



*Photo: The award-winning Silver City Townhomes just south of the valley



*Photo: A colorful mural at the Valley Passage shows the unique cultures home to the Layton Boulevard West Neighborhood



*Photo: The Silver City District gateway marker greets visitors traveling along National Avenue



*Photo: Two kids greet the camera while biking along the Hank Aaron State Trail near Miller Park

*Source (All): Greg Latsch Photography

SECTION ONE THE VALLEY COMMUNITY

11 INDICATORS

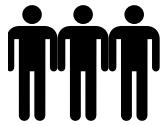
THE MEMOMONEE VALLEY COMMUNITY

The following section presents analyses of data and trends related to five issues of Community - **Housing, Population, Crime, Health and Arts & Events**. These issues were identified by work groups and other stakeholders as important measurements to gauge changes in the Valley community during its redevelopment.



HOUSING INDICATORS:

Ownership (Page 13)
Residential Units (Page 14)
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DEMOGRAPHIC INDICATORS:

Population & Age (Page 16)
Household Income (Page 17)
Household Race (Page 18)
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HEALTH INDICATORS:

Fertility Rates (Page 20)
Child Lead Poisoning Rates (Page 21)



ART & PUBLIC EVENT INDICATORS:

Public Art (Page 22)
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COMMUNITY SECTION CONTENTS

The content below details the information under the *Community Section*. *To the left*, each indicator analyzed for this section, under its representative issue. *To the right*, key findings are highlighted for each specific issue. *At the bottom*, a timeline graphic depicts relevant Valley community events that have occurred since the previous MVB State of the Valley Report in 2005. Lastly, data sources and additional information on community indicators can be found at the end of this section.

72.1%
of housing units south of Valley

Majority of Pre-1920 Housing Stock Found in Tracts South of Valley

As of 2012, about 43% (11,555 units) of residential units within the Valley study area exist within structures built prior to 1920. And 72.1% (8,243 units) of those 11,555 units exist south of the Valley (tracts 155-165).

-19.2%
decrease since 2000

Asian Household Populations Declining Near Valley

According to the 2010 US Census SF1 dataset, some 3.6% (4,282 persons) of people living within one mile of the Valley (tract 1868) are considered Asian. Comparing this to the 2000 US Census SF1 dataset, this total represents a -19.2% (or 1,016 persons) decline in the Asian population.

2.6%
of children in 2010

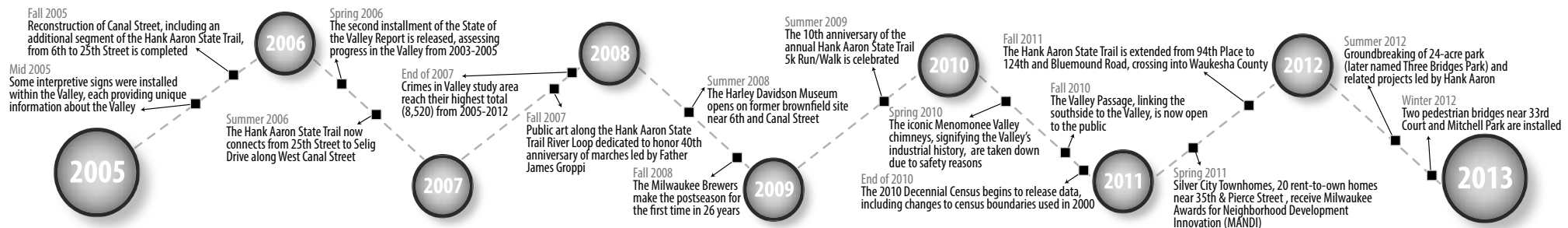
Child Lead Poisoning Rate in Valley Study Area at Decade Low in 2010

In 2010, only 2.6% of the 4,750 children tested for lead poisoning were positive in the Valley study area. This represents the lowest child lead poisoning rate since 2002, a similar trend found at the City geography.

34.6%
under the age of 20

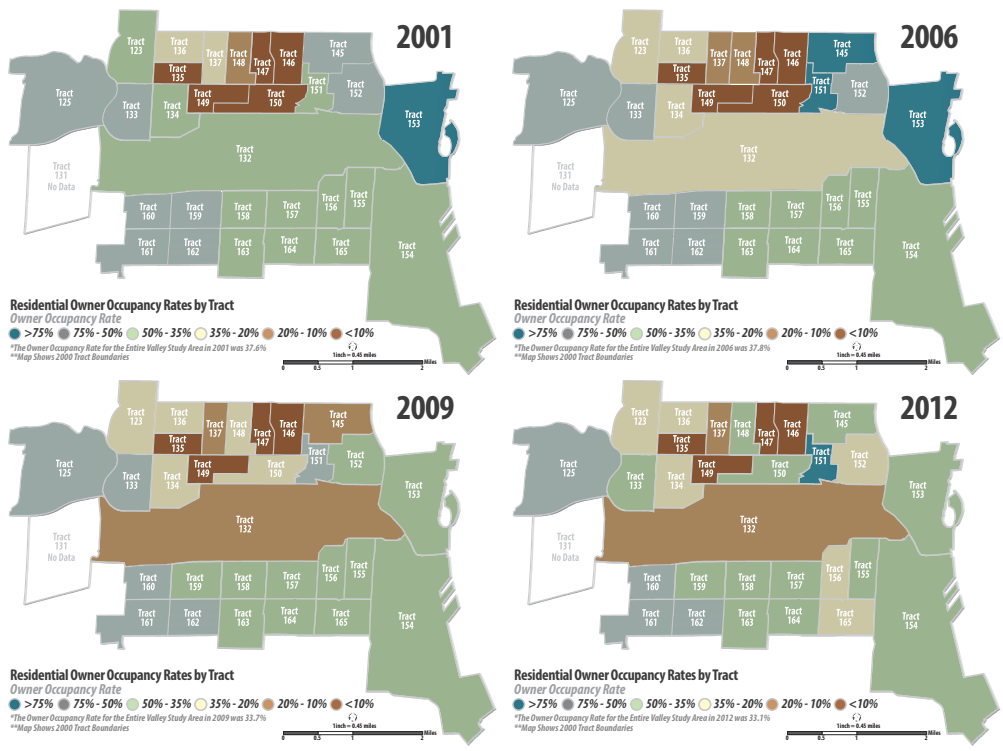
Large 'Under 20' Population Near Three Pedestrian Bridges in Valley

In 2010, some 20,273 people live within a 5-minute bike ride (about 1 mile) of the three pedestrian bridges. Of that total, about 35% (7,023 kids) are under the age of 20 and about 20% (3,740 kids) are under the age of 10.

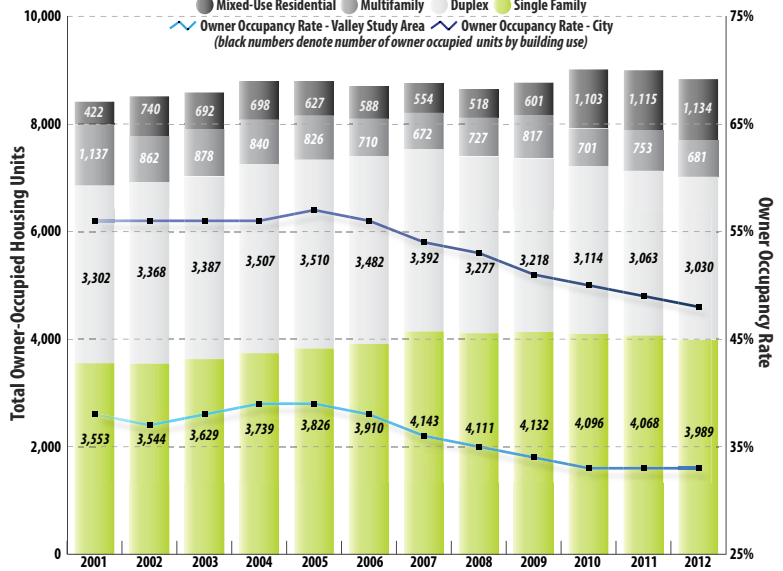


COMMUNITY EVENT TIMELINE 2005-2013

SECTION 1 HIGHLIGHTS



Total Owner Occupied Housing Units by Building Use Group & Owner Occupancy Rate by Geography: 2001 - 2012



MEASUREMENT

The number of owner-occupied residential housing units and building types in the Valley study area and City were tabulated from Milwaukee's Master Property File (MPROP) for years 2001-2012. Residential properties include single family dwellings and condominiums, duplexes, multifamily, and mixed-use residential buildings. Additional building information and amenities were also analyzed from American Community Survey (ACS) and US Decennial Census data. Ownership ratios were calculated for 2000 census tract boundaries.

IMPORTANCE

Analyzing change in rates of owner-occupancy helps to understand neighborhood stability, equity and opportunity. Other indicators, such as household income and employment, are tremendously important to own a home. Until only recently have more households been able to balance their debt related to home ownership during the economic recession. These events, in addition to rising college debt and stagnant employment growth, have more young professionals considering renting for longer durations before owning.

ANALYSIS

The Valley study area had 8,834 owner-occupied housing units in 2012, an increase of 420 units (5.0%) since 2001 and 144 units (1.7%) since 2006. However, owner occupancy rates have fallen considerably since both 2001 & 2006. For 2012, the owner occupancy rate for the Valley study area was 33.1%, a drop from 2001 (37.6%) and 2006 (37.8%) rates. When compared to the City, owner occupancy rates in the Valley study area have been historically lower. In 2012, the City owner occupancy rate (48.3%) saw a sharp decline from 2001 (56.1%) and 2006 (56.1%). National trends for owner occupancy were similar due to high unemployment, foreclosure, increase in renting, and high vacancy rates caused by the housing market collapse and economic recession of the mid 2000's.

Despite recent unfavorable economic conditions causing some owner occupancy rates to drop as much as -11% since 2006, neighborhoods northwest (tracts 125 and 133) and south (tracts 157-165) of the Valley historically show high owner occupancy rates. Coincidentally, these tracts are neighborhoods with more stable incomes and fewer crimes per person. While the maps above show areas near Marquette University as having an above-average housing ownership rate, the majority of units are multifamily and mixed-use residential, not single family.

For 2012, about 35% (4,856 units) of the Valley study area rental units are in the Downtown, Third Ward and Marquette University tracts (tracts 132, 145-147, and 150-153). Numerous multifamily projects, including both tax-credit and market rate, have been successful in recent years, showing demand is strong for rentals in the dense, urban areas of the City.

*Source (Map & Chart): City of Milwaukee Master Property File (MPROP), 2001-2012

HOUSING OWNERSHIP

MEASUREMENT

The number of residential housing units and building types in the Valley study area and City were tabulated from Milwaukee's Master Property File (MPROP) for years 2001-2012. Residential properties include single family dwellings and condominiums, duplexes, multifamily, and mixed-use residential buildings. Additional building information and amenities were also analyzed. Housing unit totals by building type were calculated using 2000 census tract boundaries.

IMPORTANCE

Unemployment and rising costs due to the economic recession forced many homeowners into debt, opening a second mortgage or even foreclosure. Because of this, financial institutions upgraded their standards for home loan financing. The decline in the housing market led many neighborhoods to experience issues with vacant properties. Monitoring trends in the number of residential housing units provides clarity on the recovery of the housing market in the Valley study area.

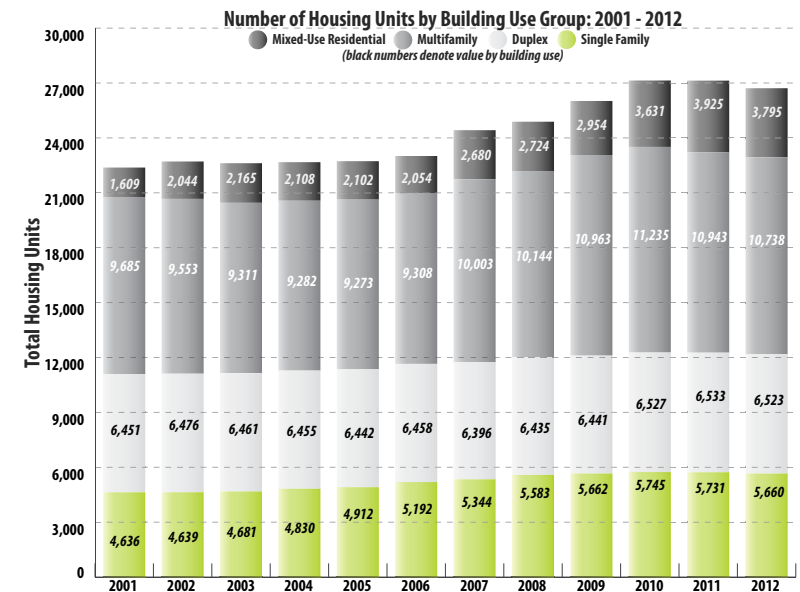
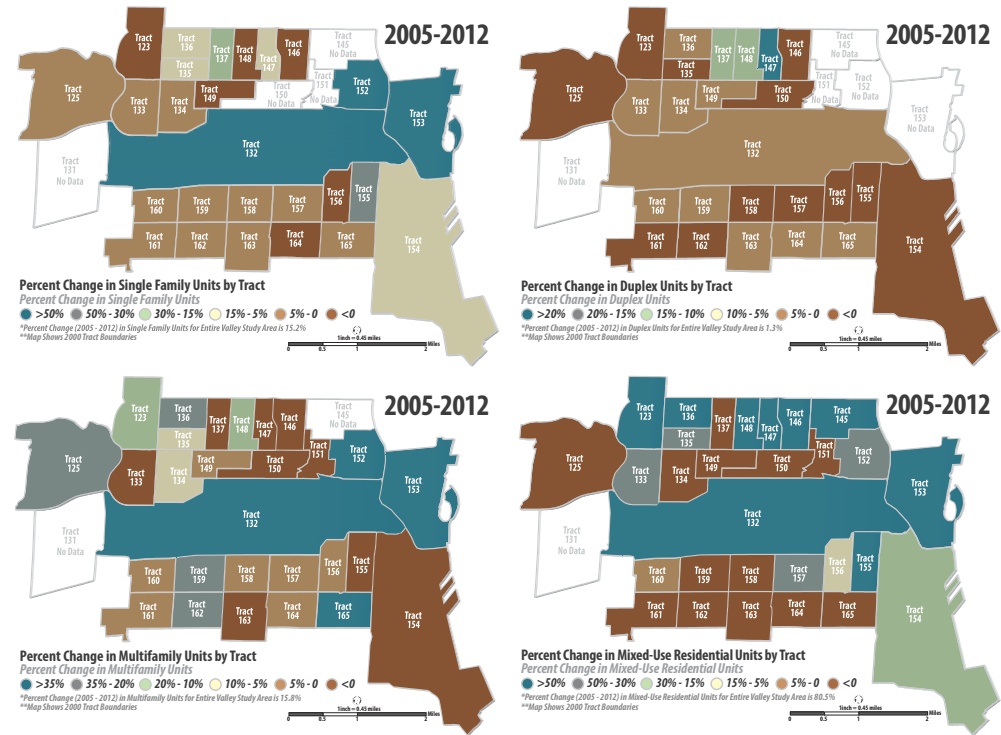
ANALYSIS

In 2012, there were 26,716 housing units in the Valley study area, an increase of 4,335 units (19.4%) since 2001 and 3,704 units (16.1%) since 2006. The number of mixed-use residential units (2,186 units) added since 2001 is more than the multifamily (1,053), single family (1,024), and duplex (72) units combined. Interestingly, condominiums have increased by 944 units (331%) since 2001, making up nearly all single family units added since 2001. The average size of a single family unit in 2012 declined slightly to 1,550 square feet, likely a reflection of increased condominium development. Overall, the Valley study area added more units than the City since 2001 (6.7%) and 2006 (6.4%).

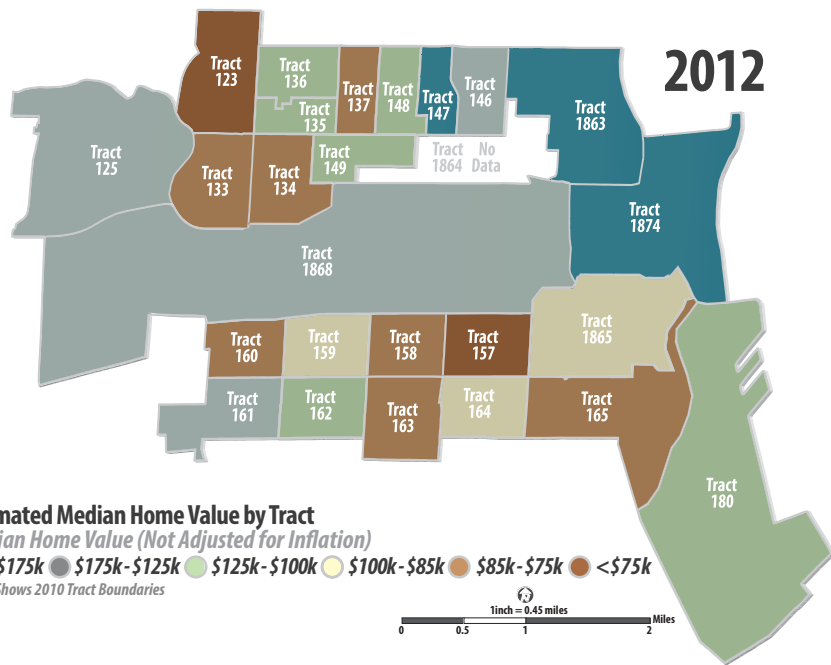
The Valley (tract 132) had 1,371 units in 2012, an addition of 831 units (153.9%) since 2001 and 645 (88.8%) since 2006. Of those 831 units, 266 (32%) were condominiums, 431 (51.9%) multifamily and 133 (16%) mixed-use. Additionally, the Valley had a 10% average annual change in total units since 2001, well above the Valley study area (1.6%) and City (0.8%).

Some of the Third Ward, Downtown and Marquette University areas (tracts 132, 148, 152, and 153) added 3,173 units since 2001, the majority (73.2%) of the units added to the Valley study area. Of those 3,173 units were mixed-use, 889 (28%) condominiums, and 818 (25.8%) multifamily. Since 2006, all neighborhoods north of the Valley gained housing units except tracts 137 (-1.3%) and 150 (-24.5%). Similar trends were shown in neighborhoods south of the Valley as most tracts added units since 2006 except minor losses (<-1%) in tracts 156, 161, and 163. Tracts 155 (13.6%), 159 (9.9%), and 165 (7%) had notable increases in units from 2006, but mostly from multifamily (64.5%) and mixed-use (29.5%).

*Source (Map & Chart): City of Milwaukee Master Property File (MPROP), 2001-2012



HOUSING RESIDENTIAL UNITS



MEASUREMENT

Residential sale prices for sold properties in the Valley study area and City were tabulated from Milwaukee's Master Property File (MPROP) for years 2002-2012. For this dataset, residential properties only include single family and duplex buildings due to condominium sales requiring a more sophisticated analysis. Median home values for 2012 were taken from ESRI 2012 data estimates and include all home types. Residential sales prices were calculated for 2000 tract boundaries, while home values were done with 2010 tracts. Of note - while this indicator attempts to determine what influence the Valley's redevelopment has on home values, further analysis is required to truly understand its impact on such a complex value.

IMPORTANCE

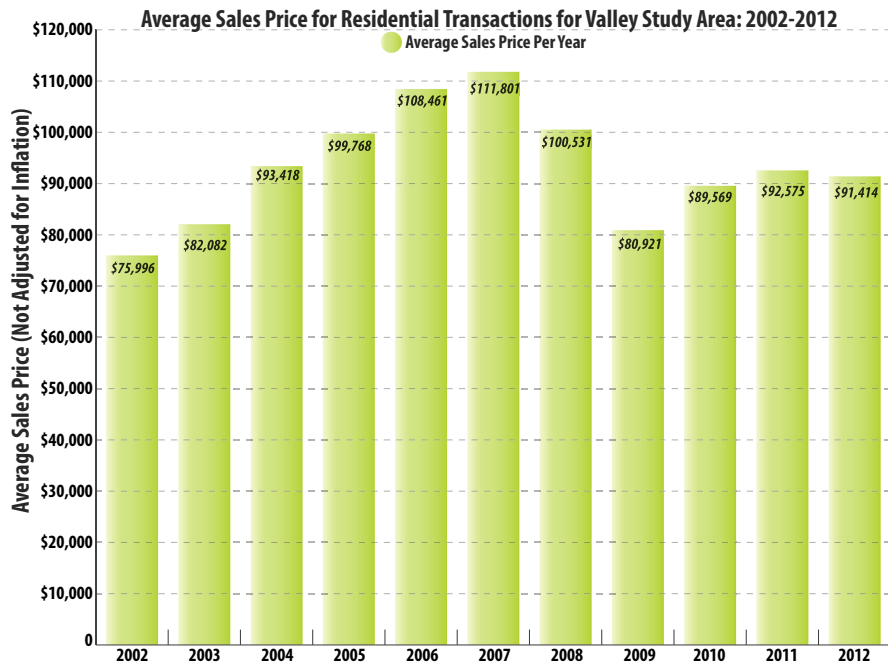
Investment in the Valley has brought considerable change to not only the Valley itself, but also the surrounding neighborhoods. A common phrase in real estate is "location, location, location", and being in proximity to areas with considerable investment from both public and private sources has been found to influence home values. The opposite can be true for areas lacking any investment, such as old, derelict industrial areas, where home values can decline sharply.

ANALYSIS

According to ESRI estimates, the 2012 median home value for all tracts was \$111k. However, changes in where higher home values are located had little change since previous years. The most significant home values occur in the Downtown and Third Ward neighborhoods (tracts 1863 & 1874), with both tracts showing median home values near \$230k for 2012. This isn't surprising given the large number of condominiums along the river and the increase in mixed-residential development over the past decade. Areas with more traditional single-family neighborhoods and above-average home values include tracts 125 (\$169k) and tract 161 (\$136k). Conversely, areas with below-average home values include tract 123 (\$71k), tract 133 (\$76k), tract 134 (\$75k), and tract 157 (\$74k).

According to MPROP sales price data, the average sales price of a residential home in the Valley study area for 2012 was \$91k. This represents just a slight decrease since the previous year (\$92k), but falls well short of previous years. However, residential homes were being sold at record levels prior to 2007, with many financial institutions providing high-risk loans that eventually led to the housing market collapse. Of all homes sold from 2002-2012 in the Valley study area, the total number of residential homes sold from 2005-2007 (1,498 sale transactions) was still greater than all other years combined (1,070 sales transactions). At its peak, home values in the Valley study area were at \$111k in 2007 and \$108k the previous year. In 2002, home values were at about \$76k, which is still below current values. Overall, the housing market continues to recover at a sluggish pace, despite mortgage rates still well below historical values.

*Source (Map & Chart): City of Milwaukee Master Property File (MPROP), 2001-2012; and 2012 ESRI Demographics



HOUSING HOME VALUES

MEASUREMENT

Total population and population by age data for the Valley study area were gathered from the US Decennial Census for years 1990, 2000, and 2010. City and County demographics are used for comparison purposes. Population estimates for 2012 are from ESRI data. Of note - some census tract boundaries within this study area changed from 2000 to 2010. For more details, refer back to maps on page 10.

IMPORTANCE

As redevelopment of the Valley continues, monitoring fluctuations in total population, households and families for the surrounding neighborhoods provides insight on how these areas are changing over time. Determining what type of population lives near the Valley can assist decision-makers in taking the appropriate action for future decades on issues such as housing, employment and public recreation.

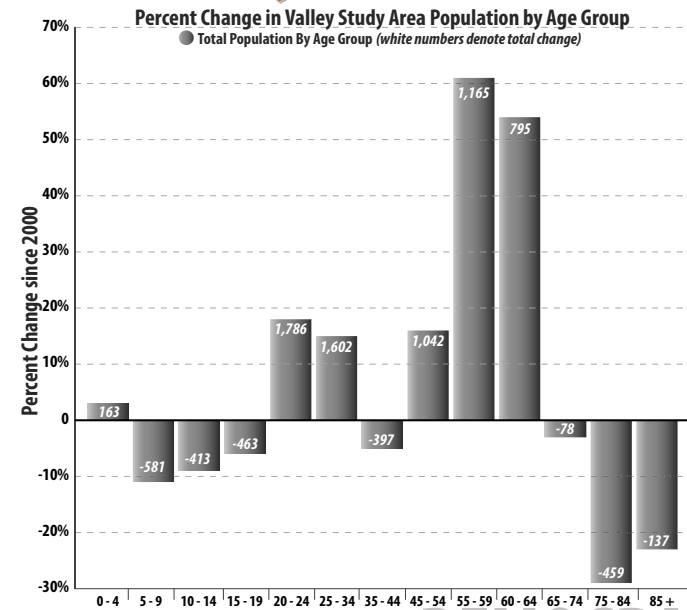
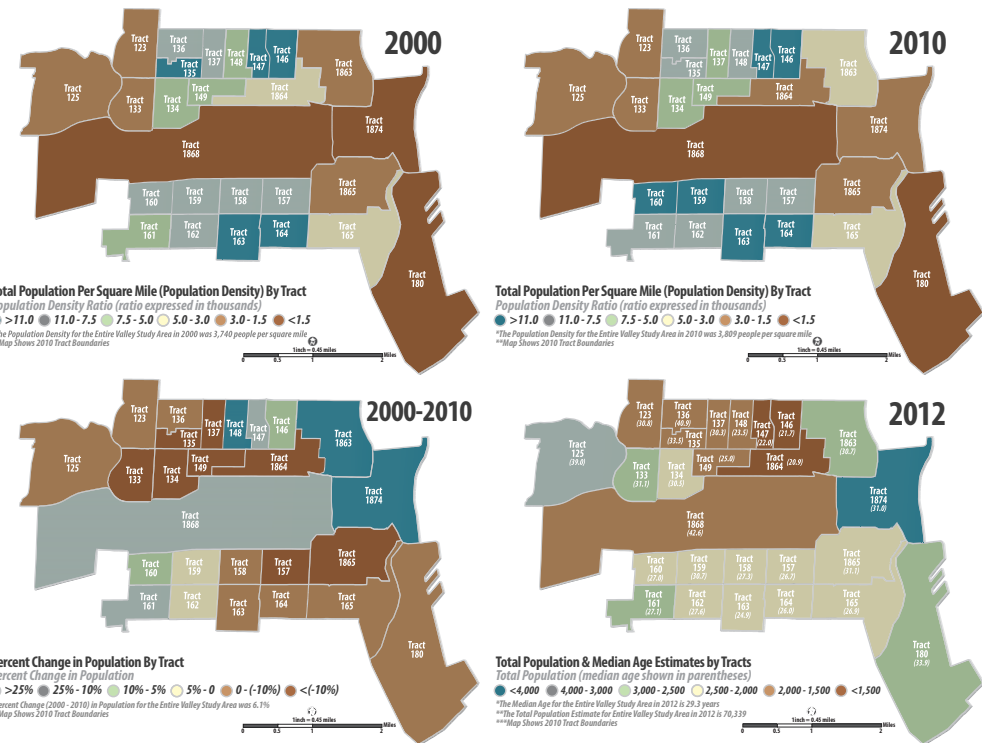
ANALYSIS

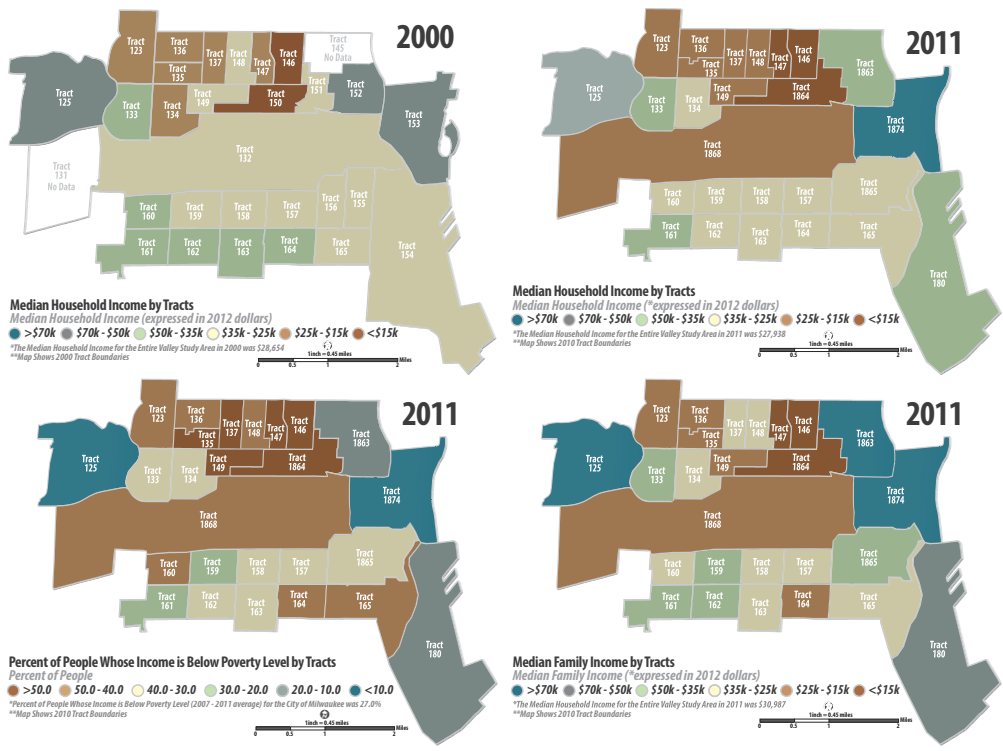
In 2010, approximately 70,000 people, 24,600 households and 11,400 families lived in the Valley study area. This represents increases of 4,025 people (6.1%), 2,593 households (11.8%), and 469 families (4.3%) since 2000. Since 1990, the Valley study area added 1,675 people (2.4%) and 669 households (2.8%) but lost 636 families (-5.3%). In comparison, the City experienced declines in population (<-1%), households (-1.4%), and families (-7.8%), while the County had minimal increases in population (<1%) and households (<1%) but a similar decline in families (-6.5%).

Much of the Valley study area's population increase reflects the significant growth in the Third Ward and Downtown neighborhoods (tracts 1865 and 1874), mostly in the form of condominium residents. Together, these tracts have added 1,057 persons (98%) since 2000. These two tracts account for nearly 80% of the total population change since 2000. Neighborhoods south of the Valley (tracts 157-164) represent 43.4% of the entire study area population, but just 15.1% of its land area. This is because of larger household and family sizes, with some tracts having nearly one more person in each household than the City and County averages. Together, these eight tracts lost 3,057 people (-9.1%) since 2000 - however tracts 159 (4.8%), 160 (9.3%) and 161 (10.6%) gained population individually. The majority of tracts north of the Valley also experienced population declines since 2000, with the lone exception being the Marquette University area (tracts 146-148).

The 2010 median age for the Valley study area was 28.8, a slight increase in age since 2000 (27.0). The young professional demographic, ages 20-34, had large gains in tracts near Marquette University, Downtown and Third Ward areas. Interestingly, tract 125 added 521 (31.9%) young professionals since 2000, one of the higher rates in the Valley study area besides the Downtown and Third Ward areas mentioned previously.

*Source (Map & Chart): 2010 & 2000 Decennial Census (SF-1 forms); and 2012 ESRI population estimates





MEASUREMENT

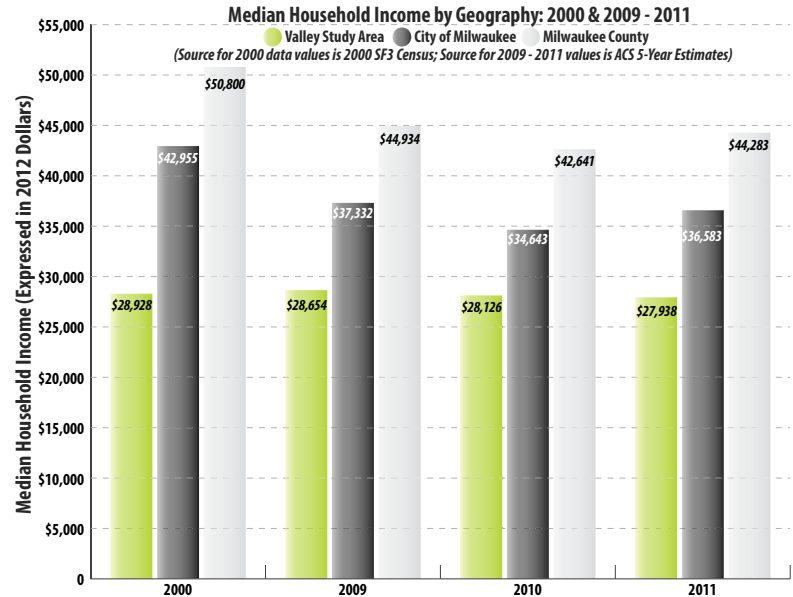
Data on household income for the Valley and surrounding census tracts were obtained from the US Decennial Census for years 1990 & 2000 and 5-Year American Community Survey (ACS) for years 2009-2011. City and County values, from the same respective sources, are used for comparative purposes. For consistency, all dollars were converted to 2012 values according to the Bureau of Labor Statistics. Of note - due to varying data collection methods and census tract boundary changes since 2000, income differences between years should be used with caution.

IMPORTANCE

Household income is an important benchmark for understanding changes in how wealth is distributed in and around the Valley. Incomes have strong affect on the purchasing power of households, their ability to pay debt, maintain a home, and overall quality of life. In many ways, one can associate income being directly related to community health, environmental quality and economic stability.

ANALYSIS

For 2011, the Valley study area median household income was \$27,938. This represents a minimal decrease of \$188 (-<1%) since 2010, and \$716 (-2.5%) since 2009. These incomes are still well below City (\$36,582) and County (\$44,282) estimates for 2011, regardless of both larger areas having incomes decline about 10% since their peaks in 2009. In 2000, the Valley study area median household income was slightly higher at \$28,654, but lower in 1990 (\$24,898). Overall, incomes in the Valley study area have been consistently near \$28,000 since 2000.



The majority of higher incomes in 2011 reside in tract 125 (\$64,560), tract 1863 (\$42,815) and tract 1874 (\$79,144), with the last two benefiting from professionals moving into condominiums. These areas have continuously held the highest incomes in the Valley study area since 2000. Likely due to large college student populations, tracts adjacent to Marquette University (tracts 146-149, & 1864) have incomes below \$25,000. Tracts north of the Valley (tracts 123, & 133-136) have a range of incomes (\$15,793-\$35,459) that had little change since 2000.

New developments along Kinnickinnic Avenue in the Bay View neighborhood is a plausible factor for a rise in incomes in 2011 to \$44,257 for tract 180. South of the Valley (tracts 157-165), incomes in 2011 were slightly higher than the average for the Valley study area at \$28,373. Since 2000, household incomes southwest of the Valley (tracts 160-162) have mostly decreased, while incomes within the remaining tracts south of the Valley have remained the same or increased. As the Valley's redevelopment continues, it is imperative that more existing residents have access

to the Valley's available employment to maintain one of its core goals - family supporting jobs.

*Source (Map & Graph): 2000 Decennial Census (SF3 form) and 2005-2009, 2006-2010 & 2007-2011 American Community Survey (ACS)

DEMOGRAPHICS HOUSEHOLD INCOME

MEASUREMENT

Data on household race and ethnicity for the Valley and surrounding area were taken from the US Decennial Census for years 1990, 2000, and 2010. City and County data on race for the same time frame are used for comparison purposes. To determine how racially integrated these areas are, census blocks (the US Census's most precise geography data boundary) having two or more races contributing 20% or more to its total population were considered "racially integrated". Blocks with one race containing 80% or more of its total population were considered "one race dominant". Of note - some census tract boundaries within this study area changed in 2010. For more details, refer back to maps on page 10.

IMPORTANCE

Tracking changes in household race helps to better understand the cultural landscape of neighborhoods around the Valley. As the Valley continues its redevelopment, with its success continuing to spread to nearby neighborhoods, it is important to monitor how the racial and social compositions of these neighborhoods change.

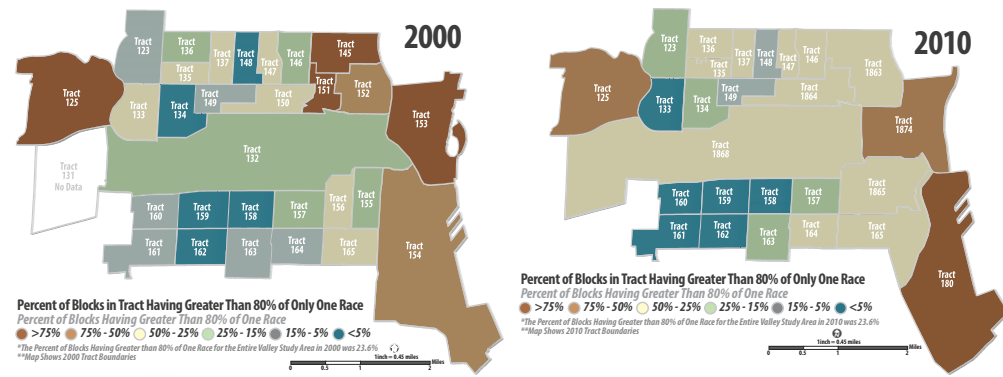
ANALYSIS

In 2010, the majority race in the Valley study area was White (39.6%), followed by Hispanic (29.0%) and African-American (25.5%). Since 2000, both White (-3.1%) and Asian (-4.6%) households have decreased while Hispanic (18.4%) and African-American (12.1%) households have increased. These changes are similar to City and County trends since 2000. White households left the City (-16.4%) and County (-8.4%), while Hispanic households significantly increased in the City (47.1%) and County (56.7%). Asian households, having decreased in the Valley study area, have gained households in the City (27.4%) and County (42.6%).

The downtown and Third Ward neighborhoods (tracts 1874 and 1863) have continued to grow overwhelmingly by one race - White. These areas welcomed 1,556 additional households since 2000, with 81.8% being White. Hispanic households south of the Valley (tracts 157-164) have increased about 20% since 2000, while Asian (-20.6%) and White (-36.0%) households declined in this area.

The Valley study area had more White (34.5%), African-American (31.3%) and Hispanic (10.9%) households living on blocks with 80% or more of their own race in 2010 than in 2000. Interestingly, City (53.4%) and County (71.4%) White households under the same criteria decreased while African-American and Hispanic households increased since 2000. Overall, 182 blocks with one race representing the majority of its population existed in the Valley Study area for 2010, more than 2000 (144 blocks). As for race integration, the Valley study area had fewer blocks with these criteria in 2010. However, more blocks with Hispanic & White households together exist in the City and County in 2010.

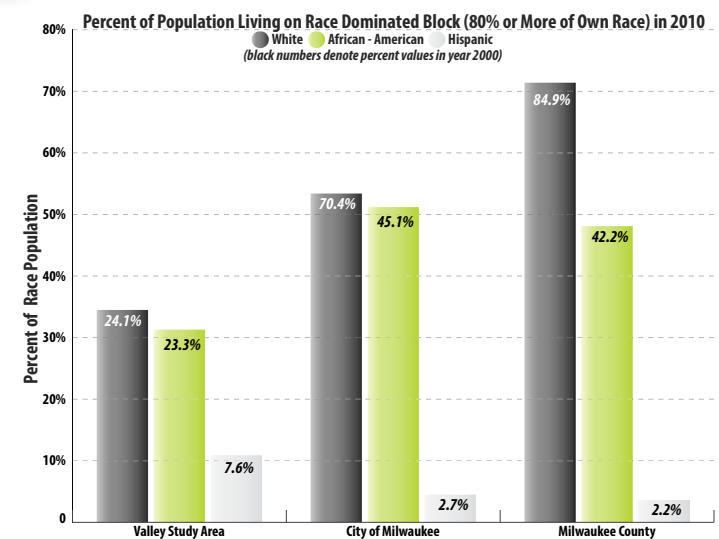
*Data Source (Map, Graph & Chart): 2010 & 2000 Decennial Census (SF-1 form)



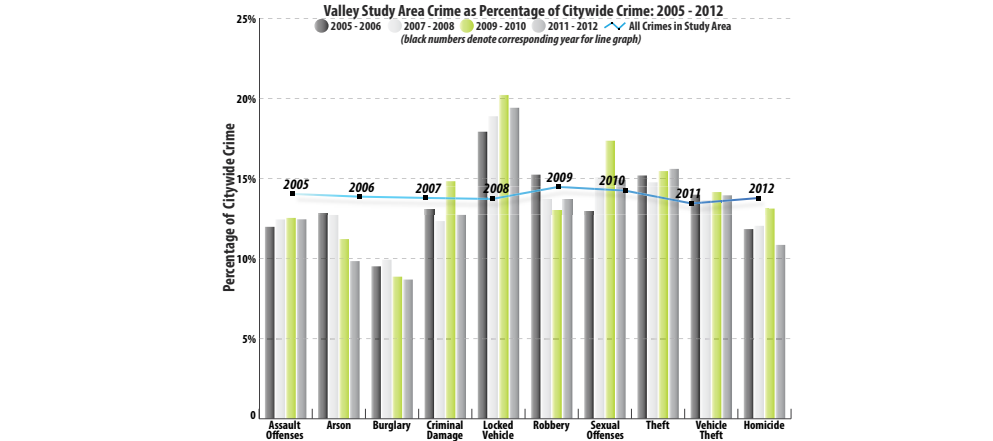
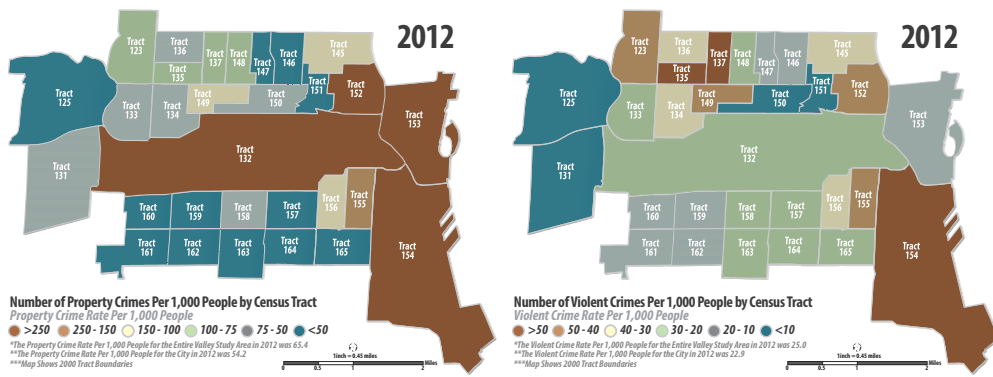
26% This was the Valley study area Hispanic population as a percent of the City Hispanic population total for 2010. In 2000, this was slightly higher at 32%.

3 The number of tracts since 2000 that, at minimum, doubled their population in at least two race categories. These tracts are 1863, 1868 & 1874 (all closer to Downtown).

972 The difference of total persons listed as being White in tract 1874 from 2000 (278 persons) to 2010 (1,128 persons). This was the greatest change of any race in one tract since 2000.



DEMOGRAPHICS HOUSEHOLD RACE



Total Criminal Activities in Menomonee Valley Study Area Per Year: 2005-2012											
Criminal Activities	2005	2006	2007	2008	2009	2010	2011	2012	Median	Valley Study Area Peak Crime Year	Valley Study Area Low Crime Year
Assault Offenses	913	1,128	1,273	1,247	1,086	1,031	1,018	1,171	1,107	2007	2005
Arson	35	40	43	42	33	35	25	32	35	2007	2011
Burglary	495	524	635	602	601	540	638	604	602	2011	2005
Criminal Damage	1,257	1,368	1,269	1,136	1,219	1,013	796	703	1,178	2006	2012
Locked Vehicle	1,139	1,317	1,453	1,323	1,478	1,138	921	935	1,228	2009	2011
Robbery	423	601	487	448	452	351	297	460	460	2010	2006
Sex Offense	122	115	127	104	116	125	112	111	116	2007	2008
Theft	2,413	2,286	2,026	1,967	1,914	1,946	1,676	1,648	1,957	2005	2012
Vehicle Theft	965	1,125	1,045	963	703	605	652	658	803	2006	2010
Homicide	11	16	12	8	2	19	10	9	11	2006	2009
Total Per Year	7,773	8,520	8,370	7,780	7,604	6,801	6,245	6,331	7,689		

Total Criminal Activities in Menomonee Valley Study Area Per 1,000 Residents: 2005-2012											
Criminal Activities	2005	2006	2007	2008	2009	2010	2011	2012	Median	Valley Tract (132) Peak Crime Year	Valley Tract (132) Low Crime Year
Assault Offenses	13.0	16.1	18.2	17.8	15.5	14.7	14.5	16.7	15.8	2009	Multiple
Arson	0.5	0.6	0.6	0.6	0.5	0.5	0.4	0.5	0.5	2009	Multiple
Burglary	7.1	7.5	9.1	8.6	8.6	7.7	9.1	8.6	8.6	2007	2010
Criminal Damage	17.9	19.5	18.1	16.2	17.4	14.5	11.4	10.0	16.8	2006	2011
Locked Vehicle	16.3	18.8	20.7	18.9	21.1	16.2	11.1	13.1	17.5	2009	2005
Robbery	6.0	8.6	7.0	6.4	6.5	5.0	5.7	6.4	6.4	2006	2010
Sex Offense	1.7	1.6	1.8	1.5	1.7	1.7	1.6	1.6	1.6	2007	2006
Theft	34.4	32.6	28.9	28.1	27.3	27.8	23.8	23.5	27.9	2012	2007
Vehicle Theft	13.8	16.1	14.9	12.9	10.0	8.6	9.3	9.4	11.5	2005	2010
Homicide	0.2	0.2	0.2	0.1	0.0	0.3	0.1	0.1	0.1	2006	Multiple
Total Per Year	111.0	121.6	119.5	111.1	108.6	97.1	89.2	90.4	109.8		

Total Criminal Activities in Menomonee Valley Study Area as Percent of Total Criminal Activities in City Per Year: 2005-2012											
Criminal Activities	2005	2006	2007	2008	2009	2010	2011	2012	Median	City Peak Crime Year	City Low Crime Year
Assault Offenses	11.9%	12.1%	12.3%	12.6%	12.3%	12.8%	12.9%	12.1%	12.3%	2007	2005
Arson	13.5%	12.3%	12.3%	13.2%	9.3%	14.0%	9.2%	10.4%	12.3%	2010	2005
Burglary	10.3%	8.9%	10.5%	9.4%	9.1%	8.7%	8.9%	8.5%	9.0%	2011	2005
Criminal Damage	13.1%	13.0%	12.3%	12.4%	14.9%	14.7%	12.2%	13.4%	13.0%	2006	2012
Locked Vehicle	18.5%	17.4%	18.7%	19.1%	21.1%	19.2%	18.6%	20.3%	18.9%	2007	2012
Robbery	14.2%	16.1%	13.7%	13.7%	14.1%	11.8%	12.7%	14.6%	13.9%	2006	2010
Sex Offense	12.0%	13.3%	15.3%	14.8%	17.3%	17.4%	14.8%	15.1%	14.9%	2005	2009
Theft	14.9%	15.5%	14.8%	14.5%	15.1%	15.9%	15.1%	16.2%	15.1%	2005	2012
Vehicle Theft	14.7%	13.4%	13.5%	13.8%	14.3%	14.0%	14.3%	13.6%	13.9%	2006	2010
Homicide	8.8%	15.5%	12.0%	12.1%	2.8%	21.6%	11.8%	10.0%	11.9%	2005	2008
Total Per Year	14.0%	13.9%	13.8%	13.7%	14.5%	14.2%	13.4%	13.8%	13.8%		

DEMOGRAPHICS

CRIMINAL OFFENSES



MEASUREMENT

Total Group A criminal offenses in the Valley study area and City were collected from the Milwaukee COMPASS database for years 2005-2012. Population data from the US Census were used to calculate crimes per 1,000 persons. Violent crimes were determined by the following categories - assault offenses, homicide, robbery, and sexual offense. Property crimes include the following - arson, burglary, criminal damage, theft, vehicle theft and locked vehicle entry. Of note - due to statute changes, data prior to 2005 is referenced only through former MVBI reports.

IMPORTANCE

Regular occurrences of criminal activity have profound negative effects on neighborhood vitality, investment and unity. For example, frequent assaults, homicides and theft crimes reflect concerns for community safety while vandalism, disorderly conduct and trespassing offenses yield quality of life concerns.

ANALYSIS

In 2012, the Valley study area experienced 6,331 criminal offenses - 13.5% of all crimes committed in the City. This represents a small increase since 2011 (13.8% of City crimes) when the total number of crimes in the Valley study area were at their lowest (6,245 crimes). Total criminal offenses were the highest in 2006 (8,520 crimes) and 2007 (8,370 crimes) with the City displaying similar trends. Interestingly, total crimes have declined annually an average of 4.7% in both areas. However, violent crimes have increased in the City (16.0%) and study area (19.2%) while property crimes declined about 20% for both geographies. Overall, the study area crime rate per 1,000 persons has remained higher than the City since 2005.

The majority of tracts recorded a lower number of crimes in 2012 compared to 2005, except for the Valley (tract 132) and areas north of the Valley (tracts 131-135). An increase in assault offenses (17.3%), locked vehicle theft (26.2%) and theft (46.9%) crimes explain these changes in the Valley. The other tracts experienced more assault offenses (49.2%), burglary (108.5%), criminal damage (16.1%) and robbery (18.7%) crimes in 2012 than 2005. The Downtown and Third Ward areas (tracts 152-153) have contributed nearly 12% to the total number of crimes in the Valley study area (with the majority being theft-related) since 2005. These tracts, along with tract 154, had the highest rates of crimes per 1,000 persons since 2005.

Neighborhoods south of the Valley (tracts 157-165), having some of the higher population densities in the City, experienced a -4.1% average annual decline in total crimes since 2005. Interestingly, these tracts also contained some of the lowest crime rates per 1,000 person rates in the Valley study area. Areas closer to the southeast (tracts 154-156) had significantly above-average per 1,000 persons crime rates. For example, tract 154 had a rate greater than 50 crimes per person in 2012.

*Source (Map, Graph & Table): City of Milwaukee Community Mapping & Analysis for Safety Strategies (COMPASS)

MEASUREMENT

The number of births for the Valley study area were determined from data provided by the City of Milwaukee Health Department for years 2000-2010. Supplemental birth data for the County, Metro, State and Nation were obtained from the Wisconsin Department of Health Services (WDHS). Fertility rates for Valley census tracts were calculated by the number of births per 1,000 child-bearing women (ages 15-44). Demographic data were calculated from the US Census Bureau - the Decennial Census and American Community Survey (ACS).

IMPORTANCE

Studying the number of births in Valley communities help forecast potential demand for necessities, such as housing, health services, and public health investments. Similarly, fertility rates show the concentration of total births per child-bearing women, instrumental for properly locating medical programs, social services, child-care, and schools in proximity to these populations.

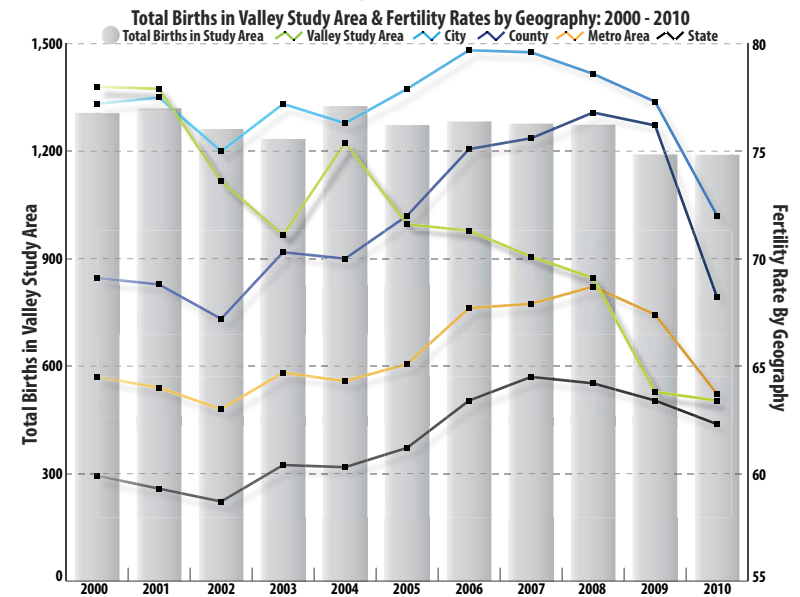
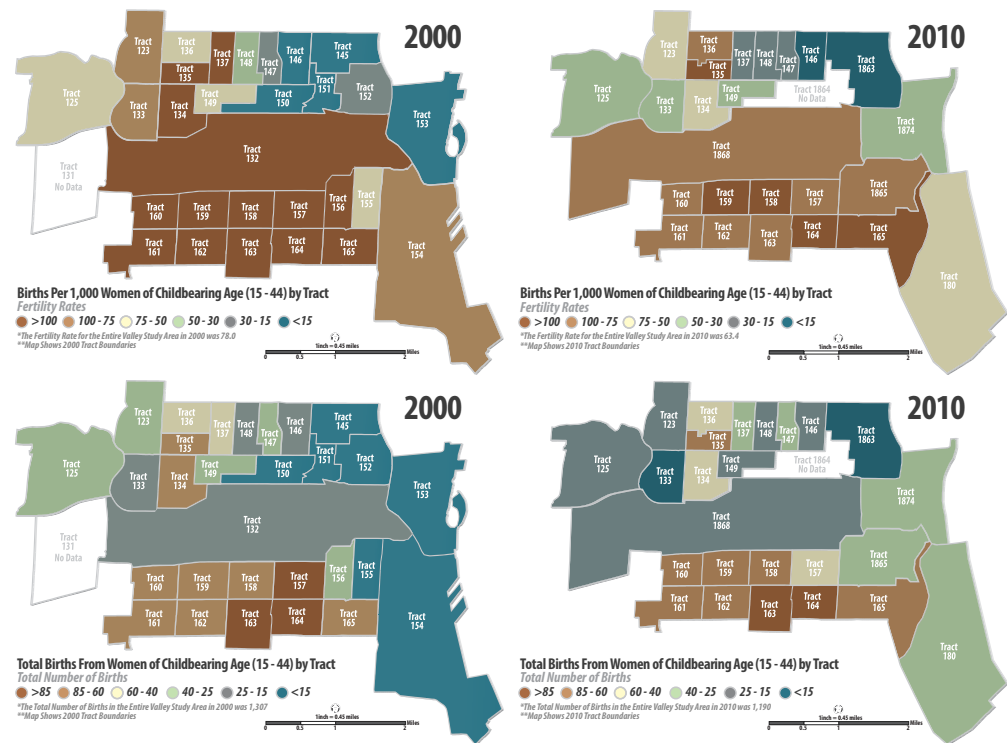
ANALYSIS

In 2010, women residing in the Valley study area had 1,190 births, representing a decline of 117 births (-9%) since 2000. Peak years for birth counts were 2001 (1,321) and 2004 (1,326), while 2009 (1,191) and 2010 (1,190) were the lowest. The City, County and Metro all experienced similar declines in birth rates since 2000. From 2000-2010, the majority of Valley study area births (57%) were found in eight tracts south of the Valley (tracts 157-164). However, these tracts had lower fertility rates in 2010 (90.3) than 2000 (109.4). It should be also be noted the same tracts held 39% of the study area's child-bearing population in 2010 and 41% in 2000.

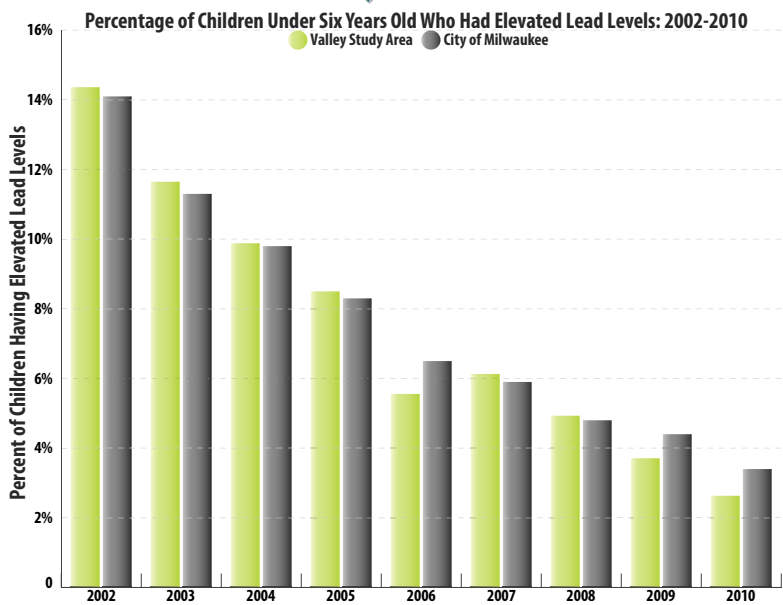
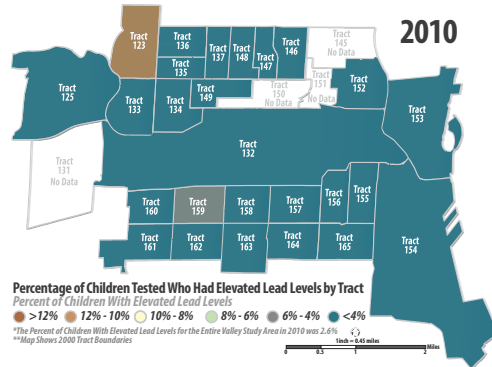
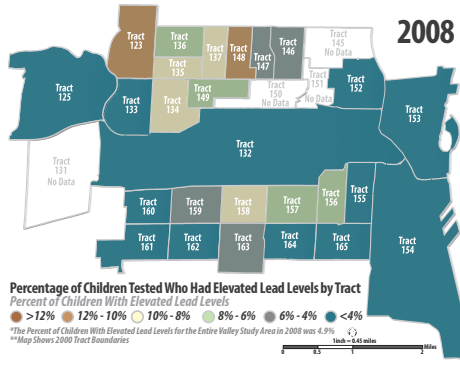
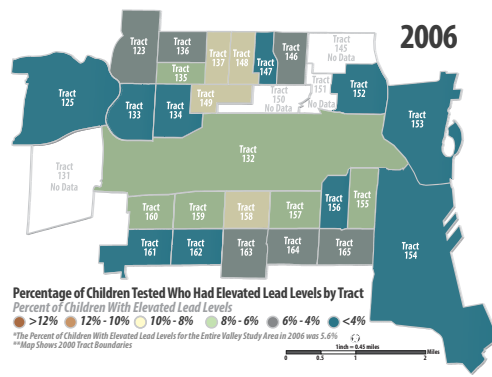
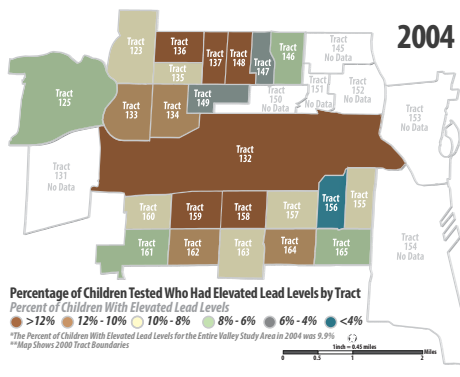
The fertility rate for the Valley study area in 2010 was 63.4 births per 1,000 child-bearing women. This is considerably lower than the rate of 78.0 in 2000. In 2010, the Valley study area fertility rate was below the City (72.0), County (68.2), Metro (63.7), and Nation (64.7), but slightly higher than the State (62.3). However, in 2000, the Valley study area fertility rate was higher than the City (77.2), County (69.1), Metro (64.5), State (59.9) and Nation (65.9). This decrease is likely due to growth in the young adult population (ages 20-34) in tracts to the east. Many predict fertility rates will continue to decline as more women attend college, college debt increases, couples delay marriage and single family occupancy remains lower.

Teenage pregnancy rates in the City, a historical concern, have declined annually since 2006 (52.0), reaching 33.8 in 2011. In 2006, Hispanic teenage women birth rates were 71.29 per 1,000, the highest among all races. However, rates have lowered to 33.93 in 2011. The Valley study area trends had similar results as teenage births, once 20% of all births in 2001, have declined to 15% in 2010. Several initiatives launched by the city and community helped reduce these numbers to reach the City's goal of 30 births per 1,000 teenage women by 2015.

*Source (Map & Graph): Milwaukee Health Department (MHD) & Wisconsin Department of Health Services (WDHS)
Special thanks to Karen Michalski, MHD for her contributions to this indicator



HEALTH FERTILITY RATES



MEASUREMENT

Information on children under the age of 6 who were tested for potential lead poisoning, and those exhibiting elevated blood lead levels (greater than 10 micrograms of lead per deciliter of blood), was obtained for the Valley study area for years 2002-2010. Data were provided by the Wisconsin Department of Health Services and aggregated to the census tract geography. Additional data was provided by the Milwaukee Health Department's Childhood Lead Poisoning Prevention Program.

IMPORTANCE

Lead poisoning in urban neighborhoods is reflective of older, deteriorating housing stock that may potentially expose young children to peeling and pulverized lead-based paint or dust. Lead is difficult to remove in the body and exposure over a period of months or years has damaging effects to long-term health. This can lead to health issues of the central nervous system - learning disabilities, behavioral problems, seizures and possibly death. Reducing lead levels in children is vital to the health of current and future generations.

ANALYSIS

In 2010, lead prevalence in children under the age of 6 was 2.6% (125 children). These numbers are considerably lower than the 2002 rate of 14.4% (518 children). Approximately 4,750 children in the Valley study area were tested for lead in 2010, the highest count from 2002-2010. The City had similar trends, dropping from 14.1% testing positive in 2002 to 3.4% in 2010. However, lead prevalence rates in the Valley were still relatively higher than the County (2.4%) in 2010.

Prior to 2004, nine of the 11 tracts south of the Valley (tracts 155, 157-160, and 162-165) had lead poisoning rates in children exceed 10%. From 2004 to 2010, considerable progress was made as the majority were below 10%. And for 2010, none of these tracts exceeded a 5% lead prevalence despite rates still somewhat higher than the Valley study area, City and County. Overall, child lead poisoning cases in these tracts declined by 38%, while the number of children tested rose by 26%. Tracts north of the Valley (tracts 123, 125, 133-137, and 146-150) had higher rates than south of the Valley prior to 2004, but were similar in 2010. One outlier is tract 123, which had the highest rate in both 2002 (35.5%) and 2010 (11.8%). This is likely because about 65% of the neighborhood's housing units were built prior to 1960, when lead paint was more prevalent in housing construction.

The number of children having elevated blood lead levels in the Valley study area fell 73.9% since 2002. Additionally, the total number of children tested increased

by 29% since 2002, the result of continued efforts by community organizations to educate and monitor households at risk.

*Source (Map & Graph): Wisconsin Department of Health Services (WHDHS)
Special thanks to Margie Coon, WHDHS for her contributions to this indicator



HEALTH CHILD LEAD POISONING

MEASUREMENT

During the summer of 2011, students from UW-Milwaukee collected information on the location and condition of public art within the Valley study area. Artwork was put into seven categories - architecture, painting, sculpture, stained glass, statue, tile mosaic, and other. Supportive information (e.g., aerial photography, interviews, etc.) on the artpieces were also reviewed for data quality control.

IMPORTANCE

Public art provides economic and social benefits for residents, visitors, and communities. Local public art produces revenue from tourism and publications. Art in places of social engagement encourages a lively and interacting community or workplace and is seen as an investment in the social fabric of the community.

ANALYSIS

In 2011, some 133 public art pieces were catalogued - 17 architectural structures, 34 paintings, 32 sculptures, 2 stained glass panels, 24 statues, 5 mosaic tiles, and 19 classified as "other". Most public art is located near the Valley's east-end, Hank Aaron State Trail, Miller Park, and Third Ward. Several intriguing art pieces, dating back to the late 1960's, are scattered within the green courtyard near 16th & Canal Street. These pieces include *Space Game* by Joseph Mendla, *Angel in a Cage* by Richard Pflieger, *Oops, Missed* by Bernard Peck, and *Menomonee* by Hilary Goldblatt. Towards the west-end, Miller Park has several art peices honoring important icons in Milwaukee Brewers baseball history, including *Hank Aaron* (2001), *Robin Yount* (2001), *Bud Selig* (2010), and the recently added *Bob Uecker* (2012) monument. All pieces were designed by Brian Maughan.

Since the 2005 report, 37 new pieces of public art have been added to the Valley study area (mostly within the Valley itself). Along Canal Street, more art pieces were added including the *Hill-Climber* (2008) statue by Jeff Decker, *Rusted Crab* (2013) sculpture by Mark Winter, *A Place to Sit* (2009) monument by Kathryn E. Martin and *Gazebo at 32nd Street* (2007) by Peter Flannery. The iconic *Menomonee Valley Twin Smokestacks* were torn down in 2010 because of safety issues. These were remnants of the former Milwaukee Railroad shops property that previously occupied the current location of the Menomonee Valley Industrial Center.

Sections of the Hank Aaron State Trail have educational markers describing the history of the Valley and Trail. Additionally, several art paintings done by local school children to recognize the 40th anniversary of marches led by James Groppi are along the Trail's Menomonee River Loop on Emmber Lane & Canal Street. But the most pronounced piece of public art on the Trail exists at the Valley Passage tunnel. The *Valley Passage* (2011) murals by Chris Brady exhibit the rich history and strong future of the Valley through vibrant colors. Lastly, new art pieces are placed along the extension of the Trail within the newly-opened Three Bridges Park.

*Source (Map): UW-Milwaukee Geography Department students Scott Lausten, Christine Minar, Kyle Short, & Eric Zambrowicz
Special thanks to Scott Lausten, Christine Minar, Kyle Short, & Eric Zambrowicz for their contributions to this indicator



*Source (Pictures): Greg Latsch Photography & MVBI Photography

ARTS & EVENTS

PUBLIC ART



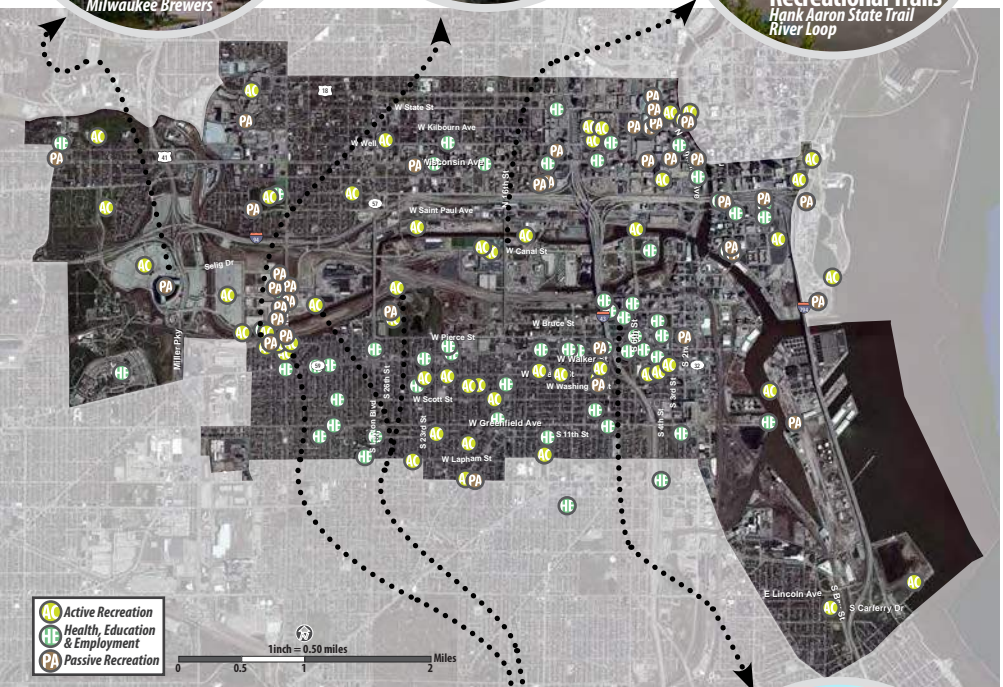
Major League Baseball Games
Miller Park, Home of the Milwaukee Brewers



Urban Ecology Center (Valley Branch)
West Pierce Street



Recreational Trails
Hank Aaron State Trail
River Loop



*Source (Pictures): Greg Latsch Photography & MVBI Photography



Park & Festival Grounds
Arlington Heights Park
on West Pierce Street



Two Pedestrian Bridges Under Construction
South 33rd Court & Mitchell Park Bridges



Great Lakes Distillery
The Tannery Business Center on Virginia Street

Measurement

During the summer of 2011, UW-Milwaukee students collected information on the location of recreational venues in the Valley Study Area. All sites were given two classifications - active or passive recreation. Active venues offer opportunities for individuals to engage in physical activities (e.g., basketball, bicycling, or fishing) while passive venues (e.g., concerts, festivals, theaters) are less-intensive.

Importance

Places for recreation are invaluable assets for residents, employees, and visitors. Active recreation venues encourage physical activity, improving the health and wellness of participants. Passive venues offer a respite from one's daily activities by promoting relaxation, interaction, and mild exercise. Together, active and passive venues improve community vitality, enhance aesthetics, attract visitors, and improve quality of life.

Analysis

In 2011, some 97 community recreation venues were catalogued, with 53 sites being classified as "active" and 44 being "passive". Also, 58 community venues focusing on education, employment or health (e.g., Urban Ecology Center, 16th Street Community Health Center, etc.) were found for 2011. These organizations are invaluable to the stability of local neighborhoods. Recreational and educational activities are the most common venues in and around the Valley. Some of the more popular passive venues are located Downtown. These include the newly renamed BMO Harris Bradley Center and Wisconsin Center, U.S. Cellular Arena, Marcus Center for the Performing Arts, and the Milwaukee, Pabst, Riverside, and Turner Hall theater halls. Within the Valley, the 41,900 seat Miller Park stadium is home to both sports and concert venues. The Harley-Davidson Museum, built in 2008, displays vintage memorabilia and has a restaurant & bar called Motor®.

Since the 2005 report, 18 venues have been constructed, with 5 active and 13 passive. An important addition to the Valley study area, the Valley Passage (completed in 2010) connects residents south of the Valley and Hank Aaron State Trail users to Canal Street. A 4-mile extension of unpaved trail, from the Valley Passage to 94th Place (west of Valley), was built in 2010, Another 1.5 mile extension (from 94th Place to Underwood Creek Parkway) was done a year later.

Through local efforts, a 24-acre public space named "Three Bridges Park" was made available to the public in summer 2013. The name comes from three pedestrian bridges leading into the park, two of which were completed as the park opened. The site is on a former railyard that was used to store debris from the recent Marquette Interchange Project (2008). This park includes a Trail extension from the Valley Passage, eastward about one mile to Mitchell Park and the Mitchell Park Domes.

ARTS & EVENTS PUBLIC RECREATION



*Source (Map): UW-Milwaukee Geography Department students Scott Lausten, Christine Minar, Kyle Short, & Eric Zambrowicz
Special thanks to Scott Lausten, Christine Minar, Kyle Short, & Eric Zambrowicz for their contributions to this indicator



HOUSING DATA

PAGES 13 - 15

Map Milwaukee Portal - Tabular & Map Data

Website: www.city.milwaukee.gov/mapmilwaukee | Email: gis@milwaukee.gov

Nonprofit Center of Milwaukee, Inc. - Neighborhood Data Center

Website: www.nonprofitcentermilwaukee.org/datacenter | Phone: 414.344.3933

Zillow Real Estate Website - Local Market Trends

Website: www.zillow.com/local-info

Trulia Real Estate Website - Local Market Trends

Website: www.trulia.com/local

National Association of Realtors - National & Regional Housing Topics

Website: www.realtor.org/topics

US Census Bureau - Housing Topics

Website: www.census.gov/housing

US Department of Housing & Urban Redevelopment - Wisconsin Trends

Website: www.portal.hud.gov/hudportal/HUD?src=/states/wisconsin

DEMOGRAPHIC DATA

PAGES 16 - 18

US Census Bureau - American FactFinder Data Search Engine

Website: www.factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml

US Census Bureau - American Community Survey (ACS) Information

Website: www.census.gov/acs/www

US Census Bureau - Census Map Data

Website: www.census.gov/geo/maps-data

US Bureau of Labor Statistics - Pay & Benefits Database

Website: www.bls.gov/bls/wages.htm

Milwaukee Compass Public Applications - Compass Mapping Viewer

Website: gis.milwaukee.gov/website/compass/viewer.htm

Milwaukee County Public Applications - MCAMLIS Mapping Viewer

Website: www.goo.gl/FfdfH4

Rich Blocks & Poor Blocks Website - Web Mapping Viewer

Website: www.richblockspoorblocks.com

CRIME DATA

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Milwaukee Neighborhood Public Applications - Crime Data & Mapping

Website: www.city.milwaukee.gov/PublicApplications13176.htm

Milwaukee Journal Sentinel (JSOnline) - Crime & Safety Mapping Viewer

Website: www.jsonline.com/news/crime

City of Milwaukee Police Department

Website: www.city.milwaukee.gov/police | Phone (general): 414.933.4444

HEALTH DATA

PAGES 20 - 21

Sixteenth Street Community Health Center - Childhood Lead Poisoning Prevention

Website: www.sschc.org/childhood-lead-poisoning-prevention

Wisconsin Department of Health Services - Childhood Lead Poisoning Database

Website: www.dhs.wisconsin.gov/lead/Data/index.htm

Wisconsin Department of Health Services - Fertility Database

Website: www.dhs.wisconsin.gov/epht/repro/Fertility.htm#

City of Milwaukee Health Department

Website: www.city.milwaukee.gov/Health | Phone (Main Office): 414.286.3521

ARTS & EVENTS DATA

PAGES 22 - 23

Milwaukee Arts Board - Milwaukee WikiProject Public Art List

Website: www.en.wikipedia.org/wiki/List_of_public_art_in_Milwaukee

Menomonee Valley Partners - Recreation & Entertainment List

Website: www.renewthevalley.org/documents/125-recreation-entertainment

Friends of the Hank Aaron State Trail

Website: www.hankaaronstatetrail.org | Phone: 414.263.8559

Layton Boulevard West Neighbors

Website: www.lbwn.org | Phone: 414.383.9038

COMMUNITY INDICATORS



SOURCES & INFORMATION