



Community Partners



OPERATION Clean & Safe



What is Operation Clean & Safe?

Operation Clean & Safe is a comprehensive plan to attack the areas of the City of Milwaukee with the heaviest blight and debris. It is a way to get the community involved and build pride in neighborhoods which suffer from obvious signs of neglect. The process brings together community stakeholders and City services to make a visible and measurable change in the neighborhood.

Clean & Safe is a multi-phase project that uses a variety of strategies to bring a neighborhood to stability, and then work to keep it that way. It follows the “Broken Window” theory, contending that in a clean and well-maintained environment, people are less likely to commit crime and more likely to respect the neighborhood and the people living there.

How does Operation Clean & Safe work?

Operation Clean & Safe begins with the identification of a 4 to 8-block area. A review of COMPASS neighborhood data will provide baseline on issues of crime and nuisance activity. This also provides an overview of area resources, such as: schools, churches, Safe Places and businesses. Further compilation of existing block clubs, and active neighborhood residents adds to the list of resources and assets. Additional resources are brought in for Clean & Safe work such as community service workers, law enforcement, DNS and DPW inspectors.

It is necessary to identify the appropriate elements of an Operation Clean & Safe strategy, including those recommended by Crime Prevention Through Environmental Design (CPTED). For example: community clean-ups, graffiti removal, alley identification initiatives, sewer grate stenciling, written nuisance warnings or housing code warnings, brush cutting, vacant lot clean-up, tree or flower planting, etc. Specify the duration of the initiative which should be no longer than 3 months, including start dates and end dates, as well as a project implementation timeline. Schedule one activity a week to balance out the workload of the overall effort. Ensure all of the necessary materials and tools are available. Before you begin the operation, conduct initial survey of area resident perceptions and quality of life concerns.



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Other tips and considerations for Operation Clean & Safe areas:

- Take before and after pictures to show improvements.
- Involve the local elected officials and law enforcement in the effort.
- Mail letters to landlords and property owners to let them know what your strategy is, when the project will begin, and how they can help out.
- Secure cleaning materials for your event from Keep Greater Milwaukee Beautiful.
- Ensure neighborhood youth are involved with your efforts.
- Call the Department of Public Works for special pick-ups or a dumpster on clean-up days.
- Pass out flyers for clean-up events in the neighborhood and to get support for events from residents.
- On clean up days, have a brief officiating ceremony or press conference to explain to the community why it's important to have a clean neighborhood.
- Keep track of the activities you conduct and community involvement as the project progresses.
- Conduct a resident survey to inquire about attitudes and concerns and select a specific success story or difficulty to highlight.
- Give out awards for the 'most improved' or 'best on the block.'
- Always compile a final report for stakeholders and don't forget that change takes time.

Keep it Fun!

