

6. NEXT STEPS & CONCLUSION

The Envision South 13th Street Together Action Plan is intended to continue beyond this Plan.

The Plan's projects provide opportunities to improve both the vitality of the business corridors and the quality of life of the residents in the neighborhood. Use of the guiding principles described in Chapter 1 will lead to more informed, efficient, and impactful projects. The City also encourages businesses and community members to stay involved to ensure that projects reflect the community's vision.

The implementation and completion of the projects outlined in Envision South 13th Street Together will require a sustained and dedicated effort from the City of Milwaukee, its partners, and the community. Some projects will occur in the short term, while others represent a longer term concept or vision requiring additional community engagement and study. Funding is in place for a number of projects to proceed in the coming months and years, while additional resources will need to be identified to begin others.

MEASURING SUCCESS

The projects outlined in this Plan aim to reinvigorate the economic vitality of the business district, and improve the overall quality of life for residents, employees, and visitors to the Crisol Corridor neighborhoods. They are also meant to further the City's sustainability and resilience goals and help facilitate new investments by improving the built environment.

This planning proposes utilizes before and after measures for applicable projects in order to gauge their success in furthering the guiding principles set forth in this plan. The City of Milwaukee has strengthened its framework for measuring the impact of infrastructure investments through the implementation of its Complete Streets Policy. The Complete Streets Health and Equity Annual Report provides definitions and measurable criteria to evaluate the impact of major transportation projects.

Baseline data should be gathered at the beginning of larger-scale projects. The following list contains potential success measures that can be used when evaluating Envision South 13th Street Together projects. The ability to gather data and the extent of data collected will vary by project type and scale. The Area Summary in Chapter 2 contains some before data for the full Envision 13th planning area.

Multiple types of projects

- Self-reported level of physical activity
- Self-reported mental health
- Self-reported time spent outside per/week or month
- Sense of community pride and ownership
- Increase in bicycling and walking
- Increase of access to natural areas
- Crime – real and perceived
- Land value
- Increase in commerce

Economic Development Projects

- Vacant properties redeveloped
- Enhanced marketability of corridor
- Improved perception of the area
- Jobs

Streets Projects

- Reduction in crashes
- Reduced vehicle speeds
- Safer conditions for pedestrians and bicyclists
- Traffic counts

General Safety Projects

- Increased trust between MPD and the community
- Reduction in crime
- Reduction in the perception of crime
- Increase in communication
- Increased civic engagement
- More engaged youth

Trail Projects

- Number of individuals using trails
- Number of additional miles of trails added
- Number of activities and events hosted on trails

Parks and Public Space Projects:

- Number of individuals using public space and new amenities
- Self-reported time spent at public space per/week or month
- Number of activities and events held in public space
- Number of diverse groups hosting programs or events associated to the public space
- Use of new outdoor classrooms for environmental education

Stormwater Management Projects

- Reduced impacts from stormwater flooding

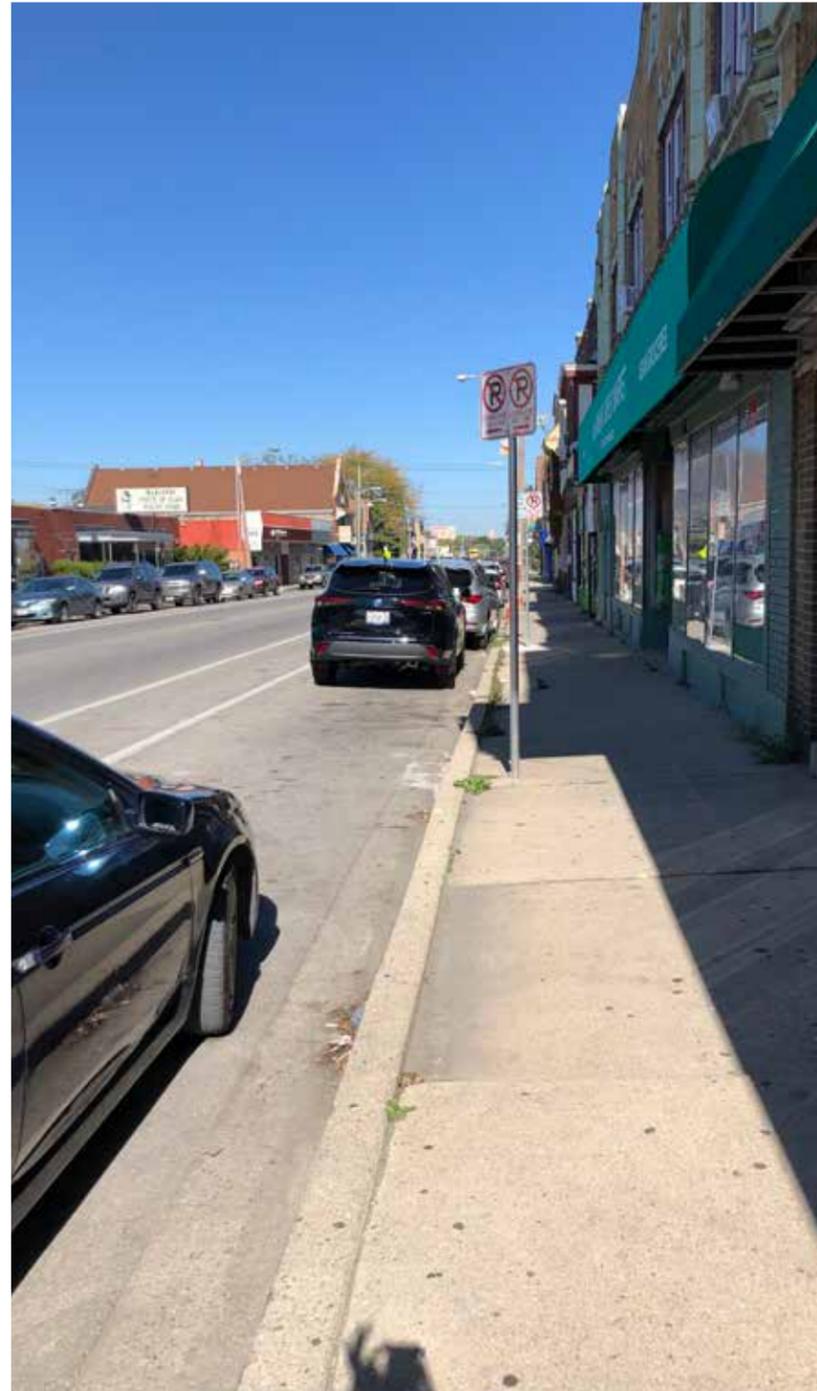
CONCLUSION

The projects called for in the Envision South 13th Street Together Strategic Action Plan represent an interwoven vision for improvements to economic development, streets and transportation, general safety, community building, outdoor recreation, stormwater and flood management, and placemaking and art. Envision 13th projects were also designed to help achieve the goals that area businesses and residents have for their neighborhoods.

Each project on its own will result in significant improvements within the neighborhoods surrounding the Crisol Corridor. However, Envision 13th projects were also designed to build upon each other, multiplying their impacts. Collectively, the projects called for in the Plan will achieve measurable results in advancing the plan principles of improving the economy, honoring the culture and history of the area, increasing the sustainability and resilience of the area, as well as community engagement, and improving equity, health, and street safety.

As part of the City of Milwaukee's Comprehensive Plan, Envision South 13th Street Together serves as the official document that will guide City departments in advising land use decisions, identifying neighborhood priorities, and informing policies and public investments. As demonstrated in the project summaries in this plan, the City will be joined by a committed and capable team of partners working to carry out Envision 13th projects and ensure they remain anchored to the goals of the community.

Combined with the ongoing economic development and neighborhood initiatives taking place throughout the neighborhood, the implementation of Envision South 13th Street Together will demonstrate the commitment of the City of Milwaukee and its partners to an equitable and comprehensive reinvigoration of the S. 13th Street and W. Oklahoma Avenue corridors.



Looking north on S. 13th Street, Oct. 2021

COMMUNITY'S ROLE

How do you, as a community member, use this plan and move things forward?

- **Contact your Alderperson** when you have ideas, comments, or concerns - visit milwaukee.gov/CommonCouncil or call (414) 286-2221
- **Sign up for the City of Milwaukee's E-Notify system** to receive emails about projects, public meetings, and more at milwaukee.gov/enotify. We recommend subscribing to the following categories:
 - Under *News Releases*:
 - Your Aldermanic District - 12th, 13th, 14th
 - Department of Public Works
 - Milwaukee County Parks
 - Milwaukee Recreation
 - Under *Information Updates*
 - Bicycle and Pedestrian News
 - What's New on Milwaukee.gov
 - Under *Plans for Future City Development*
 - Southwest Side Plan
 - Near South Side Plan
- **Contact the Department of City Development's Planning Division** to ask about the status of the projects in this plan - southwestsideplan@milwaukee.gov or 414-286-5800
- **Get involved with local organizations.** These could include:
 - Crisol Corridor BID #50
 - Neighborhood Associations & Block Clubs– Kinnickinnic River Neighbors in Action (KKRNIA), South of the Tracks - Polonia Neighborhood Association, Polonia Block Watch, Holt Neighborhood Association, and Crisol Corridor Neighborhood Group
 - Sixteenth Street Community Health Centers
 - Southside Organizing Center
 - Forest Home Cemetery and Arboretum
 - Schools: Zablocki Community School, St. Joseph's Academy, Grandview High School and others.
 - Other community groups/organizations: Lighthouse Youth Center, Forest Home Cemetery, WI Bike Fed
- **Social Media:** Follow the groups listed on this page, city departments, MCTS, MKE Recreation, Milwaukee County Parks, and alderpersons on Facebook, Instagram, and Twitter. Not all groups will have accounts, but many do.
- **Get outside and explore** your neighborhood and surrounding public spaces
- **Participate** in future community input meetings and events - there are several upcoming projects that will need input!
- **Talk with your neighbors** about these projects to spread awareness
- **Start a walking group** with your neighbors and plan regular neighborhood walks
- **Report issues** to Department of Neighborhood Services, Department of Public Works or Milwaukee Police Department when you notice things that seem unsafe or irregular. 414-286-CITY or 414-933-4444 (MPD's non-emergency number)
- Visit **MMSD Fresh Coast Resource Center** for green infrastructure advice, resources, information and funding opportunities homeowners or businesses.
 - Fresh Coast Resource Center, 247 Freshwater Way, Suite 440 Milwaukee, WI 53204
 - (414) 225-2222
- Visit **MMSD Managing Water on Your Property** web pages. Resources for homeowners for reducing risk of water in basements
 - www.mmsd.com/what-you-can-do/managing-water-on-your-property
- Sign up for the **MMSD Water Drop Alert**
 - People can sign up to receive alerts when heavy precipitation is pending with advice on what to do to reduce the risk of flooding and basement backups when an alert is issued.