

# ZEIDLER CENTER REPORT



**Greater Together**

The Frank Zeidler Center for Public Discussion is a strategic partner to the Greater Together Coalition and engages the public in healthy dialogue to bridge differences and build trust through conversation. Greater Together is a growing and unprecedented coalition of concerned businesses, organizations and the creative community focused on reframing Greater Milwaukee's segregation and social justice issues to a shared vision of prosperity driven by remarkable diversity.

1

INTRODUCTION

3

REFLECTION  
10 KEY ISSUES

25

DISCUSSION  
NEIGHBORHOOD DIALOGUE SNAPSHOTS

35

VISION  
GREATER TOGETHER CHALLENGE ENTRIES

37

ACKNOWLEDGMENTS

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We have led hundreds of discussions over the last few months to help people share their thoughts and explore their feelings, but also, to assure that the Greater Together Coalition is genuinely tapped into the concerns of the community in a robust and meaningful way.

”

KATHERINE WILSON

## Welcome

When I heard about the Greater Together Coalition’s plan to host a contest of ideas to combat racial and economic inequality in Milwaukee, the first word that came to mind was “synchronicity.” The Frank Zeidler Center for Public Discussion had recently responded to community calls to host a dialogue series in Milwaukee which we called “Building Thriving Community: Beyond Segregation in Milwaukee.” The report that you hold in your hands is a reflection of the partnership of these parallel initiatives.

Throughout the Summer 2014, the Zeidler Center facilitated small group neighborhood conversations across the greater Milwaukee area. Friends, neighbors, and colleagues representing over 30 neighborhoods gathered for shared meals and structured conversations about segregation. These meetings have anticipated two important events: today’s Citywide Dialogue and the upcoming Greater Together Challenge on October 13, 2014.

**REFLECTION, DISCUSSION, VISION**

The report that follows is organized in three movements as we trace metro Milwaukee from its past, through its present, to its future. First, Reggie Jackson of America’s Black Holocaust Museum offers a historical snapshot of where we’ve come in ten brutal statistics about our city and state. Then, as we move to the present day, you will read a sampling of the responses given during the neighborhood dialogues held throughout the city over this past summer. Participants shared about their experiences of segregation, what they believe would make Milwaukee thrive, and where they felt motivated and conflicted. Lastly, we have included a vision for Milwaukee’s future with the finalists of the Greater Together Challenge.

No report, discussion, or single event, in and of itself, can “fix” the massive challenges facing the greater Milwaukee area. But, I am inspired by what this initiative as a whole can accomplish. By bringing diverse people together, to form new relationships, to imagine what is possible when we listen to each other in safe spaces, to ignite our individual and collective creativity, we will build a greater Greater Milwaukee.

Warmly,



Executive Director, Frank Zeidler Center for Public Discussion  
[www.zeidlercenter.org](http://www.zeidlercenter.org)

To read an extended report of the neighborhood dialogues and proposals, or to find out how you can support the Greater Together Coalition, please go to [www.greatertogether.me](http://www.greatertogether.me)

# Reflection

“

A visible, united effort like the Greater Together Challenge could be the catalyst for change our city needs.

**JAMES HALL**  
PRESIDENT, MILWAUKEE BRANCH OF THE NAACP  
GREATER TOGETHER COMMITTEE

”

Sixty years ago, the United States Supreme Court’s Brown v. Board of Education decision stripped away constitutional sanctions for segregation by race, made equal opportunity in education the law of the land and legally challenged segregation in all aspects of life – from the workplace to city buses to public drinking fountains. The fearless efforts of lawyers, community activists, parents, and students redefined the nation’s ideals. Sixty years later, however, we are witnessing a tragic return to the circumstances that inspired those great efforts of our forefathers.

On the following pages, we invited Reggie Jackson, Board Chairman of the Black Holocaust Museum to share his perspective on greater Milwaukee’s disappointing track record on ten key issues of race and economic and social inequalities.



**MILWAUKEE IS #1:**

# Black/White Residential Segregation

Worst in the nation among major metro areas, #2 in all metro areas.

According to data from the 2010 national census, Milwaukee has the highest level of black/white residential segregation of the 102 largest metropolitan areas in the nation. This is not a new phenomenon for our city. Over the past fifty years Milwaukee has been at or near the top of this ignominious list. Although the city and community groups have launched many initiatives to combat the problem, it persists.

A 1946 report commissioned by the Citizen's Governmental Research Bureau showed that 75% of Milwaukee's black population lived in an area less than one half square mile bounded by W. Brown, W. Juneau, N. 3rd and N. 12th St. The report compared Milwaukee's segregation to Birmingham, Alabama and Atlanta, Georgia. The authors blamed this segregation on the fact that 90% of the subdivisions built since 1910 were covered by racially restrictive covenants designed to maintain segregation.

## BECOMING ORGANIZED

Beginning in the 1960's efforts were made to combat segregation in Milwaukee. Throughout the decade Milwaukee's African-American community waged a variety of protests, and boycotts. They fought legislative battles against segregation around the city. The NAACP Youth Council, led by advisors Father James Groppi, Gwen Jackson and John Givens led the fight.

This battle culminated in a march on August 28, 1967 by about 200 NAACP Youth Council members and supporters across Milwaukee's "Mason-Dixon" line the 16th St. Viaduct, to Kosciuszko Park. The group was met by a mob of several thousand angry whites that threw eggs, rocks and bottles. An even larger crowd of whites met a second march the following night.

The actions of the NAACP Youth Council and legislative action spurred by their demands led the Milwaukee Common Council to pass a desegregation law on April 30, 1968. The federal government had passed its own Fair Housing Act on April 10, 1968, less than a week after Dr. Martin Luther King Jr. was assassinated. Weak enforcement of the laws has allowed Milwaukee to remain a very segregated city.

**REGGIE JACKSON**  
Board Chair and Head Griot,  
America's Black Holocaust Museum  
Teacher, Milwaukee Public Schools



**WISCONSIN IS #1:**

# Worst Incarceration Rate for Black Men

12.8% of the state's African American men are behind bars—twice the national average and well ahead of 2nd place Oklahoma where 10% of black men are incarcerated.

**W**isconsin incarcerates a higher percentage of African-American men (12.8%) than any other state — and nearly twice the national average (6.7%). In contrast, Wisconsin incarcerates white men (1.2%) at nearly the same rate as the national average (1.3%). Wisconsin's rate is 32% higher than the next worst state (Oklahoma). Over half of African-American men in their 30s and half of men in their early 40s have been incarcerated in state correctional facilities.

According to a report by UW-Milwaukee's Employment & Training Institute "from 1990 to 2011 Wisconsin incarcerated 26,222 African-American men from Milwaukee County in state correctional facilities. As of January 2012, 20,591 men had been released back into the community." A 2008 Human Rights Watch report showed that the African-American male rate of prison admissions for drug offenses was 46 times higher than the white rate in Wisconsin in 2003. This was the highest disparity in the country by far and nearly double the second highest (Illinois 28 times higher).

## CASUALTIES OF WAR

With the launch of the modern "War on Drugs" during the Nixon administration America began to incarcerate drug offenders at a higher rate than it had ever done before. The Nixon administration, to their credit acknowledged the need for drug treatment and placed significant money into the budget for it. However, during the 1980's and 1990's the focus shifted to incarceration instead of treatment. This shift led to increases in law enforcement, jail and prison budgets. The number of people in prison and local jails for drug crimes grew from 41,000 in 1980 to over 500,000 by 2011.

The nation's prison and jail population grew from around 300,000 in 1980 to over two million during the first decade of the twenty first century. African-American males were incarcerated at much higher rates than their white peers. Wisconsin prisons filled up with African-American men primarily from Milwaukee County. The explosion in incarceration occurred primarily from 2000-2008. "Our incarceration rate is high not necessarily because of the number of offenses and the number of prosecutions. What's driving our incarceration rate is failure under supervision," according to Milwaukee County District Attorney John Chisolm. "If you are placing someone under long terms of supervision without a lot of meaningful conditions then there's a lot of opportunity to mess that up and if they do that in Wisconsin they can go back for the entire time.

**REGGIE JACKSON**



**WISCONSIN IS #1:**

# Failing To Protect African- American Children

Wisconsin is the worst state in the country in protecting the well-being of African American children, based on 12 key indicators.

A recent report by the Annie E. Casey Foundation shows that “children of color face enormous barriers to educational and financial achievement — with Wisconsin ranking last in the disparity between white children and their non-white peers.” The report uses an index, which measures 12 key indicators at various stages of life, including home situation, educational skills and income. Wisconsin ranks last for African-American children and 10th best for white children.

There is a historical precedence for this problem. A majority of Wisconsin’s African-American community has always lived within Milwaukee. Going back to the 1940’s allows us to see the extent of the problem at that time. For instance, looking at mortality figures the 1946 report on Milwaukee’s African-American population stated that their mortality is “greatly affected by this unfavorable environment.” Milwaukee infant mortality rates for African-Americans in 1942 was 75% higher than the city overall rate.

## A COMPLEX CHALLENGE

Interestingly, the same study found that the marriage rate in the African-American community was 9% higher than the city’s rate. The change in economic conditions recently has led to lower marriage rates. This loss of income has made it very difficult for African-American children to have access to some of the advantages that white children in the state take for granted.

Increasingly higher disparity rates in education severely limit the earning potential of African-American families. Wisconsin consistently has one of the lowest high school graduation rates for African-American children while being at or near the top for white children. This and other factors mean that the African-American children raised in economically challenged households and communities in Wisconsin face tremendous challenges from day one.

**REGGIE JACKSON**



## MILWAUKEE IS #1:

# Lowest Percentage of Hispanic Owned Businesses

Worst in the nation among 36 benchmark  
large metropolitan areas.

In 2007, among 36 large metropolitan areas for which data were available, Milwaukee ranked last in the number of Hispanic-owned firms per 1,000 Hispanic residents in the region. According to testimony by Dr. Marc V. Levine, Milwaukee ranked last in 1992 and 49th of 50 in 1997. Hispanics make up 17.3% of Milwaukee's population. Black-owned businesses also ranked at the bottom. Of the 31,769 firms in Milwaukee in 2007 only 4% were owned by Hispanics.

"It would appear that Milwaukee is the least hospitable big metropolitan area in the Frostbelt for the development of minority-owned businesses," Levine stated in a 1998 report. According to a 2010 report by the Minority Business Development Agency (MBDA), "capital access remains the most important factor limiting the establishment, expansion and growth of minority-owned businesses. Given this well established constraint, the current financial environment has placed a greater burden on minority entrepreneurs who are trying to keep their businesses thriving in today's economy."

### TRAILING THE NATION

From 1992-1997 Milwaukee ranked first in the growth of payroll and employment among Hispanic businesses in the nation according to a 2001 study by UW-Milwaukee's Center for Economic Development. Despite those gains Milwaukee still trailed far behind most major cities in the number of Hispanic owned businesses. Between 1997 and 2002 minority owned businesses have outpaced non-minority firms in growth. In fact total employment during this time grew by 11 percent among Hispanic owned firms. Non-minority firms employment decreased 7% according to the same 2010 report from MBDA. Milwaukee saw similar increases in growth for Hispanic companies. However, these positive trends have not allowed Milwaukee to catch up with large metropolitan areas around the country. Even with the growth in companies, most are small and employ small numbers of people.

Hispanic business owners are less likely to receive loans, and those loans that are received tend to be much smaller than those by non-minorities. As a result of less success receiving loans Hispanics tend to be reluctant to apply for loans out of a fear of rejection. Another important factor is that Hispanic companies usually receive higher interest rate loans. Due to the high level of poverty among Hispanics in Milwaukee they have much lower levels of wealth than whites. One of the findings of the MBDA was that "low levels of wealth and liquidity constraints create a substantial barrier to entry for minority entrepreneurs because the owner's wealth can be invested directly in the business, used as collateral to obtain business loans or used to acquire other businesses."

**REGGIE JACKSON**



**MILWAUKEE IS #2:**

# Black Poverty

Black poverty rate 39.2%, 4.9x greater than white –  
2nd highest among 40 large benchmark metropolitan  
areas 2012.

**T**oday, poverty is rampant throughout Milwaukee but that poverty does not affect the greater Milwaukee region equally. First, poverty disproportionately affects African-Americans and Latinos. Second, it is primarily centered in the city. In 2012, the Black poverty rate in Milwaukee was 39.2% — almost five times greater than the white poverty rate. It was the second highest among 40 large benchmark metropolitan areas. Additionally, the Wisconsin child poverty gap is the second highest in the nation. The rate in 2012 was 50.2% for African-American children as compared to only 10.9% for whites. The 39% gap is the second worst in the nation.

As discussed earlier, many factors have led to this disparity. High unemployment rates within the central city lead directly to high poverty rates. Many of the jobs available are low paying service sector jobs. A lack of mass transit to take central city residents to the higher paying jobs outside Milwaukee contribute to the high African-American poverty rate. The growth in mass incarceration has led to a tremendous growth in single-parent families in Milwaukee. Even among two-parent households there is tremendous disparity in income.

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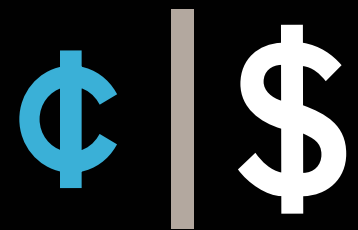
## FAMILIES AT RISK

According to the Annie E. Casey Foundation, Wisconsin's median family income for households with children in 2012 was \$63,600. Milwaukee households on the other hand, only made \$30,700. A 2013 report "from the Center on Wisconsin Strategy described the strong link between the loss of family-supporting wages, and higher rates of child poverty, racial disparities, and crime and incarceration in Milwaukee" according to the Wisconsin Budget Project.

One factor leading to higher poverty that is mentioned by many is a lack of education. However, a report by the Center on Wisconsin Strategy states, "the median Milwaukee worker in 2012 has more education today than in 1979, and the Milwaukee economy produces 40 percent more income per person than it did in 1979. Even so, this more educated and productive worker brings home a lower wage than the (less educated, less productive) median worker did more than 30 years ago... In 1979, the median income for a black worker in Milwaukee was 94% of that of a white worker, falling to 61% in 2012."

**REGGIE JACKSON**





**MILWAUKEE IS #1:**

# Residential Segregation Based on Poverty

Worst in the nation among major metro areas,  
#2 in all metro areas.

**M**ilwaukee has the highest level of segregation of the poor of any of the nation's large metropolitan areas. According to the US Census Bureau nearly 47 million Americans lived in poverty (15% of population) in 2012. A 2013 report shows that between 1970 and 2009 the proportion of poor families living in poor neighborhoods has grown from 8% to 18%. Milwaukee has been particularly hard hit by this problem.

The huge growth in concentrated poverty over this time period has many causes including but not limited to the recent recession, the foreclosure crisis, mass incarceration that has led to a growth in single parent families, reductions in the state's Earned Income Tax Credit, and a significant decline in the "Wisconsin Shares" child care subsidies in Milwaukee County.

This is a longstanding problem in Milwaukee's African-American community going back to the 1940's. A 1946 report commissioned by the Citizen's Governmental Research Bureau showed that concentrated poverty was a problem at that time. The report states that African-Americans were "almost entirely confined to the low-income group engaged in unskilled marginal jobs." It goes on to tell us that about one half of African-Americans in the city in 1940 were employed as laborers, janitors or porters as compared to less than 10% of whites. Milwaukee's African-American unemployment rate in 1940 was 51.2% compared to 17.3% for whites.

## UNEMPLOYMENT

As Milwaukee has lost high paying manufacturing jobs over the past few decades, it has severely impacted single parent poor families. However, the current problem of concentrated poverty extends into the poor two parents households as well. A recent study by Lois Quinn and UW-Milwaukee's Employment & Training Institute found "a vast gulf in income between two-parent families in Milwaukee County. In the county's wealthiest zip code (53217) for two parents families, their average income was \$328,329, or about 9.4 times more than the county's poorest zip code (53204) for two-parent families, whose average income was \$34,856."

The result of public policies and a challenging economic outlook has led Milwaukeeans to struggle finding affordable housing. The poor in Milwaukee are increasingly likely to live in neighborhoods occupied by other poor families in larger proportions than in other large metropolitan areas.

**REGGIE JACKSON**



**MILWAUKEE IS #2:**

# Black/White School Segregation

Among the nation's largest metro areas, Milwaukee has the second highest percentage of black students attending hypersegregated schools.

The vast majority (71.8%) of black students in metropolitan Milwaukee attend hyper segregated schools — where non-white students constitute more than 90 percent of those enrolled. School segregation is increasing nationally, but in Milwaukee a higher percentage of black students attend hyper segregated schools than in any of the nation's 25 largest metropolitan areas. The data is from a forthcoming study from the University of Wisconsin-Milwaukee. In the 1980s, schools in the Milwaukee area were some of the most integrated in the country. Today, Milwaukee has the highest percentage of any major metropolitan area of black students attending an intensely segregated school. The percentage is similar to the 1960s, before Milwaukee desegregated its schools.

In the period immediately after the famous Brown v. Board of Education decision Milwaukee's schools were segregated. African-American students were attending substandard “neighborhood schools” for the most part. In 1958 MPS instituted a controversial “intact busing” plan in response to the Brown decision. It required African-American students and teachers to go to their neighborhood schools and then be bused to white schools. They would be placed in classrooms with no white students and during the course of the day had little to no contact with white students. Black teachers were only allowed to teach in black schools.

Barbara Miner wrote a detailed history of Milwaukee schools, *Lessons from the Heartland: A Turbulent Half-Century of Public Education in an Iconic American City*. Her research showed that tens of thousands of African-American MPS students were impacted by intact busing, but only nine white students were bused to predominantly black schools. The policy remained district policy until 1972.

## THE ROLE OF NAACP

NAACP state president Lloyd Barbee filed a lawsuit in July 1965 challenging Milwaukee's school segregation. This lawsuit followed a boycott on May 18, 1964 by 15,000 African-American students on the 10th anniversary of Brown. According to Miner there were several other boycotts the following year as well. Whites in Milwaukee fought back by pulling their children out of MPS in large numbers after the district implemented its new open transfer policy. A few weeks after being elected to the Wisconsin legislature Barbee challenged MPS to end segregation demanding that they use a more equitable busing plan.

Finally in 1973 the case reached the desk of Judge John Reynolds. MPS argued that they did not intentionally segregate students based on race. In January 1976 Judge Reynolds issued his decision. He agreed that MPS had not intentionally segregated Milwaukee schools but MPS had acted “with the full knowledge that racial segregation existed ... and would continue to exist unless certain policies were changed ... the Constitution does not guarantee one a quality education; it guarantees one an equal education, and the law in this country is that a segregated education that is mandated by school authorities is inherently unequal. ... If the law against intentional school segregation is unworkable, then it should be repealed. Until then, it must be obeyed.” The case was appealed and reaffirmed by Reynolds in 1978. Barbee worked with MPS to develop a remedial plan that was launched in 1979. The plan led to a larger number of integrated schools in the 1980s. Ultimately white flight led to a failure in efforts to end school segregation in Milwaukee.

**REGGIE JACKSON**



WISCONSIN IS #1:

# Widest Gap in Test Scores Black/White

Wisconsin has the widest gap in  
the nation in every test category.

“The gap between black and white students in Wisconsin was the widest in the nation — again in every test category,” the Milwaukee Journal Sentinel wrote of the most recent results on the National Assessment of Educational Progress (NAEP) test. “Eighth-grade reading scores for black students were the worst in any state by any ethnic group. Fourth-grade reading scores for black students were the second worst. And black students in only three states had lower average math scores than Wisconsin’s black fourth-graders and eighth-graders” the Journal Sentinel reported in November 2013.

These results are nothing new. Milwaukee’s African-American students have consistently lagged far behind their white peers in the state for decades. As a result of these disparities we see a disparity in graduation rates as well. Wisconsin is consistently at or near the top in graduation rates for white students and near the bottom for African-American children according to data from the Department of Education. A report by the Schott Foundation for Public Education in 2012 showed that Milwaukee’s 38% gap between graduation rates between African-American and white males was the fifth largest in the country. In districts with at least 10,000 African-American males, Milwaukee had the sixth lowest four-year graduation rate (45%) for that group.

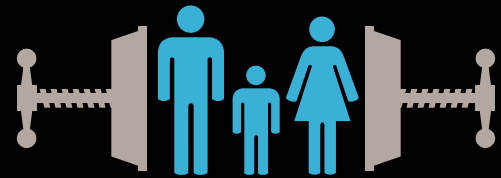
## THE ECONOMIC CHALLENGE

Schools in well-funded communities traditionally see better test scores than those in low-income communities. “The percentage of children in poverty residing in the Milwaukee Public Schools district rose to 41% in 2010 from 32.4% in pre-recession 2007,” according to the US Census bureau’s 2010 income and poverty estimates for all counties and school districts, as reported by the Milwaukee Journal Sentinel. A recent report by the Wisconsin Budget Project stated, “more than 8 out of 10 students in Milwaukee Public Schools were from low-income families in the 2013-14 school year.”

Another factor in the test score gap is student-teacher rate. Data from the National Center on Education Statistics showed that Wisconsin dropped from 18th in 2004 to 30th in 2012 in student teacher rate nationwide. “Wisconsin classrooms have fewer teachers, resulting in more crowded classrooms and less individualized attention for students. Over the last seven years, the number of teachers in Wisconsin public schools has fallen by 4,300, even as student enrollment has increased slightly according to the Wisconsin Budget Project.”

Budget cuts have exacerbated the problems within Milwaukee’s schools. Wisconsin’s public school cuts are among the deepest in the country. The most recent state budget provided 15% less resources for public schools per student in 2014 than in 2008, according to the Center on Budget and Policy Priorities. “When measured as dollars lost per student, Wisconsin’s cuts to public education over this period are second only to Alabama. Wisconsin provided \$1,038 per student less in state support for public schools in 2014 than in 2008.” Lost in the debate over reform, are the impacts of teacher shortages and large budget cuts, which impact the test score racial gap.

REGGIE JACKSON



**MILWAUKEE IS #1:**

# Black/White Employment Gap

Men are 32.4 percentage points and Women are 20.6 percentage points—widest racial gap in the country.

In employment what is most striking in Milwaukee is the gap between black and white employment rates, both for men and women. Milwaukee's gap — 32.4 percentage points for men (the highest among 40 major metropolitan areas); 20.6 percentage points for women (the largest gap in the country.) It wasn't always this way. In 1970, when Milwaukee was a manufacturing powerhouse, employment rates for white and black men were roughly similar.

A variety of factors have led to this huge disparity. A stagnant economy has led to higher unemployment rates particularly among African-American men. Over a decade of mass incarceration has taken a large number of African-American males out of the workforce. Those who return from prison have tremendous difficulty finding jobs. Manufacturing jobs have disappeared from the city, leaving in their wake lower paying service sector jobs.

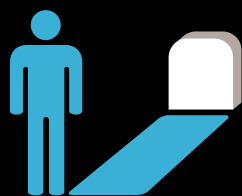
“The hypersegregated Milwaukee region is marked by some of the widest racial and spatial disparities—in employment, income, and poverty—of any metropolitan area in the country. City-suburban economic disparities have grown over the past 30 years, as has overall economic inequality and the “secession” of the region’s most affluent households from the central city to suburban and exurban communities (taking with them a good portion of the city’s tax-base and social capital)” according to a July 2013 report from UW-Milwaukee professor Marc V. Levine.

## DECADES OF DISPARITY

Data from 1946 shows that there was a large gap in black/white employment in the 1940s as well. As the manufacturing base of Milwaukee grew, it became a city that became an attractive destination for African-Americans leaving the south in the 1960's and early 1970's. UW-Milwaukee's Center for Economic Development tells us “after peaking in 1963, manufacturing employment has declined by over 77 percent in the city of Milwaukee. In 1970, manufacturing employment represented almost 36 percent of the city's job base; today, less than 10 percent of the city's jobs are in manufacturing. In the 1960s, almost 60 percent of metro Milwaukee's industrial jobs were located in the city; today, less than 19 percent of regional manufacturing takes place in the city of Milwaukee.”

These changes have led to the widespread disparity between whites and African-Americans in the city. A lack of high quality jobs in the central city has led whites to flee the city, leaving service sector jobs to be filled by African-Americans. The suburban and exurban communities have been the places where the better jobs have gone to or been created in. Unless African-Americans can find ways to access those job markets the employment gap will continue to grow.

**REGGIE JACKSON**



WISCONSIN IS #1:  
Black/White  
Life  
Expectancy

The gap in life expectancy between black and white Americans is decreasing across the country. Wisconsin, however, is the only state where the gap has gotten worse.

The “life expectancy gap” is improving throughout the United States — except in Wisconsin. In 1990, white men in the U.S. lived an average of 8.1 years longer than black men, with white women living 5.5 years longer than black women. Two decades later, this gap has shrunk. In Wisconsin, however, there was a statistically significant increase. For women, the gap increased by 1.6 years (from 4.9. years to 6.4 years.) For men, the gap increased from 7.7. years to 7.9 years. We are the only state in the nation that has failed to narrow the life expectancy gap between blacks and whites. “A number of factors contribute, such as a lack of access to preventive health care, food deserts, poverty, hyper segregation and mass incarceration,” writes Milwaukee Journal Sentinel columnist James Causey.

Geoffrey Swain, medical director at the City of Milwaukee Health Department and professor at the University of Wisconsin School of Medicine and Public Health told the Milwaukee Journal Sentinel “what you have here in Wisconsin is an environment which is not healthy for children of color, and this is the main driver of differences in life expectancy.” Wisconsin continues to rank near the bottom in health care spending. Wisconsin has long ranked near the bottom of states for public health spending. In 2013 including federal and state money Wisconsin spent \$42 per person on public health, ranking No. 49. The national average was \$92 per person. Wisconsin’s state public health budget has long been relatively small. Last year, it was \$75 million, or \$13.10 per person, ranking No. 46 among states.

CUTTING LIFE SHORT

The Center for Urban Population Health issued a report of 2012 statistics showing that there is a much higher rate of premature death among poorer people in Milwaukee. Premature death (before age 50) is associated with a variety of factors such as overall health, quality of and access to medical care, socioeconomic conditions, physical environment, health behaviors, and public health practices. Concentrated poverty, segregation and a lack of access to health care has led to health disparities at higher levels in Milwaukee.

Over 20% of Milwaukee residents self-reported their health status as poor or fair as compared to only 12% for the state. In 2011 lower socioeconomic residents of Milwaukee reported a lack of healthcare at much higher rates (24.3%) versus only 13.9% for all state residents. With such a large percentage of central city residents being in this lower socioeconomic class, it is not surprising that there is a growing life expectancy gap between blacks and whites.

REGGIE JACKSON

# Discussion

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I like the way Greater Together is helping us see our diversity as a tremendous untapped resource. When we refocus on the greater good, we will all prosper.

**MOLLY COLLINS**  
ASSOCIATE DIRECTOR, ACLU

”

**T**his section highlights participants’ responses to facilitated conversations held across Milwaukee by the Zeidler Center for Public Discussion. The Zeidler Center uses the Public Conversations Project methodology, a structured dialogue process which takes participants through a series of questions focused on their personal experience, deeply held values, and internal conflicts.

“The process itself was very safe, and very beautiful.”

-Dialogue Participant

“I valued how open, and candid the entire small group was with each other. There was a great spirit of respect, and graciousness that allowed us to really hear each other.”

-Dialogue Participant



# Experiences of Segregation

People were asked:

Milwaukee is currently described as one of the most segregated cities in the United States. How does this statement confirm or deny your experience? Share a personal story of how and where you’ve experienced and/or are impacted by segregation in the Milwaukee area.

Here are some of their responses:

*The basketball rims were just taken down in the park across the street from my house to discourage African American males from using the park. I feel this is blatant racism meant to control.*

*In my work as a real estate agent, people constantly ask me where the “good places” are to live in Milwaukee. What should I say? I myself live downtown, and my friends in the suburbs think I’m walking over dead bodies when I leave my house.*

“I am embarrassed by the state of segregation in our fine city. I am continually shocked when I speak to my friends in the suburbs at how hesitant they are to come into the city.”

“When I ride my bike through the city, I notice how clear the lines are that separate us.”

*I like to encounter different types of people and it can be very difficult in Milwaukee without seeking them out. One shouldn’t need to actively seek diversity (economic and cultural) in a city as large as Milwaukee.*

“Again and again I’ve experienced individuals and organizations who come to our neighborhood only to take our pictures and our stories and use them for their own benefit, to get grants, or publicity. But what do we get in return? Where is the investment in our community? Where are the jobs?”

“I grew up in Waukesha and didn’t meet a person of color until I was in college. I remember feeling lame even trying to have a conversation with someone of color. I feel Milwaukee’s segregation has seriously hindered me as a human.”

“I grew up in highly multi-cultural / multi-racial family. I had to confront race issue at young age, and felt ostracized for being white in a predominantly black and mixed family.”

“I was pushed out of a more integrated community into a less integrated one (Riverwest to Shorewood) because my landlady’s foreclosure. As my daily interactions with different races has decreased so has my consciousness about segregation and racism.”

“There are areas of the city like Mitchell Street that seem to be both diverse and thriving. Why can’t more neighborhoods experience this?”

“I live in Shorewood and I remember going bike riding with my grandchildren to Atwater one day. We were stopped by police who asked for my personal information. I, in turn, confronted them for stopping us because we were black.”

“The home I live in is 100% white. My kids say I live in a white ghetto. But deep in my gut I do not want to live with all sorts of different people.”

“I was well educated by my family and I often hear, “you’re very articulate.” Now I have a young son whose classmate told him “I can’t marry you, you’re brown!”

*As an African American woman, I’ve lived in Milwaukee all 70 years of my life. I feel that things have not really changed regarding the impact of segregation on employment, education, housing, health care, etc. The same barriers are in place.*

# Heart of the Matter

Participants were asked:

What's at the heart of the matter for you in building a thriving community beyond segregation? What do you think would bring about greater social justice and equality in the city?

Here are some of their responses:

*Segregation isn't the issue— the main problem is unequal access to resources.*

*Education is the key.*

"STEM- Science Technology Engineering Math should be promoted with youth, regardless of race, or gender. Economics and Civics need to be brought back and taught in primary and secondary schools."

"No one owns the English language. We need to promote commanding speech in our schools and in our homes. If speaking with power and eloquence makes someone lose friends (like I did), then I say lose them. You'll find other friends."

"Where are the places where I can meet a diverse group of people? We need to create safe places and opportunities to come into touch with difference."

"We need affordable work force housing throughout the region."

"Human Dignity. We're all created, and loved by God."

"The transportation system needs an overhaul with creative solutions to get people to jobs, and moving throughout the city."

"We need to know the history of our communities. Empowerment comes from understanding history."

"We need jobs, not hand-outs."

"How can we make equality and diversity profitable or attractive for business? Perhaps we need a scorecard for businesses, similar to the sustainability/green movement, where companies are rated on the level of their diversity. And customers take notice."

"The heart of the matter for me is awareness - We need to know how segregation is really impacting individuals, families, and communities. We can use knowledge as bridge to greater communication."

"We need to cut down on splintered organizations and efforts. There are so many groups doing good things in Milwaukee, but they are operating apart from others and a larger view."

"The heart of the matter is creating a positive vision. What is our shared dream of our city 5 years from now? 50 years from now? Who can serve as role models?"

"We need to work to develop a pipeline of employment from the classroom to the board room."

*We have to figure out how to be sisters and brothers. We stereotype cultures, rather than look at the individuals. We make assumptions, and need to break down boundaries.*



# What's Holding You Back?

*I feel overwhelmed by the size and magnitude of the problem.*

"Uncertainty is what holds me back."

"I'm too old."

"I don't know what would truly help and not hurt. What action is good action?"

"There is an unwillingness from the people in power to fix it, and if I'm honest, there is an unwillingness in me."

"I'm uncertain of the root causes of segregation in this particular community. I'm suspicious of single narratives to explain it."

"Sometimes I feel segregation doesn't impact me, so I'm in danger of saying 'So what?'"

"Fear of Rejection."

*Fear of being ineffectual.*

"I lose motivation because I don't see opportunities to make a change."

"I'm exhausted."

"I'm white, so how do I get involved without saying 'let me make it better for you'?"

"Uncertainty is my middle name."

*Is anything we do going to make a difference?*

"I fear that I'd try to do something important, and do nothing."

"I'm not educated."

"There is a feeling that not enough people care."

"I feel held back by labels."

# Motivations to Act

*I don't want to feel ignorant anymore about history or my city.*

*I'm dedicated to finding common ground.*

"It's not only a minority issue. We all suffer by living in a segregated society."

"I want to challenge the status quo."

"I love challenging paradigms."

"I took the "Unlearning Racism" workshop at YWCA and it changed my life."

"I want to use wisely the time I have left."

"I want to keep the dialogue going! This is the primary challenge facing Milwaukee. Will bank CEOs, school teachers, and neighborhood residents have meaningful conversations with one another?"

"I raised my children to believe that no one group is better than another."

"People of faith like myself have a responsibility to build bridges between cultures."

*Individuals can make a difference in areas where government can't or won't.*

*I love Milwaukee and I want it to be great.*

*I want to change myself and then be an example to others.*

"I'm encouraged to brainstorm grassroots initiatives with a diverse group of people."

"I'm motivated by my grandchildren. I want to give them values, focus, direction."

"I want to understand others outside of my stereotypes of them, just like I want to be understood--as someone who's black, Catholic, and likes gospel music."

"I believe endeavors have to be longitudinal, with families, and neighbors involved. We need lots of connected silos."

# Vision

## THE FINALISTS

The following ideas were selected as finalists by a panel of experts, community activists and the Greater Together Coalition Leadership. These individuals and organizations will present their ideas before a public audience at Turner Hall. A \$5,000 cash prize is awarded to seed their project and move it forward.

The Greater Together Coalition is dedicated to finding funding for many of these ideas and others that have come to light because of the public call to dismantle segregation in Milwaukee.

Over 130 original ideas were submitted.

“

The more I’ve worked on this initiative the more I believe that we need to become a city with a bold vision of the future that acknowledges its issues and is healing.

**KEN HANSON**  
CEO, HANSON DODGE CREATIVE  
CHAIRMAN OF GREATER TOGETHER

”

### 1. GREATER TOGETHER STORIES

Megan McGee, Executive Director,  
Ex Fabula

### 2. THE NOW GRAPHIC IMAGE

Nicolas Lampert, Senior Lecturer,  
Peck School of the Arts

### 3. DISRUPTORS

Jeanne Henry, Owner, Grrl Jeanius

### 4. JUXTAPOSE

Emilio De Torre, Director of Youth & Programs,  
ACLU of Wisconsin

### 5. WHAT’S IMPORTANT TO ME?

Barbara Miner, Author and Photographer

### 6. DESIGNERS TALKING

Nate Pyper, Designer, Milwaukee Art Museum

### 7. UNIVERSAL DRIVERS EDUCATION

Nichole Todd, Center for Driver License Recovery  
& Employability — a partnership between  
Wisconsin Community Services, Legal Action of  
Wisconsin, Milwaukee Area Technical College and  
the City of Milwaukee

### 8. RAISING ANTI-RACIST CHILDREN

Jeffery Baas, Milwaukee Center for Teaching,  
Learning, and Public Education

### 9. MUSIC COMMONS

Francesca Kempfer, Development Director,  
88Nine Radio Milwaukee

### 10. OPEN STREETS

Jessica Binder, Education Director, Bicycle  
Federation of Wisconsin

### 11. PRECIOUS LIVES

Brad Lichtenstein, Director and Producer,  
371 Productions

### 12. ECONOMIC IMPACT STUDY OF WISCONSIN MARIJUANA LEGALIZATION

Michael Drescher, Co-founder, Okanjo

### 13. MARKETING AND COMMUNICATION PLANNING FOR EVIDENCE TO ACTION PROGRAM

David Riemer, Senior Fellow,  
Public Policy Institute

### 14. ONE MILWAUKEE

Grace La and James Dallman, Partners, La  
Dallman Architects

### 15. MKE 2040

Brad Pruitt, Emmy Award Winning Independent  
Filmmaker; Pat Buckley, Executive Producer,  
About Face Media; Xavier Ruffin, President  
and Director, Dopamine Productions; Rubin  
Whitmore, Director and Filmmaker,  
Dopamine Productions

## JUDGING PANEL

**ROB SMITH**, PhD  
Associate Vice Chancellor, Global  
Inclusion & Engagement, University  
of Wisconsin-Milwaukee

**JOHN JANSEN**  
Executive Director,  
Community Shares

**ANDREA HUBBER**  
President, BMA Milwaukee

**RL MC NEELEY**, PhD  
NAACP Milwaukee Branch

**BOB PETERSON**  
President, MTEA

**AVA HERNANDEZ**  
Director, Public Allies

**CHRIS KLEIN**  
President, AIGA Wisconsin

**KATHERINE WILSON**, PhD,  
Executive Director, Zeidler Center  
for Public Discussion

**MOLLY COLLINS**  
Associate Director,  
ACLU of Wisconsin

**TARIK MOODY**  
Evening Music Host & Digital  
Manager, Radio Milwaukee

HONORABLE MENTIONS

The following three ideas warrant honorable mentions. The panel of judges and the Greater Together Coalition leadership want to recognize these ideas, which were in contention in our discussions. While these individuals and organization will not make public presentations, we wanted to recognize their initiative, leadership and to support them.

ALL FOR ONE!

Student Initiative  
Mario Fregoso, High School Junior,  
Shorewood High School

2015 RACIAL INEQUALITY  
AWARENESS CAMPAIGN

Design Responsibility  
Maggie Jacobus, President/  
Executive Director, Milwaukee  
Creative Alliance

A MORE DIVERSE  
FUTURE FOR MILWAUKEE’S  
CREATIVE ECONOMY

Industry Initiative  
Erica Conway, Co-Owner, C2  
Graphics Productivity Solutions, and  
Member, Eisner Creative Foundation

SPECIAL THANKS

RADIO MILWAUKEE

MILWAUKEE BIZ TIMES

WISCONSIN EYE

MILWAUKEE NEIGHBORHOOD  
NEWS SERVICE

MAYOR BARRETT’S OFFICE

MILWAUKEE FILM FESTIVAL

HANSON DODGE CREATIVE

Ken Hanson  
Sarah Smith  
Sarah Van Elzen  
Kristie Giordana  
Jack Hargreaves  
Jillian Turbessi  
Kate Erickson  
Damian Strigens

AIGA WI

Chris Klein  
Claire Tomm  
Jill Orsburn  
Kathryn Lavey  
Katie McCormack  
Neille Hoffman  
Doug Cheever  
Sam Korthof  
Anuradha Murthy  
Tim Panicucci

NAACP

James Hall

ACLU

Molly Collins  
Syd Robinson

NEWaukee

Jeremy Fojut

DOPAMINE PRODUCTIONS

Xavier Ruffin

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Kimberly Kane  
Tony Baez  
John Jansen  
Julie Rowley  
Erica Conway  
Franz Rigert

ZEIDLER CENTER FOR PUBLIC  
DISCUSSION

Dr. Katherine Wilson  
Bill Martin

GS DESIGN

Micah Eberman  
Andy Wright  
Karla Diaz  
Marc Tebon

MTEA

Bob Peterson  
Kelley Dawson-Salas  
Lauren Baker

BLACK MARMELADE

DeChazier Stokes-Johnson

BARBARA J. MINER  
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Barbara Miner

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Michael Britton

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AIGA Wisconsin

KEN HANSON

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AIGA Wisconsin

ANDREA HUBBARD

Hub+company

BILL MARTIN

Zeidler Center for Public  
Discussion

DR. KATHERINE WILSON,  
Zeidler Center for Public  
Discussion

JULIE ROWLEY

THE GREATER TOGETHER COALITION

The coalition includes organizations with a membership exceeding 250,000, led by AIGA Wisconsin: 9-5 Wisconsin, ACLU of Wisconsin, C2, City of Milwaukee Equal Rights Commission, Southeastern Wisconsin Common Ground, Community First, Inc., Community Shares of Greater Milwaukee, Creative Alliance Milwaukee, Midwest Environmental Advocates, Milwaukee’s United AdWorkers, Milwaukee Institute of Art & Design, Milwaukee Neighborhood News Service, Milwaukee Teachers’ Education Association, Mount Mary University, NAACP - Milwaukee Branch, Parents for Public Schools, Pilgrim UCC, Portrait Gallery Society, Public Allies Milwaukee, Repairers of the Breach, Schools and Communities United, TRUE Skool, Inc. Urban Roots Inc., Voces de la Frontera, Wisconsin Jobs Now, Wisconsin Voices, Wisconsin Coalition Against Domestic Violence, Youth Empowered in the Struggle (Y.E.S), YWCA Southeast Wisconsin, Centro Hispano, Coalition for Children, Youth and Families End Domestic Abuse Wisconsin, Fair Wisconsin Education Fund, Friends of Lakeshore State Park, Organic Arts, The League of Young Voters, Victory Gardens Initiative, Milwaukee LGBT Community Center, Healthy Words Global Initiative, Greater Milwaukee Committee and the Zeidler Center for Public Discussion. In addition there are scores of private businesses contributing, including: Hanson Dodge Creative, GS Design, Kane Communications Group, 88Nine Radio Milwaukee, Arts@Large, Maldonado & Morgan, BMA Milwaukee, and Hub+company to name a few.



Greater Together is a growing and unprecedented coalition of concerned businesses, organizations and the creative community focused on reframing Greater Milwaukee's segregation and social justice issues to a shared vision of prosperity driven by remarkable diversity.

IN PARTNERSHIP WITH



[www.zeidlercenter.org](http://www.zeidlercenter.org)

CREATED BY



Celebrating 100 years of design impact with Greater Together.

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A very special note of thanks to everyone who entered the Greater Together Challenge and put their faith in a more awesome future for all of us. And, the facilitators, volunteers and the generous hosts of the community dialogues.

For more information visit: [GreaterTogether.me](http://GreaterTogether.me)