



Year in Review

All departments were busy in 2017 working to support the goals of the Five Year Strategic Plan. Here are 2017's highlights:



Brand/Image/Destination

- Forestry, in partnership with the Downtown BID, held “Wood & Wings” event to encourage local artisans to recycle urban wood and integrate the resulting art into West Allis neighborhoods
- Utilized quarterly newsletter, social media platforms Twitter, Facebook, and Instagram, and expanded outreach to local schools, the Farmer’s Market, and A La Carte to promote and market the Library as the community gathering place and primary source to encourage education, recreation and community engagement
- Launched monthly City e-newsletter
- Redesigned quarterly City newsletter for a more sophisticated magazine-style layout
- Promoted West Allis small businesses on social media
- Grew followers and engagement on Facebook, Twitter, Instagram, LinkedIn, and YouTube; launched Flickr account
- Redesigned, refreshed, or created new City collateral pieces using consistent AP Style, graphic, and logo usage
- Refreshed www.westallisfarmersmarket.com and launched Farmers Market blog. Increased website page views from less than 500 in first 6 months of year to 12,389 in second half of year
- Radio ads during Brewers and Packers games on Newsradio 620 WTMJ
- Assisted Mayor in preparing *Edible Milwaukee* West Allis article
- National Avenue Plan Implementation progress – Including input on detailed street design
- West Allis Art Scape (pending approval) and as a demonstration of the program approved a creative mural within Six Points at 6125 W. Greenfield Avenue
- Helped fund the inaugural food truck event at the Farmers Market with TIF dollars
- To enhance neighborhood public infrastructure, the City obtained a grant to add poetry to sidewalks
- Commercial corridor vibrancy is an opportunity for growth and therefore the City adopted a rope lighting policy to preserve the quality of the neighborhoods while working to build stronger business spaces

Quality of Life

- EBAWC & Healthy Lifestyles Coalition partnered for Holiday Maintain, Don’t Gain Challenge
- Formed Crisis Assistance Response Team (C.A.R.T.) to decrease the number of emergency detentions by identifying and utilizing voluntary alternatives for our citizens.
- New National Avenue Corridor Strategic Plan honored with award
- 8 BublR Bike Share stations purchased, constructed and opened
- Crosstown Connector bike trail and bridge designed
- Cleveland Avenue bump outs and bike lanes constructed
- Hayes Avenue bump outs and traffic calming circle constructed
- Staff training for multiple departments and elected officials on complete streets occurred
- Implemented Neighborhood Traffic Management Program at various locations throughout City
- Constructed new park improvements at Liberty Heights Park, Veterans Park, Roosevelt Park, Reservoir Park and Klentz Park.
- Reorganized and added additional staff for Neighborhood Services to improve property maintenance and aesthetics
- With Common Council approval, required City wide recycling carts to improve aesthetics, efficiency, and rodent control
- Community risk reduction through a variety of avenues
- Smoke alarms installed door-to-door in specifically designated quarter section of the city
- Social media outreach and education opportunities pursued
- WAFD acquired all-terrain ambulance
- Actively promoted PulsePoint app, Stop the Bleed campaign, and Close the Door campaign to increase public safety
- Collaborated with Senior Center, Health, and Fire to promote public health and safety campaigns in print and online
- Secured a matching TAP Grant and local match and Implemented 8 BublR bicycle share stations strategically around the City. The bicycle share system is part of a new regional transportation network between Milwaukee, West Allis, Wauwatosa and Shorewood
- A new city playground was created at Roosevelt Park
- Approved FOCUS Grants for a mural within the Rainbow Gardens Neighborhood Association area and unique neighborhood identification signage for Rosehill Neighborhood Association
- A total of 89 families participated in the Fit Families program with 64 of these families also enrolled in the SNAP Food Share program

- WAWM local Big Latch On breastfeeding promotion event was held in August 2017. This coincided with the National Big Latch On event had 110 participants, 25 of which were breastfeeding mothers with 26 successfully breastfed babies
- #Stopthestigma reduction campaign for West Allis-West Milwaukee launched to destigmatize mental health and substance abuse disorders and encourage residents to seek information and connect with resources. Webpage created at www.westalliswi.gov/stopthestigma
- Provided mental health stigma reduction training for local clergy leaders and community front line workers to recognize and destigmatize mental illness and connect those affected with resources
- AWAMC Board of Directors hosted the Get on the Bus Field Trip on November 9th 2017. The purpose of the bus tour is to provide community stakeholders a closer look at opioid and heroin addiction and treatment in our community and to highlight the challenges faced by those residents trying to access assistance for these issues
- West Allis City website featured a NARCAN interactive map that displayed the approximate locations where Naloxone has been administered by the WAFD when responding to an incident



Citizen Engagement

- Moved HVAC and electrical permitting process online
- Developed email reminder system to let parking permit holders know their permit is about to expire
- Made system changes to allow for the purchasing of pet licenses online for 2018
- Eliminated bandwidth constraints at the Library (via the new contract with Wiscnet)
- Developed new online system for property complaints, making it easier for residents to report neighborhood concerns and improve compliance time in our response to those complaints
- Developed method for measuring customer satisfaction for meter exchanges and other customer interactions
- Public Works Wednesday and social media outreach updated residents on DPW operations
- Implemented programming that has resulted in over 10,000 library patrons attending Library presentations in 2017
- Collaborated with DPW to create recycling cart communications plan and materials
- Conducted resident survey to drive content creation for monthly/quarterly City newsletters

- Reduced Facebook message response time; grew followers by 39%
- Provided 24/7 social media monitoring and response capabilities
- City staff attended A La Carte, National Night Out, and WAWM School Career Fairs to connect with residents
- Average monthly Twitter impressions grew by 187%: in 2016 = 12.9k; in 2017, average impressions = 37k
- Produced "Behind the BID" video series with BID to promote downtown business
- 4th annual West Allis Moves 30 a Day Mayor's Challenge was completed. 510 persons signed up for the Challenge with 165 having successfully completing the Challenge
- Safe and Sober Event through the WAWM School District in May 2017 had 400 participants
- DEA Medication Drop Off Events: Two big events one in Spring, one in Fall through the WAPD



Excellence in Government

- Provided alderpersons ability to sort online complaints by their aldermanic district
- Installed a LegalFiles solution for City Attorney's office
- Provided technical training for alderpersons
- Neogov Insight recruiting software implemented
- Implemented Biddle computerized exams for pre-employment testing
- Implemented New Civil Service System
- New Worker's Compensation Incentives Program launched
- Transitioned to an all civilian Communications Unit, replacing three sergeants with three civilian supervisors
- Incorporated the other committees, boards and commissions into the Legislative Information Center
- Provided Legistar training
- Started several online permit application and registration systems to improve speed of service, convenience, and compliance
- Rewrote several key code sections in the Building Code to put past practices into the code to be more transparent

- First ever Employee Wellness and Safety Fair held
- Received high praise from State of Wisconsin auditors on our Commercial Building Inspection, Commercial Plan Review and Commercial Plumbing Inspection audits earlier in 2017
- Keri Electronic Door Locks updated at City Hall for security, much improved over older system
- Adobe Acrobat DC Pro, Microsoft Word and Excel training held for new staff in Clerks office, Fire, and Engineering
- Development now has a public engagement Interactive GIS map showing their many Development Projects throughout the City
- Interactive Public GIS Map to display the locations of their Naloxone (Narcan) administrations, and Milwaukee County Medical Examiner Drug deaths for the past 6 years to inform the public how extensive the Opioid Epidemic is in our area
- Water used mobile Interactive GIS Maps to track their progress of hydrant flushing / flowing along with tracking all of their main valve and hydrant valve exercising programs. Totally mobile data entry
- Reviewed vendors for work order software/asset management system for increased reporting/documentation
- Continued to dispose of used City equipment through auction sites to increase exposure and maximize our return in lieu of using the State's auction system
- Began to consolidate shrub, perennial and annual flower beds Increased use of P-Card to purchase materials, supplies, parts; assisted in instructing/helping other Departments/Divisions to do the same
- Continued to evaluate/decrease inventory stock and incorporate "just in time" inventory
- Increased readiness for succession planning through a comprehensive cross-training program
- Improved Capital Improvement Program, with the 2018 CIP approved as part of the City's 2018 Budget
- Implemented Compensation Study recommendations, including the re-configuration of Novatime software and subsequent roll-out to nearly all City departments to ensure payroll accuracy, policy compliance, and improved availability of information to employees and supervisors
- Improved the purchasing process to decentralize routine, low dollar purchases to departments via online ordering options from Amazon and other preferred vendors
- Created New TID Status Report
- Advancements enacted in the 2018 Budget Process, including the creation of the payroll budgets through the City's payroll software
- Changed the 2017 Debt Offering
- Enhanced transparency with video recordings of additional committee meetings, public meetings, etc
- Collaborated with City Attorney to revise City Social Media Policy
- Collaborated with external vendors and internal print shop to identify cost-effective production methods for City collateral and materials
- Continued implementation of AskAllis Intranet; expanded content and provided staff training

- Completed Lean Training (Improving quality of Planning applications)
- Completed the purchase of new economic development loan portfolio management software to improve operational efficiency between Finance and Development Departments
- Invited to apply for additional Veterans Administrative Supportive Housing vouchers
- National Avenue Corridor Strategic Plan Urban Design Award
- Plan Commission utilized Legistar as of October 2017 to provide greater public access to information



Economic Vitality & Sustainability

- Online bidding with Quest website will begin in 2018 (training is underway)
- Online access to special parking permits and rain barrel purchases implemented
- Developed and implemented a new Private Lead Service Line Replacement Program for 150 lead lines in 2017 and 400 in 2018
- City wide Emergency Generator Replacement Master Plan developed and implemented
- City wide LED Light Retrofit Master Plan developed and implemented
- City wide Building Assessment & Evaluation Study beginning
- Water Utility Facilities Study began
- Glenn Rieder purchased the property at 1960 s. 67th Place and started construction of a 120,000 sq. ft. new facility expected to open in early 2018
- New \$10 million, 30,000 sq. ft. Aurora Medical Clinic broke ground within the Six Points Farmers Market Area
- Whole Health Clinic opened at 932 S. 60th Street. FIRE provided funding to assist with certain site challenges



City of West Allis Budget Planning