

Transforming Playgrounds Throughout Milwaukee



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Presentation Organization:

1. The Comprehensive Outdoor Recreation Plan
2. The MKE Plays initiative
3. Funding from a funder's perspective
4. Lessons learned and Q & A

MILWAUKEE'S COMPREHENSIVE OUTDOOR RECREATION PLAN

**CITY OF MILWAUKEE
COMPREHENSIVE OUTDOOR
RECREATION PLAN
2016-2021**



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COMPREHENSIVE OUTDOOR
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PLAN PURPOSE

- REQUIREMENT FOR DNR GRANT FUNDING
- ESTABLISH CITY OUTDOOR REC POLICIES AND GUIDELINES WITH RESPECT TO MAINTENANCE, STAFFING AND IMPROVEMENT PRIORITIES
- IDENTIFY FUTURE PARK AND OTHER OUTDOOR RECREATION PROJECTS

MILWAUKEE CORP

Focus on Three Areas of Outdoor Recreation



PARKS

MILWAUKEE CORP

Focus on Three Areas of Outdoor Recreation



TRAILS

MILWAUKEE CORP

Focus on Three Areas of Outdoor Recreation



VACANT LOT CONVERSIONS

PLAN GOALS

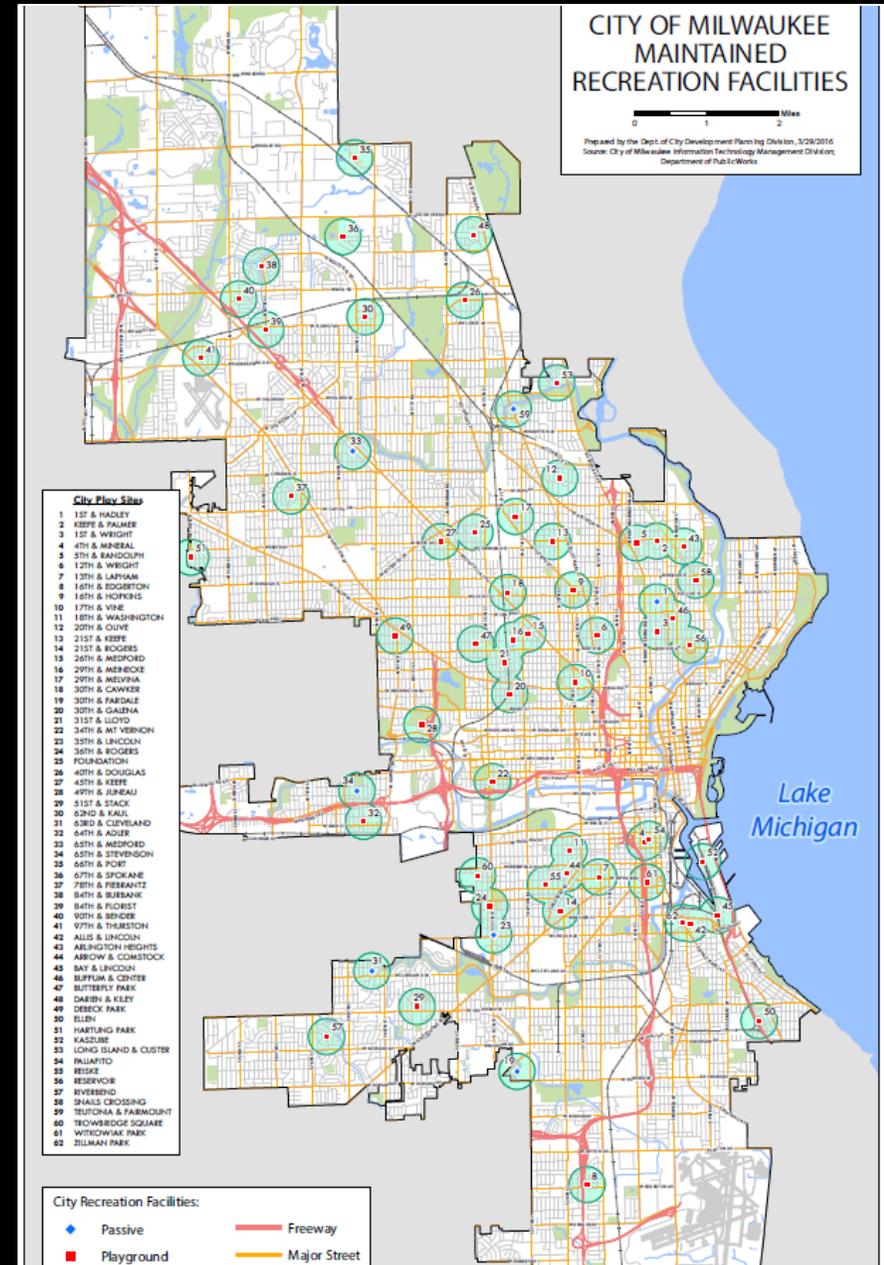
- Ensure that all residents in Milwaukee have access to outdoor recreation facilities
- Increase neighborhood involvement when programming or improving local outdoor recreation spaces
- Utilize new data and mapping sets to improve park planning and maintenance
- Identify different funding sources for outdoor recreation spaces
- Use vacant lots in Milwaukee as park and open space opportunities

INVENTORY: PARKS

- 62 City of Milwaukee Parks
- 52 Playfields
- 10 Passive Parks



Typical City Playground

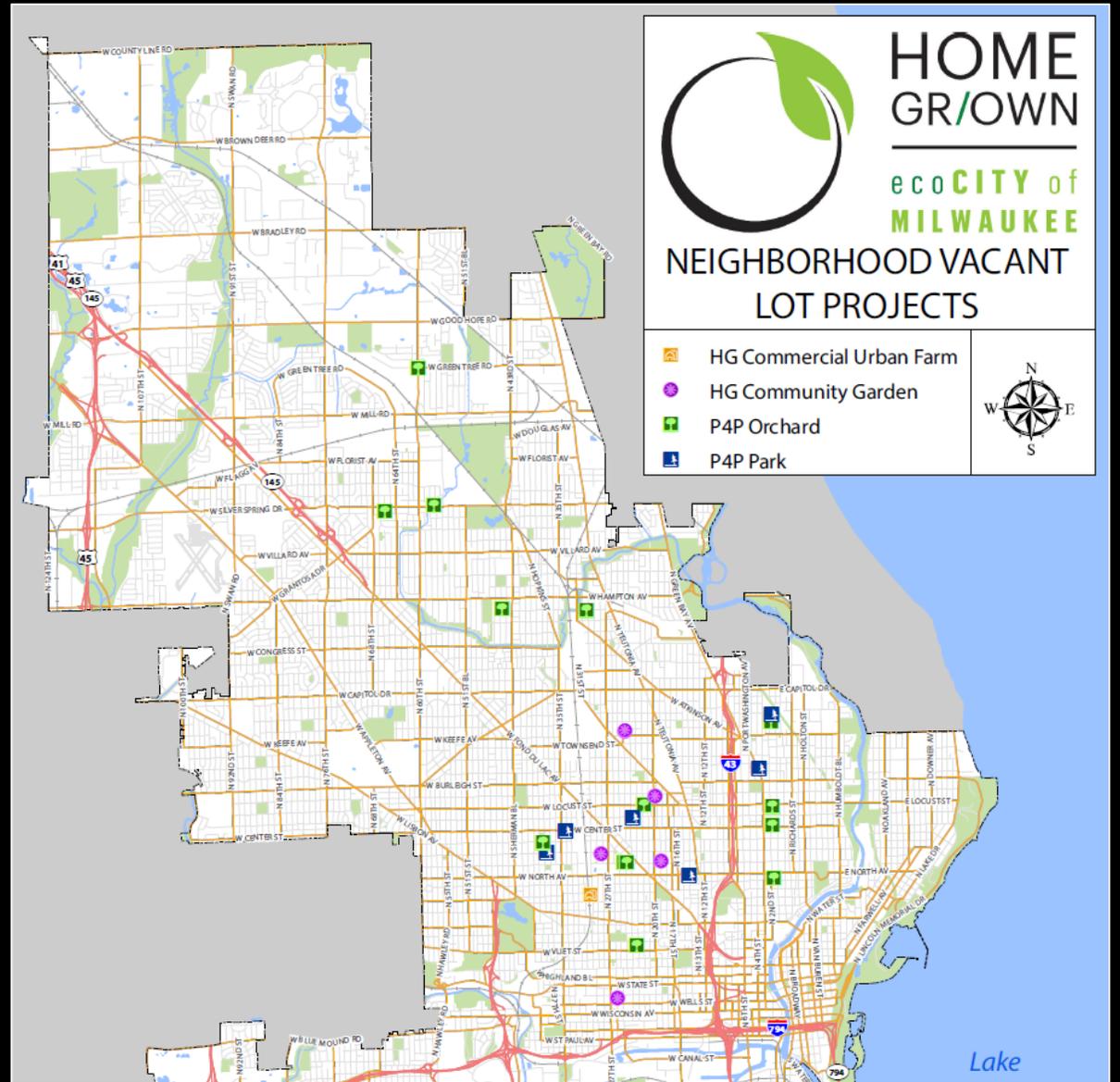


INVENTORY: VACANT LOTS

- 27 vacant lot projects:
- 14 urban orchards
- 7 pocket parks
- 5 community gardens
- 1 commercial farm



Vacant Lot improvement project: Ezekiel Gillespie Park

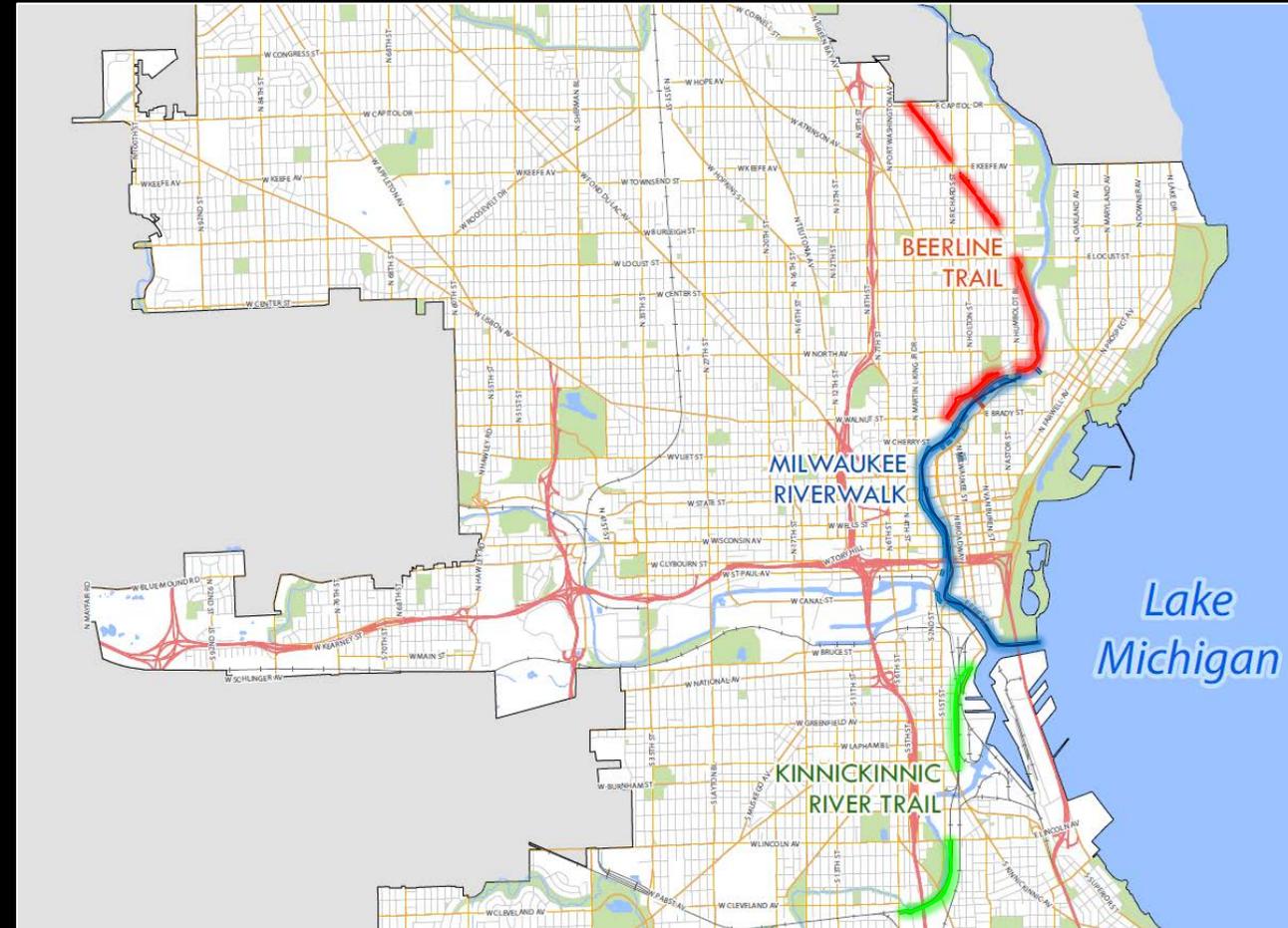


INVENTORY: TRAILS

- 3 City of Milwaukee Trails:
Beerline Trail / Milwaukee Riverwalk / KK River Trail
- Total of 10+ miles of trails

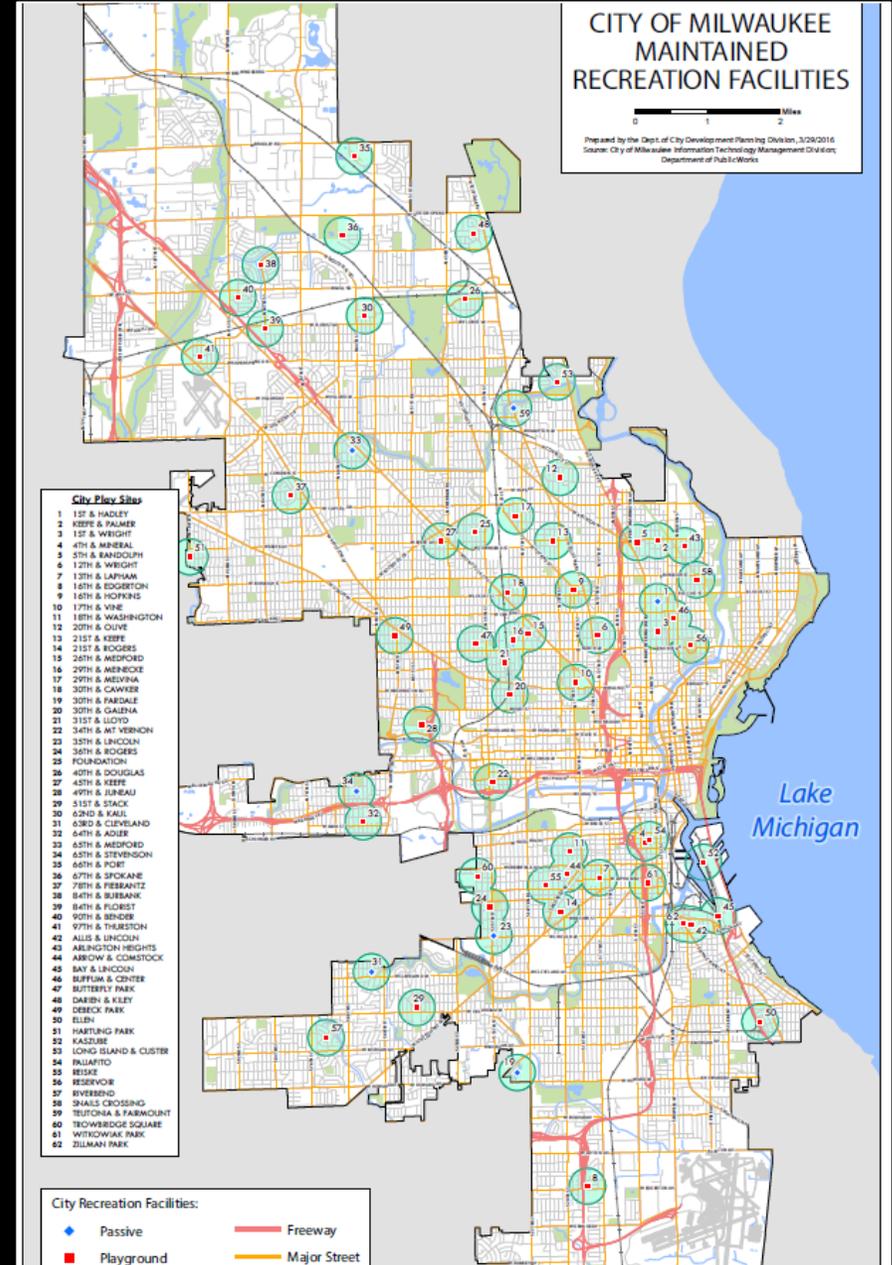


KK River Trail

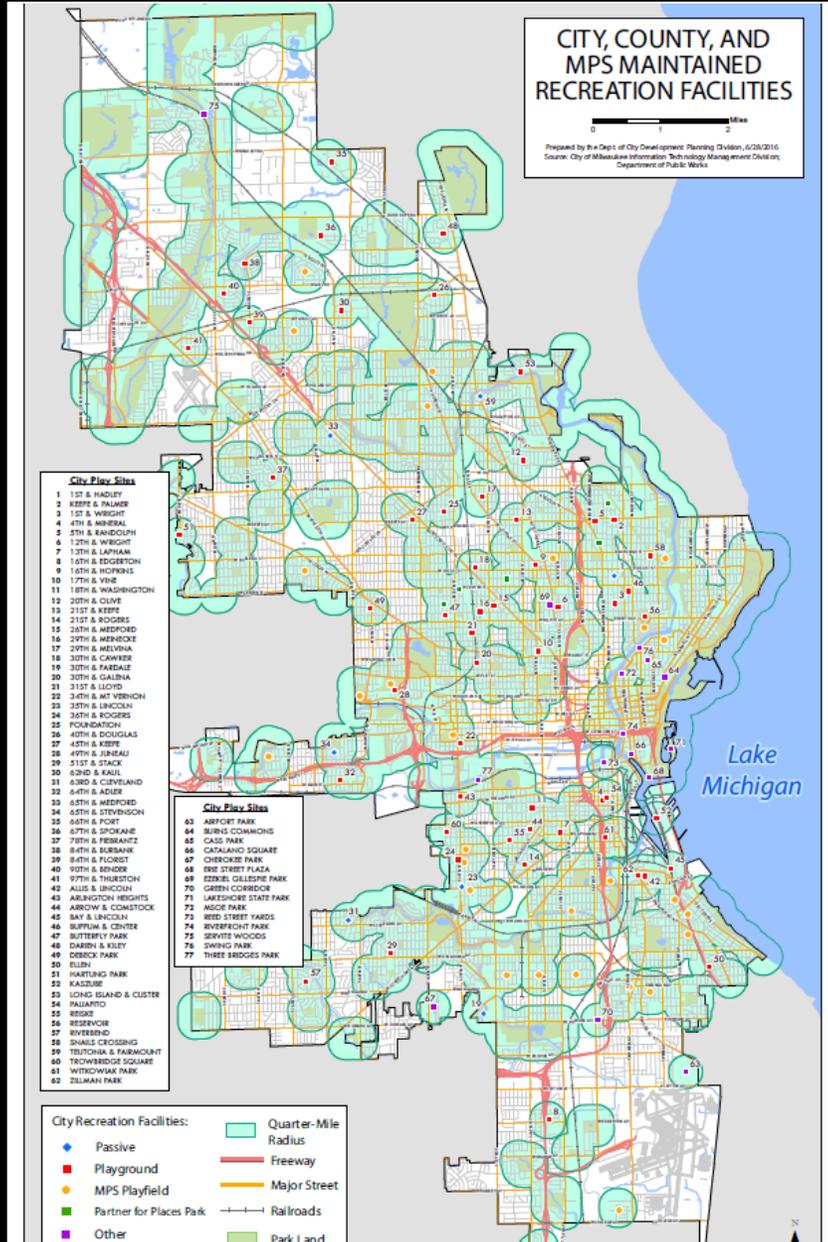
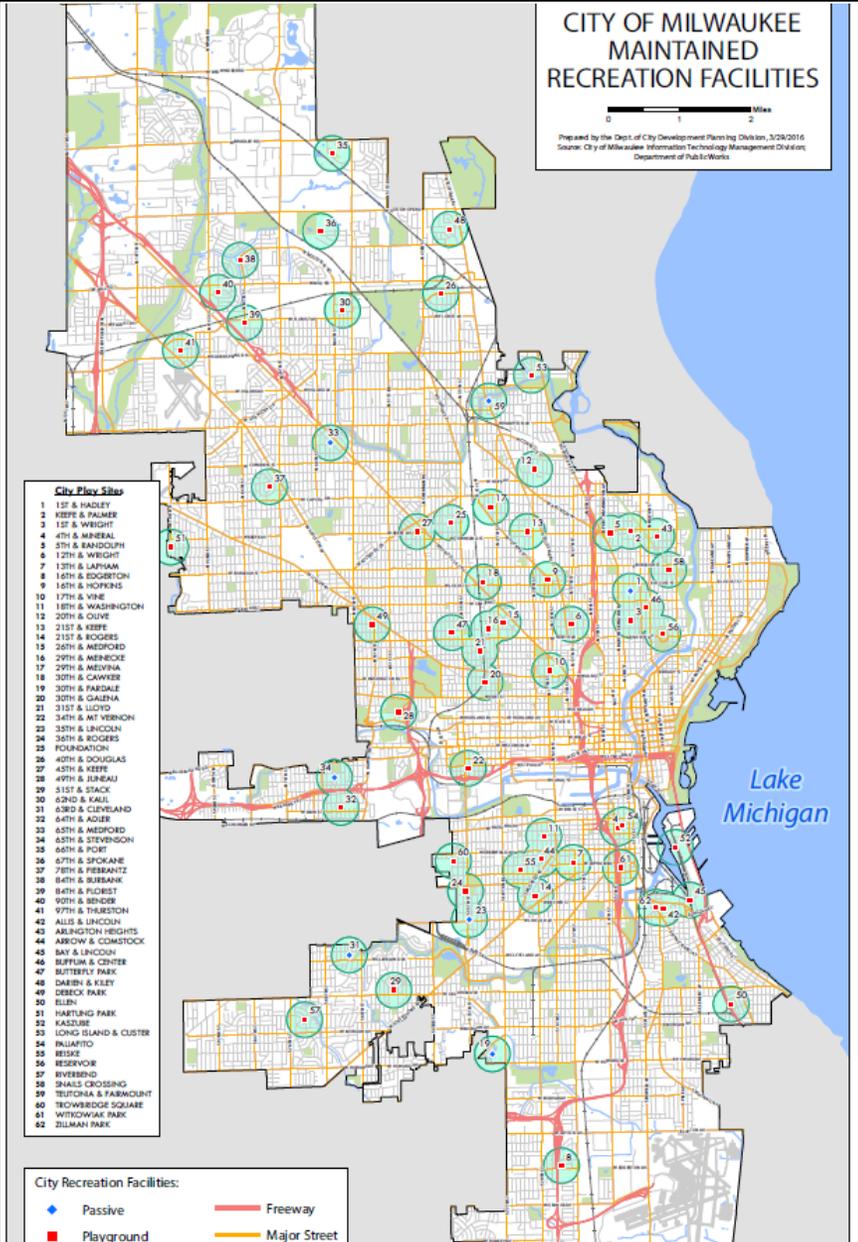


NEEDS AND ISSUES: ACCESS

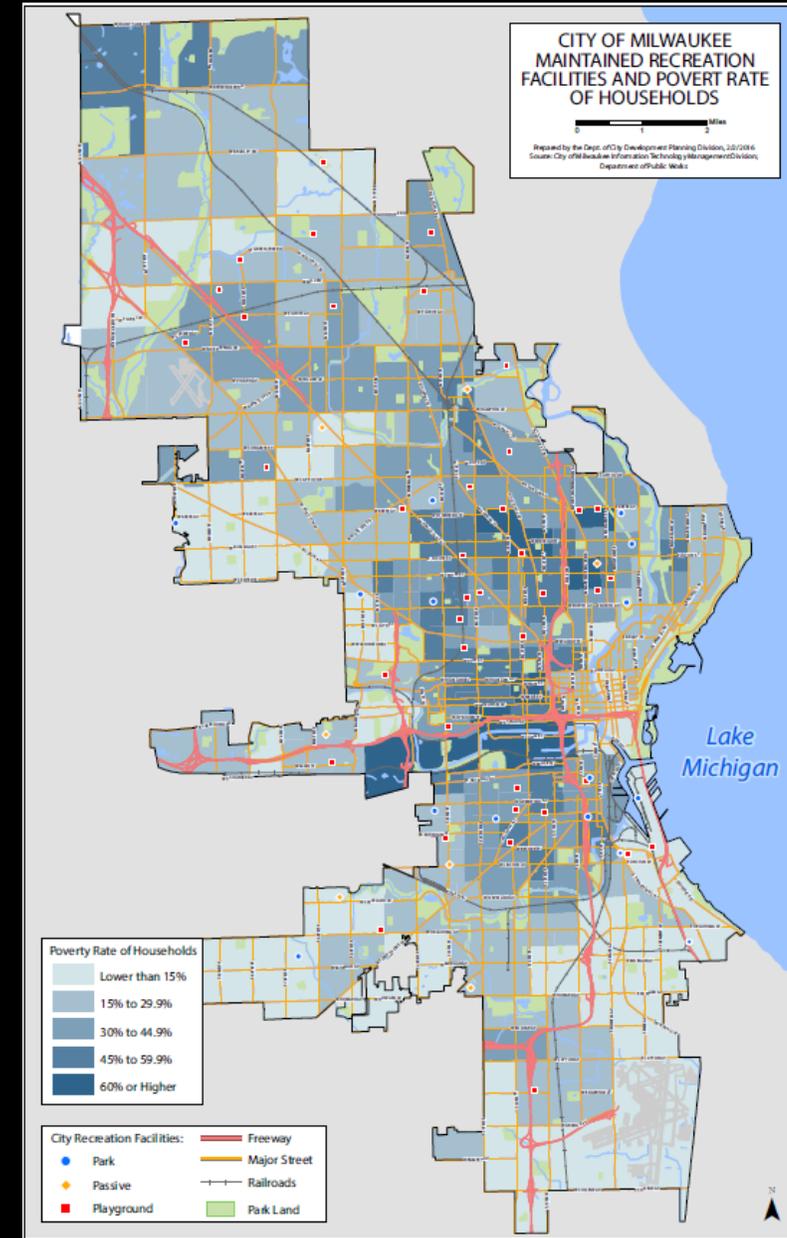
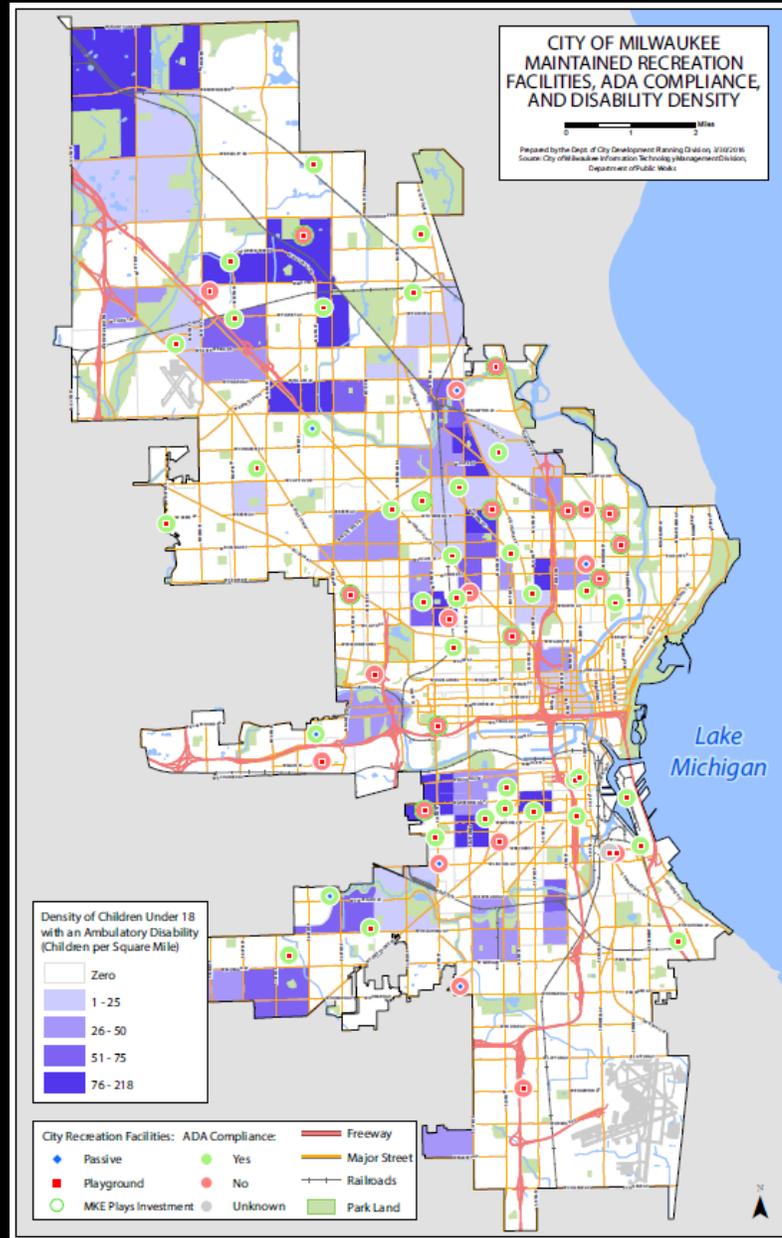
- Goal: All residents within a 10 minute walk to an outdoor recreation amenity
- City of Milwaukee playgrounds with quarter-mile radius buffer
- Identifies park access gaps



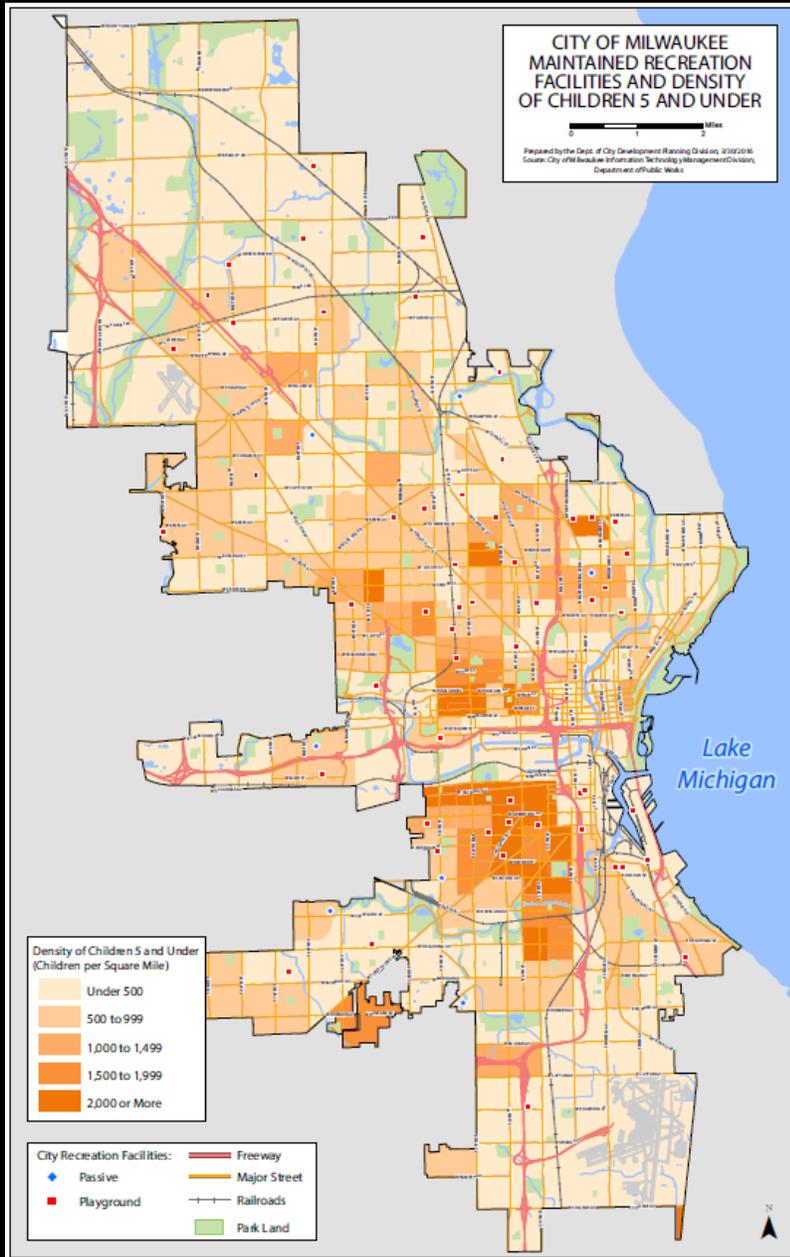
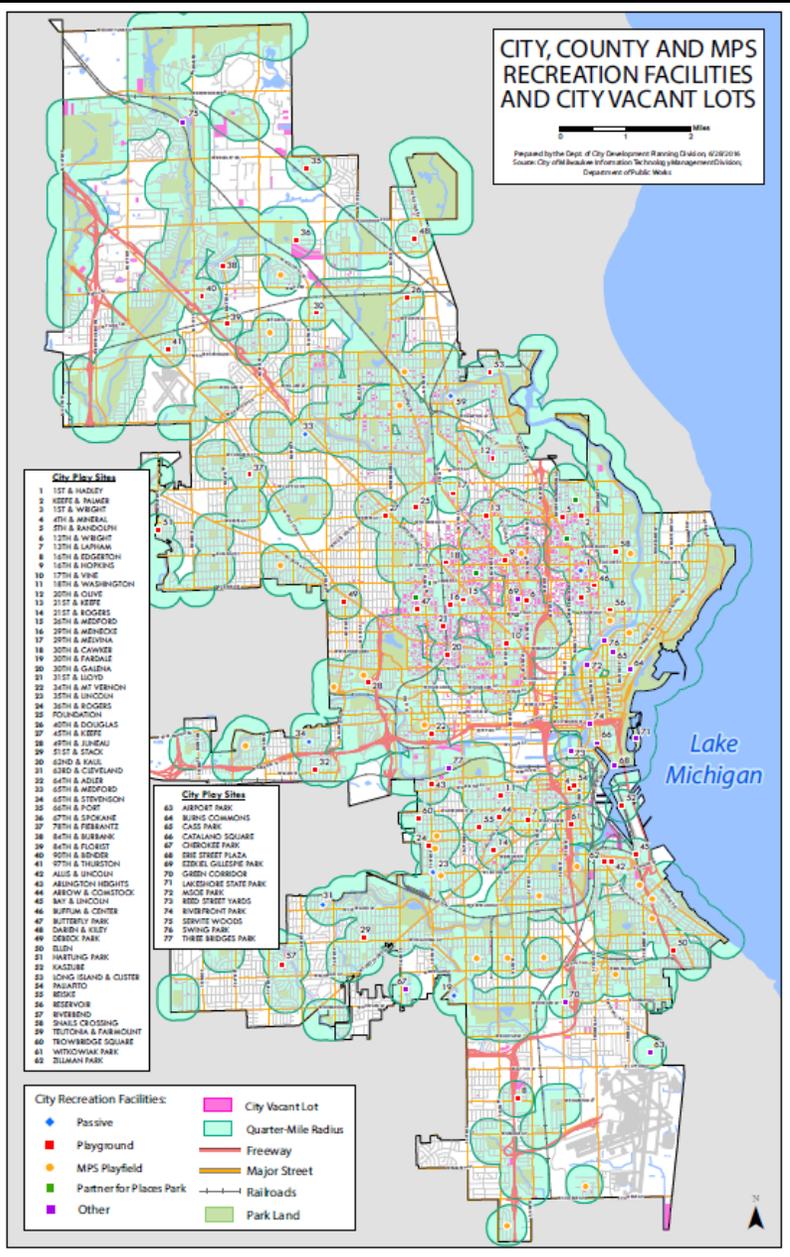
NEEDS AND ISSUES: ACCESS



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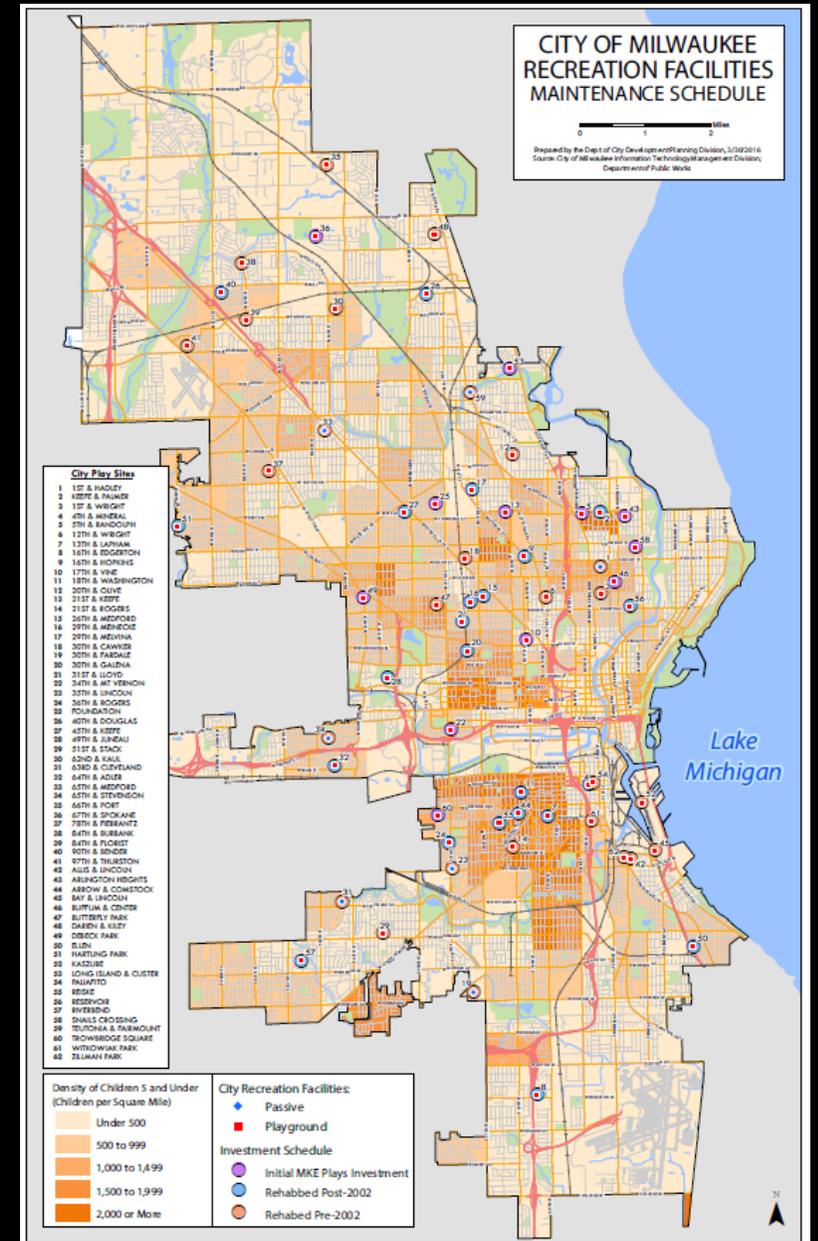
NEEDS AND ISSUES: ACCESS



NEEDS AND ISSUES: MAINTENANCE

Staffing and Budget:

- 62 Parks or Playgrounds
- No City Rec or Parks department or division
- No dedicated budget. Playground staff a part of the DPW Bridges and Buildings division.
- 2.5 FTE in DPW
- Lawn and tree trimming performed by City forestry division
- Trash collected by City sanitation crews



NEEDS AND ISSUES: MAINTENANCE

Vacant Lot Conversions

- 7 pocket parks
- 14 urban orchards
- Not a DPW project

DPW Concerns

- Converted vacant lots require more time and manpower beyond lawn mowing and tree trimming
- Who pays and who does what?



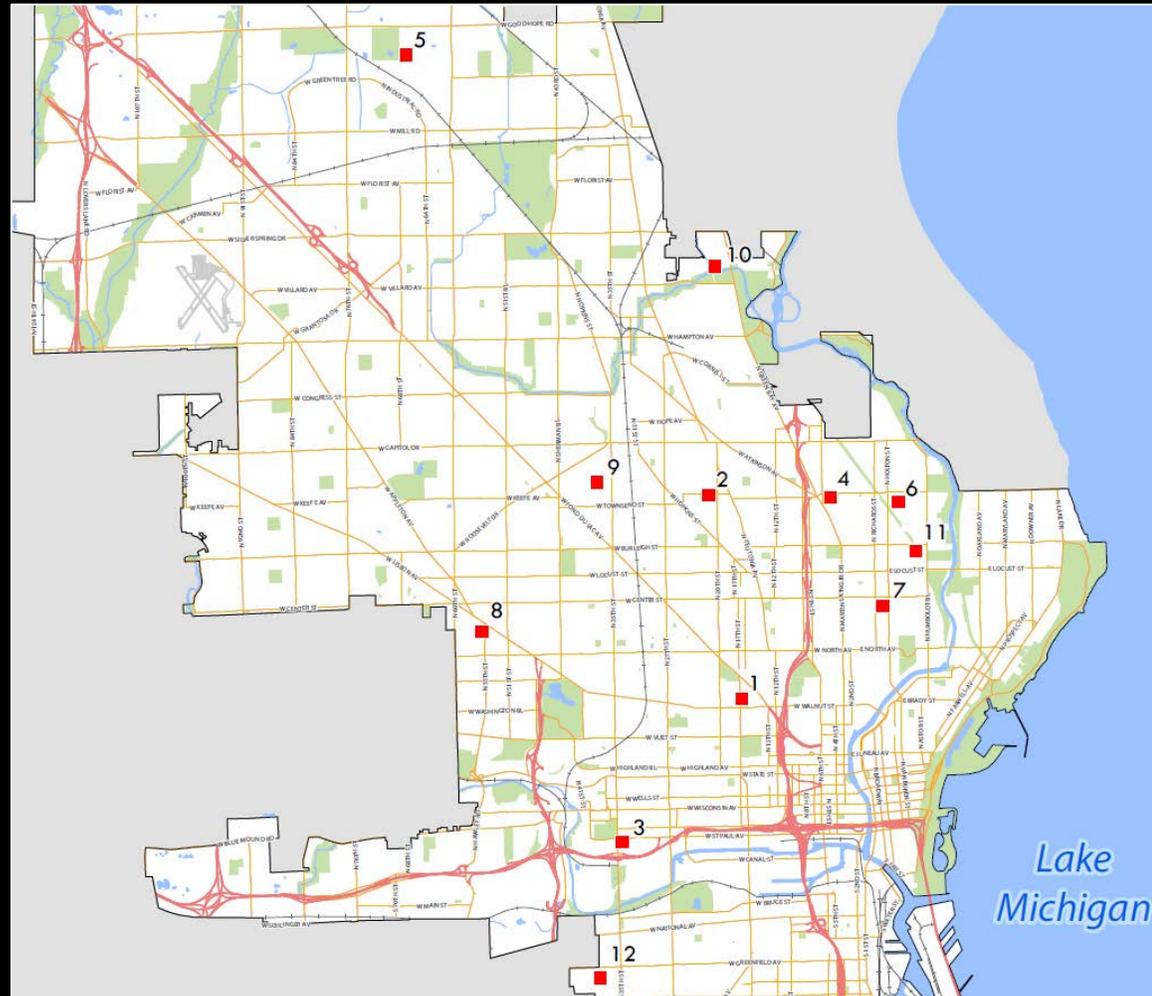
NEEDS AND ISSUES: MKE Plays

MKE Plays: Created in 2015 to leverage outside sources of revenue combined with direct resident participation to redesign and refurbish 12 of Milwaukee's most deteriorated playgrounds.



MKE Play(s)book

Project Plan
September 2015



RECOMMENDATIONS: PARKS

- Adopt the MKE Plays initiative as the de facto City of Milwaukee playground policy
- Expand non-City revenue sources for park improvements
- Add a full time recreation coordinator at DPW
- Expand playground conditions assessments to adjacent neighborhood conditions. Example, is access to the park unsafe, unsightly, etc. (Use of CPTED principles)

RECOMMENDATIONS: VACANT LOTS

- Future project selection vetted by DCD and DPW
- Create a maintenance trust fund
- Use the CORP park analysis maps to focus on playground gaps for future projects
- Establish and measure quality of life benchmarks in areas adjacent to outdoor rec spaces

RECOMMENDATIONS: TRAILS

- Improve street crossings along trails
- Plan for a “low-stress” street bike network
- Expand the Milwaukee Riverwalk into the Menomonee Valley

FUTURE PROJECTS : Lakefront Gateway



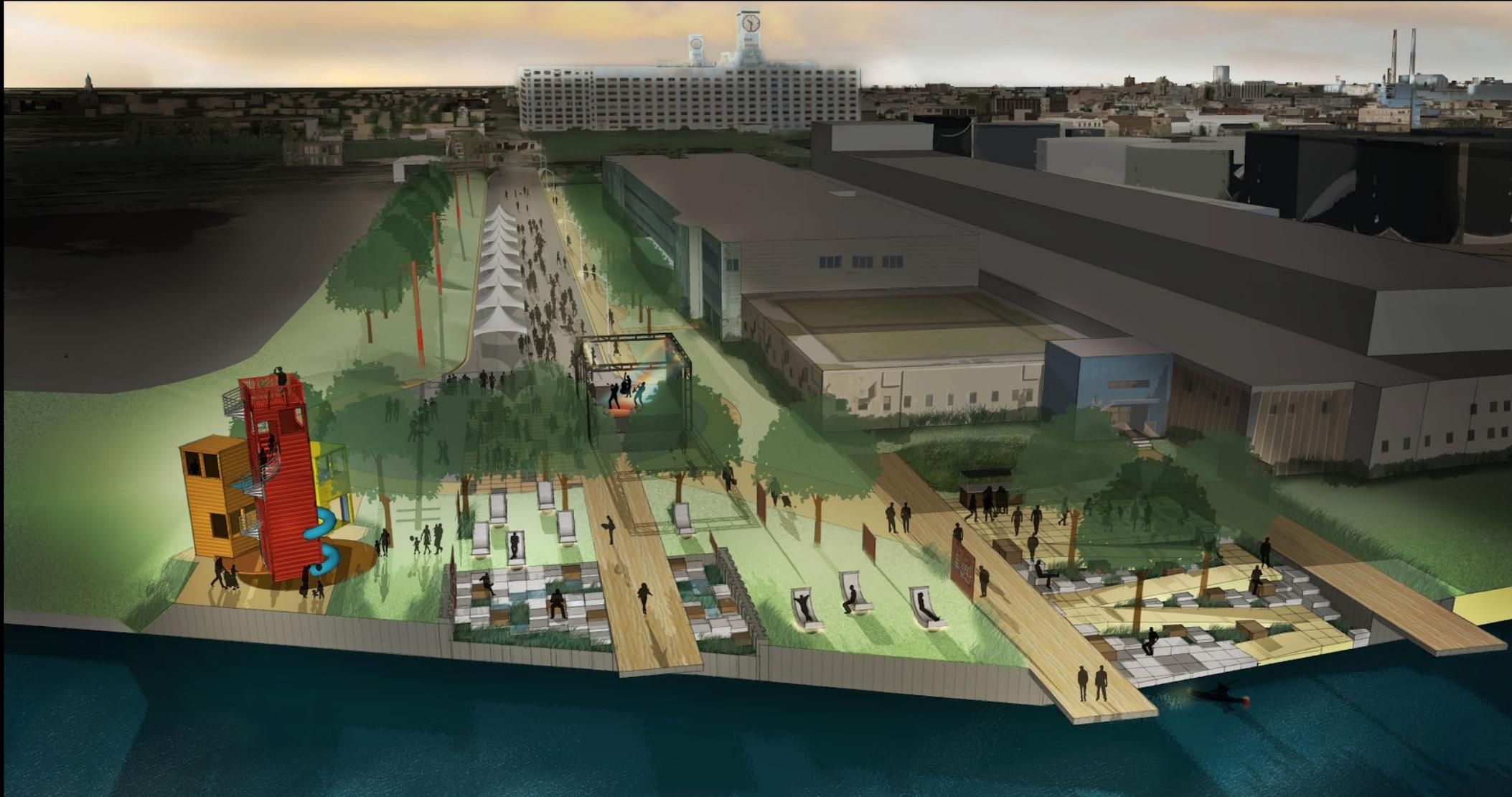
FUTURE PROJECTS : Lakefront Gateway



FUTURE PROJECTS: Harbor District Slosh Park



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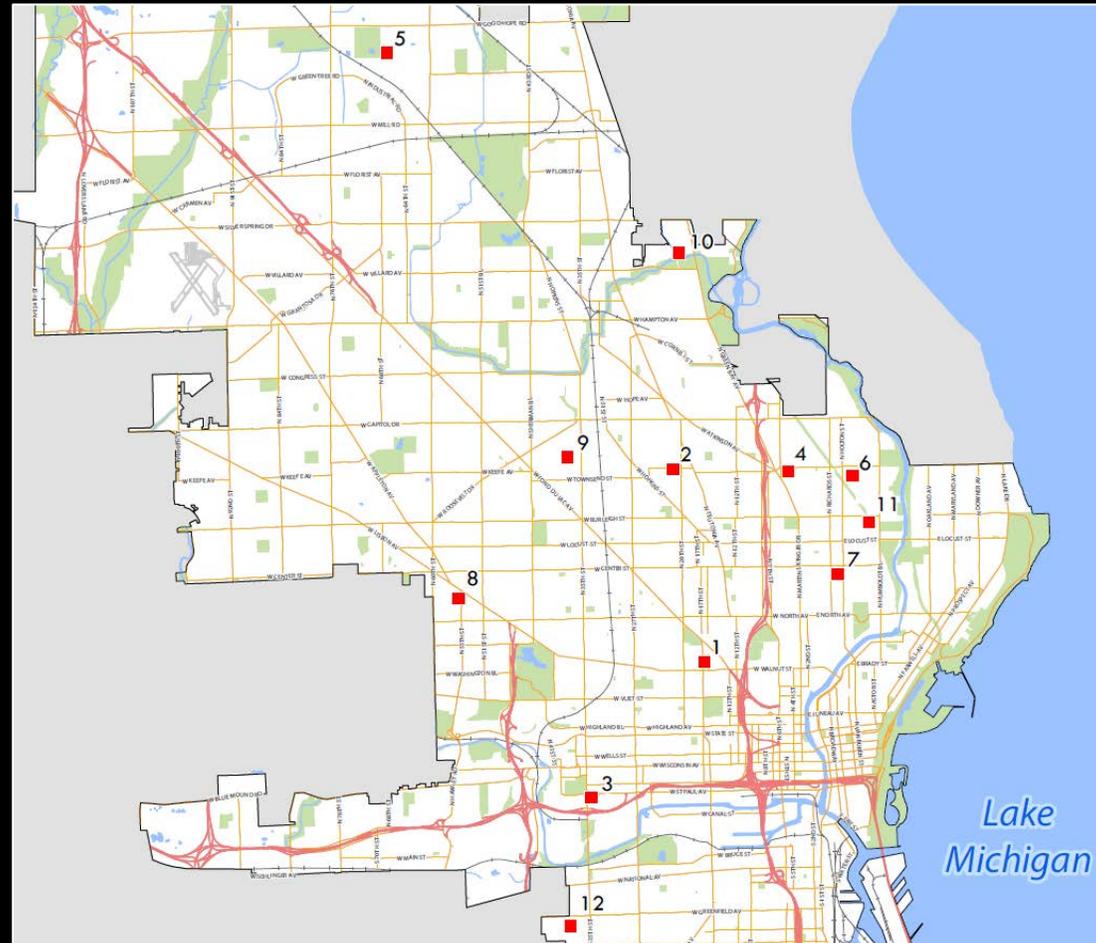
MKE Plays

- PROVIDE BACKING TO THE MKE PLAYS INITIATIVE WITH A COUNCIL APPROVED PLAN
- USE THE PLAYGROUND ANALYSIS IN THE CORP TO INFORM THE NEXT ROUND OF MKE PLAYS PROJECTS



MKE Play(s)book

Project Plan
September 2015





Values: Parks & Play

Parks allow for play that supports health, skill development, and creative expression. They allow for social exchange that supports intellectual growth, cultural awareness, and interpersonal connection. They allow for interaction with nature that reduces stress, anxiety, and depression.

We envision a city in which every resident, regardless of the zip code or district they live in, has access to a high-quality park facility that enhances their physical, social, emotional, and intellectual well-being.



Problem: Underutilization

Without adequate funding for maintenance, and without amenities that meet the needs and interests of the neighborhoods they serve, parks can become deteriorated and underutilized.



Solution: Partnerships & Resident Engagement

The development of public/private funding partnerships and the engagement of community residents in the design, construction, and maintenance of city parks will increase access to enriching play opportunities.

Currently...



- \$1,575,280 in private contribution (Zilber Family Foundation, Greater Milwaukee Foundation, Helen Bader Foundation, Burke Foundation, Northwestern Mutual, Fund for Lake Michigan, Milwaukee Metropolitan Sewerage District, Milwaukee Bucks, Potawatomi, Woman's Club of Wisconsin, Herb Kohl Philanthropies)
- \$1,254,500 in city funding committed through 2018
- 14 parks completed by Summer 2018

Marcus DeBack Park



Marcus DeBack Park



Lessons Learned...



- Create positive place memories to replace negative experiences
- Find great partners: funders, youth programming, neighborhood organizing
- Get kids involved, with and without their parents
- Focus on experiences, not stuff
- People like their neighborhoods, build on existing assets
- High autonomy & high capacity = successful operations
- Change takes time

Moving Forward...



The City of Milwaukee now looks to build on this success and implement the MKE Plays model at 26 parks over the next 7 years, putting the city back on track to sustainable management by 2024. With the continued leadership of Alderman Murphy, we seek to accomplish this vision by:

- Matching private contributions with public funds
- Involving local residents in the design and construction process
- Encouraging the use of innovative park and play features
- Activating reconstructed spaces through collaborative programming
- Assessing the impacts of program activities on the lives of residents
- Gathering park-level data to support efficient and equitable facility management

zilber

family foundation





OUR MISSION is to enhance the well-being of individuals, families, and neighborhoods. We support nonprofit organizations to: address basic needs, increase access to opportunity, and improve the quality of life in neighborhoods.





Zilber Neighborhood Initiative

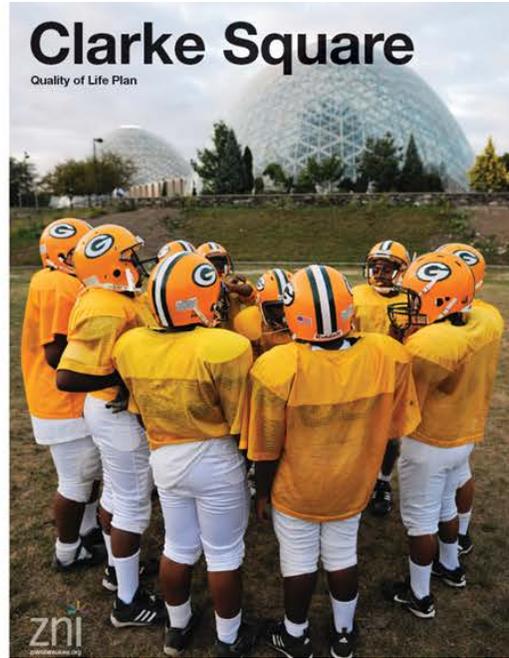
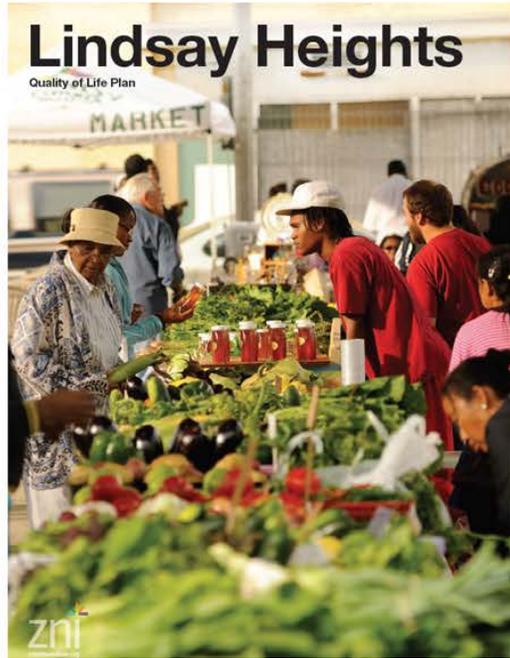
OUR CURRENT FOCUS is the **Zilber Neighborhood Initiative**, a ten-year, \$50 million grantmaking program to help:

- **Create communities of choice and connection** – urban neighborhoods that are good places for people to live, work, learn, and play in order to
- **Increase the well-being of Milwaukeeans** – people are able to meet basic needs, be safe and healthy, obtain education and employment, enjoy economic security, and thus
- **Contribute to Milwaukee's future prosperity.**



To Date: \$46m +

has funded residents and community organizations to develop and carry out plans for revitalizing 280 square blocks in five neighborhoods on Milwaukee's north and south sides.



Community Planning Process

convened hundreds of people who lived, worked, and served in the neighborhoods over the course of nine to 12 months to envision and influence the future of their neighborhoods



Results

have included reductions in crime; 100+ blighted or foreclosed properties returned to productive use; new schools, community centers, and health services attracted to the neighborhoods; dozens of jobs and businesses in landscaping, snow removal, home repair, and janitorial and food services created; 100s of community gardens and farmers' markets established; 75 acres of green space restored to public use, featuring the only NFL youth football field and stadium in a public park—and more.

Leveraging

By mid-2017, these efforts had leveraged over \$70 million in additional investment in the neighborhoods (cash, in-kind donations, and volunteer services).





Why MKE Plays?

- **Connection to ZNI neighborhoods** – quality of life plans, catalytic projects, visible improvements in neighborhoods
- **Resident engagement** – people living in neighborhoods are the experts; we come behind residents to recognize and support their ideas
- **Community building** – creates spaces where children and adults can connect and enjoy being outside with their neighbors
- **Leverage**

CARING NEIGHBORS MAKE GOOD COMMUNITIES

MURA
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Questions?