 2020-2025, LBWN will promote local businesses through the local media.
- Between 2020-2025, LBWN will provide technical support to new storefront and home-based businesses.
  - Lead Organizer: LBWN will provide direct entrepreneurial support.
  - WWBIC, MEI, banks, the City and other chambers will also provide direct support and work with LBWN to create local workshops or informative campaigns.
- In 2020, we will have a comprehensive parking and traffic study that lists current parking availability, targets parking needs and identifies future parking locations for bicycle and car parking.
  - Lead Organizer: City of Milwaukee Department of Public Works will complete parking study.
- Between 2020-2025, we will research community agreements between residents and property owners and develop a sample agreement that neighbors can use with new businesses.

- Lead organizer: LBWN will research agreements and create an agreement template for neighbors and business owners to use.
- Block leaders and neighbors will bring agreements to new businesses and request they sign the agreement and maintain their property safe and visually appealing.
- Between 2020-2025, we will incentivize businesses and commercial property owners to improve the look of facades and signage through grants and technical assistance. We will provide extra incentives to resident entrepreneurs establishing commercial storefronts in the neighborhood.
  - Lead organizers: LBWN will provide grants and encourage property owners to make improvements. Property owners will make the improvements.

7.2: We will develop a long-term initiative that promotes existing businesses, encourages the establishment of new businesses, and advocates for innovative business practices.

- Between 2020-2025, we will provide education to business owners and entrepreneurs on city compliance, neighborhood safety initiatives and business technical assistance.
  - Lead organizer: LBWN will compile resources and share with business and property owners.
  - The City of Milwaukee, WWBIC, Chambers of Commerce, and the Latino Entrepreneurial Network will share their resources with interested entrepreneurs.
- Between 2020-2025, we will create neighborhood contact lists with residents and business owners to build relationships and enhance communication in blocks.
  - Lead organizers: LBWN will facilitate creating the list. Neighbors and business owners will create contact lists.
- Between 2020-2025, we will support residents in starting or growing their home-based or storefront business in the neighborhood.
  - Lead organizer: LBWN will provide direct support to these neighbors as well connect them to additional partners.
  - Additional partners: City of Milwaukee, Latino Entrepreneurial Network, WWBIC, and others will share their resources with interested entrepreneurs.

- Between 2020-2025, we will market commercial properties to residents for potential ownership.
  - Lead Organizer: LBWN will market available properties, describe commercial property purchase and ownership, and work with community partners to support financing.
  - Additional partners to contact: Banks, chambers of commerce for loan support and resources.

7.3: We will provide opportunities for residents to reach their financial goals.

- In 2020, we will offer budgeting and money management courses and 1:1 coaching in Spanish and English.
  - Lead Organizer: LBWN will partner with professionals or organizations to offer programming in the neighborhood. If residents want, LBWN will continue offering money management courses in future years.
- Beginning in 2020, we will offer job fairs and hiring events in the neighborhood.
  - Lead Organizers: LBWN will collaborate with the Menomonee Valley Partners and other agencies to host job fairs in the neighborhood and will focus on promoting living-wage jobs. LBWN will also improve their website to direct visitors to nearby jobs in the Valley.