



# Community Project Request: Park Improvement Project

**Applicant Name**

Stephanie Calloway

**Applicant Address**

130 W Bruce St, Suite 300, Milwaukee, Wisconsin 53204

**Phone**

(414) 861-7197

**Email**

stephaniec@core-elcentro.org

**Organization / Company**

Mujeres con Poder de Transformacion Social; CORE El Centro

**Park Name and Address**

Kosciuszko Park

2201 S 7th St

Milwaukee WI 53215

## PROJECT DESCRIPTION

**Project Title**

Community Recycling for our Health

**Project Overview**

Since 2011, the Mujeres con Poder de Transformacion Social have been building experience and trust to fulfill their mission of empowering the Latino community to create safe, active and healthy neighborhoods. We are currently focused on improving the active living components at Kosciuszko Park, a major southside community space. For this proposal, we are focusing on implementing recycling receptacles in the park. In April, we conducted a CPARK evaluation of the park and identified a number of items that are missing from the park that may enhance the usage of the park: benches, especially near activity areas (playground, lagoon, etc), mile markers on the trails, public drinking fountains, sufficient garbage cans, ANY recycling bins, and areas with low lighting. Another major concern highlighted during the process was the presence of homeless community members. We have been conducting recycling education en español throughout the city, including conducting the first-ever Spanish-language tour of the Milwaukee County Recycling Facility. We are excited to expand our efforts with the city to begin working with County Parks. We have a number of ideas/opportunities and this proposal outlines a possible work plan (budget and timeline) but we would love to work with the Parks to determine the best fit for a sustainable impact on the south side. We propose implementing 6 recycling receptacles in the park, along with a 4-yard recycling dumpster at the Kozy service yard. Bilingual recycling signage would include not only "Recycle Here" information, but also "Did you Know" information to share the impact of recycling. For this proposal, we envision a 7-month pilot (April 1 – Nov 1) to show the desire and ability of our community to recycle.

## **Intended Users**

Our focus is on improving neighborhoods in the near southside, with a primary focus on those who live in Lincoln Village and Historic Mitchell neighborhoods. Milwaukee County parks draw a variety of users from around the city and therefore anyone who visits Kosciuszko park would benefit from this project. We envision an active, safe and healthy community for all, with a focus on serving our own Latino, Spanish-speaking community, therefore we would be sure to include bilingual signage and messages throughout the campaign. We understand that recycling behavior is an acquired skill and we have a track record of making an impact and engaging community members through our outreach.

## **Timelines**

Our current grant-cycle campaign runs through June 2020, therefore we envision bin installation and community education to happen in spring 2020. We have budgeted to cover recycling expenses until November 1st, 2020. Project activities/timeline include:

Summer 2019: Application review, budget finalization, community input on design/placement of features at National Night Out on August 6th

Winter 2019-2020: Work with County Parks to implement WasteTracking software to measure waste and recycling collection in Kozy (and other?) parks

Spring 2020: Purchase bins/signage and organize community workday for installation/celebration, budget planning for 2021 recycling program at Kozy

Summer 2020: Community event celebrating new benches and reading areas, begin recycling bin implementation

## **Committed Partners**

Milwaukee Police District 2 – we have been working with the MPD District 2 officers to increase community engagement with police officers and building bridges of trust between residents and police. Their engagement in events like National Night Out at Kozy is a great example of the intersection of issues when creating healthy, safe and active neighborhoods.

Safe and Sound – another critical partner in building bridges of trust and advocacy in our neighborhoods, Safe and Sound has been invested in supporting Lincoln Village and we are excited to have their partnership.

Zeidler Center for Public Discussion – the facilitation and dialogue principles of the Zeidler Center align with the intention of this proposal in engaging community voices for action and change.

Kinnickinnic River Partners in Action – we have connected with Travis throughout the community and his support was critical in helping us move our work forward in Kosciuszko.

## **Letters of support from any committed partners**

MPD District 2 letter\_Contreras.pdf

Safe and Sound 2019 - parks.docx

Zeidler Center 2019 letter-COre el Centro.pdf

KK letter 2019.pdf

# **FINANCIAL INFORMATION**

## **Project Budget**

#### Staff support/Contractors:

Stipends for Mujeres con Poder members (6 @ \$120): members of Mujeres con Poder have received training in a variety of areas including community organizing, social determinants of health, dialogue facilitation, and self-defense. They are a critical element of this project as peer educators and community leaders. Their time for this project is paid by the Aetna Foundation.

Project Co-Coordinator (2 @ \$16.5/hr x 20 hrs): our co-coordinators Alma and Teresa have extensive experience managing, coordinating and facilitating community projects. Their time for this project is paid by the Aetna Foundation.

Bin installation: we plan to utilize maintenance services already provided by Milwaukee County Parks. We budgeted \$50/wk for staff time to collect the receptacles and empty into the onsite dumpster

Recycling collection/processing: Milwaukee County Parks already contracts with Advanced Disposal for garbage and recycling collection throughout the parks. The cost estimate for 1 (one) four-yard recycling dumpster with bi-weekly service is included in the budget.

#### Supplies/Equipment

Recycling receptacles: \$285 each, estimate from an online search for commercial bins

Paint: estimated cost for paint and supplies to create beautiful art

Signage: bilingual educational and motivational signage to encourage/educate on recycling

Printing: Flyers and neighborhood notices

#### Ongoing Maintenance costs:

Recycling collection: the scope of this project budget is for 7 months (1 "season" of recycling). Ongoing costs for the collection/processing of recycling depend on the volume of recyclables generated in the park but could be estimated at around \$200/mo. Additional bins may increase costs.

Painting of benches and bins: most park equipment requires repainting every two years. If bins or signage are to be painted, we will work with Friends of Kozy groups to coordinate this.

#### **Project Budget (upload)**

Kozy park improvements.xlsx

#### **Funding Sources**

Aetna Foundation: \$75,000 grant for campaigns conducted Sept 01 2018-June 30 2020 (\$2,920 to be used at Kozy)

Claretian Ministries: \$4,000 grant for 2019 campaigns (\$1,000 to be used at Kozy)

WE Energies letter: \$1,000 grant for 2019 campaigns (\$970 to be used at Kozy)

#### **Funding Commitments**

Aetna2018\_signed.pdf

Claretian reply letter.pdf

WE Energies reply.pdf

## **Revenue Generation**

Offering recycling services in more Parks is a goal of the County Parks from a sustainability standpoint. This proposal offers the parks a chance to receive matching funding AND on-the-ground community support for the implementation of recycling in a vibrantly growing neighborhood. The recent energy at the Lincoln Village strategic planning meetings and the creating of a Lincoln Ave BID are all increasing attention and revenue to the neighborhood. The addition of recycling services in Kosciuszko park will create an “upscale” ambiance in the park that is sure to attract attention.

## **Supporting Parks Mission**

### **Milwaukee County Parks' Mission -**

To steward a thriving park system that positively impacts every Milwaukee County park visitor.

### **Milwaukee County Parks' Vision -**

Milwaukee County Parks fosters dynamic connections through our lands and community, heightens the quality of life in the county, and leads as a model park system.

### **Supporting Parks' Mission**

The Mujeres con Poder share the Park's vision for high quality, dynamic community experiences that are closely linked to the land and environment. This project supports park visitors in having a safe and positive experience by increasing the ability to capture and reclaim waste throughout the park. By partnering with the Mujeres con Poder, the Park system is leveraging the experience and knowledge of these community leaders to engage in long-term solutions addressing root determinants of health in our community.

### **Health and Safety**

Minimizing the amount of waste “floating” around the park is certainly a health and safety improvement, especially for young children. Expanding the parks' infrastructure to capture and process recyclable materials will also benefit the health of the park itself, including wildlife, soil contamination, water safety and more.

### **Recreation**

Kosciuszko Park is a great asset for the south side of Milwaukee, especially in the shadow of the Basilica, and helping to keep it a clean and active space ensures recreational activity for our community. The foundation of our intention to increase recycling on the south side of Milwaukee is not only about environmental stewardship, but it's about taking care of our neighborhoods and investing energy in co-creating safe and healthy spaces to be active. Increasing outdoor physical activity on the southside is the mid-term goal of our recycling campaign. The long-term goal is to see decreased rates of diabetes, obesity and mental health concerns like depression and suicide.

### **Natural Resource Preservation**

The Mujeres con Poder's first campaign was recycling awareness on the southside of Milwaukee. After reaching 800 residents and registering over 350 households for an additional recycling cart, we are looking forward to expanding into the park. We continue to provide Spanish-language recycling tours at the City recycling facility and feel passionately about natural resource management. Installing recycling receptacles and increasing the number of garbage receptacles will ensure that park wildlife is healthy and materials are being recovered. Further, incorporating recycling information and signage around the bins will inspire a shared sense of responsibility for our green spaces and natural resources.

### **Design and Aesthetics**

We will work closely with the County Parks and other neighborhood stakeholders to ensure that the recycling bins match the design of the parks and provide a cohesive experience that park users in other neighborhoods receive. It is important to us that the signage and the bins are well-maintained and inspire recycling behavior. Also included is a map of the park with red dots showing resident 'votes' for bin

placement throughout the park.

### **Design - Renderings**

Recycle bin\_parks.PNG

### **Benefit to the Public**

As described above, adding waste receptacles in Kosciuszko park has a number of benefits to park visitors. These benefits 'spillover' to support the neighborhood around the park by creating a sense of investment/worth in their neighborhood and may even include additional revenue to surrounding stores outside of the park as more visitors enjoy the park for active recreation. At the National Night out event on August 6th, we engaged with park visitors and were excited about the positive response we received. Community members gave their input on where recycling bins would be most beneficial to them, thereby ensuring that the additional bins are likely to be used.

### **Innovation**

Engaging a community group in helping to improve a park is not a new endeavor – for Milwaukee County or most park systems. However, creating a partnership with the Mujeres con Poder, a multi-sector change agent in the community is a great precedent to set in the county and something that should be included in most park planning decisions. The Mujeres con Poder connect recycling, police-community relations, and advocacy all to obesity and physical and mental health outcomes. Including the County Parks in this project is a cutting-edge approach to impacting health outcomes.

## **Maintenance and Operations**

Milwaukee County Parks relies on partnerships to improve, maintain, and operate park improvements. Milwaukee County's preference is to not take on any new maintenance responsibilities.

### **Maintenance Plan**

This project proposal covers operational costs for 7 months, what we considered one active park 'season.' Ongoing maintenance costs for this project include: County park staff to collect recyclables from the additional bins and empty them into the onsite dumpster; and Advance Disposal services to empty the dumpster on a regular basis. Additional maintenance costs may include painting of the bins and/or signage, but we are confident that this is an activity that can be coordinated by the Friends of Kozy group.

### **County Deferred Maintenance**

We do not envision this affecting any other existing buildings or assets.

### **Operations**

The County parks already have a contract with Advance Disposal to collect garbage in Kosciuszko park and they receive recycling services at other County Parks. Therefore, we do not envision this requiring any additional oversight beyond the staff time to empty bins as they do the others.

### **Upload additional project drawings, site plans, map, or photos here (optional)**

Bin votes 8.6.19.jpg

# sPark Funding Application

sPark (formerly known as the Parks Amenities Matching Fund) allows individuals or groups to request grants to match funding for projects to improve Milwaukee County Parks and park facilities. Applications for grant funds will be accepted at any time and reviewed biannually.



If you have any questions please contact Parks Fund Development team at 414-257-8043

**Name**

Stephanie Calloway

**Name of Organization**

Mujeres con Poder de Transformacion Social/  
CORE El Centro

**Address**

130 W Bruce St, Suite 300, Milwaukee, Wisconsin 53204

**Phone**

(414) 861-7197

**Email**

stephaniec@core-elcentro.org

**Project Title**

Community Recycling for our Health

**Funding Requested from sPARK**

\$4,890.00

**Total Project Cost**

\$9,780.00

**Has your project been approved through the Community Project Request (CPR) process?**

CPR application is being submitted during current application period

**1. Fundraising Efforts**

The Mujeres con Poder is a grant-funded project which means that our current staff time is paid on a per-campaign basis. Since the project began in 2011, we have secured over \$500,000 for our training, support, supplies, and staffing. Our current campaigns include the park improvements at Kosciuszko park and activities to support police-resident trust-building and collaboration. We currently have staff time supported as well as an additional \$3,500 in supply funding that we can put toward this project. We also have a student volunteer who has been supporting outreach and planning efforts for this project and who will continue to support neighborhood engagement efforts for implementation. If sPARK funding is not available in the amount that we have requested, we will simply have to redefine the scope of the project (e.g. installing fewer bins or a smaller dumpster).

**2. Return on Investment**

The Mujeres con Poder share the Park's vision for high quality, dynamic community experiences that are closely linked to the land and environment. By partnering with the Mujeres con Poder, the Park system is leveraging the experience and knowledge of these community leaders to engage in long-term solutions

addressing root determinants of health in our community. The Department of Public Works in Washington DC installed solar 'smart' benches that provide wi-fi and phone charging capabilities – we are excited to work with the Parks to create equally innovative spaces in our neighborhoods. By investing a portion of funds to support recycling in the park, the park is receiving much more in terms of community beautification as well as a shared sense of responsibility for the park space. Our long-term vision is to see more recycling bins than garbage cans, beautiful benches near activity areas and filtered drinking fountains throughout the park. We are looking for a long-term partnership and are excited to raise funds together to support the success of our neighborhood.

**Check ONE:**

I verify that all the information included in this application is accurate and that additional information may be needed before funding can be awarded.

**Signature**

A handwritten signature in black ink that reads "Stephanie Callaway". The signature is written in a cursive style. Below the signature is a horizontal line that ends with a checkmark on the right side.

**Today's Date**

8/8/2019

**Title/Position**

Program Manager

**Upload any additional documents (optional)**

Bin votes 8.6.19.jpg

Kozy park improvements.xlsx