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MUND ACCOMPLISHMENTS

I. Management Information System (MIS) and Data Bank Development

MUND is the only "community-action" program which, to date, has established a systems component as an integral part of its program structure. During FY '70, the SREP Division's efforts were directed toward two areas: (1) MIS Development and (2) Data Development Projects.

During Fiscal 1970, the SREP Division actually pursued the design and development of a Management Information System (MIS) to generate the data required for effective management control by the Neighborhood Development Corporation (NDC) and its subsidiary corporations, New Town Non-Profit Housing Corporation (NTC) and the MUND Development Corporation (MDC), over their respective action programs, and an associated Data Bank, which will contain all substantive socio-economic data pertinent to the MUND area specifically, and the Metropolitan Baltimore area in general.

Data Bank Development. As a result of the expense and myriad of problems experienced in the 1967 Westinghouse MUND Household Survey, the new strategy has been to capture pertinent demographic and operational data (i.e., program planning) from the various "Secondary Data Sources" existing within the city and state governmental agencies, and private sources (whenever possible). This strategy has been extremely successful in terms of the data actually captured. The following is a listing of the various steps associated with this capture, and identification of the data actually secured:
Step 1: Residual Data Collection:

Involved the collection and cataloguing of all data, reports, etc., assembled for and by the MUND Organization prior to the creation of the SREP Division.

Step 2: Analysis of Present and Future Data Requirements:

This process was first restricted to the FY '70 action projects and subsequently, the review of FY '70 data requirements.

Step 3: Secondary Source Identification and Data Capture:

A. Administration Planning Component:

- General socio-economic (i.e., demographic) data required for all planning components

B. Physical Planning Component:

- Housing related information:
  - City's Vacant Lot File
  - City Housing Code Violation File
  - City Tax Assessment Record
  - Public Utility Data

C. Social Planning Component:

- Education
  - Child Population Register
  - Pupil Attendance Record

- Health:
  - Title "19" Recipients File

- Other:
  - Welfare Recipients File
D. Economic Planning Component:
   - Manpower and Job Development
     - General Unemployment Statistics
     - Job Information Center (JIC) Files
     - Dunn and Bradstreet Business Statistics

The Operations Division (formerly the SREP Division) makes use of high speed, large "core" storage computers at the Westinghouse Corp. (Westinghouse utilizes a Univac 1108 System which is one of the largest on the East Coast of the United States). The significance of this work cannot be estimated on a rational level at this time. It can be said, however, that in Baltimore, no comparable system exists (i.e., in other Socio-action programs or City agencies)

II. MUND Block Redevelopment Strategy (MBRS)

The Block Redevelopment Strategy (BRS) is the product of the Model Cities Section of the Baltimore City Planning Department. It represents a comprehensive reassessment of the methods and techniques currently being used in urban redevelopment programs (i.e., urban renewal, etc.) and provides some innovative concepts to more effectively coordinate both new housing development and rehabilitation, in conjunction with community service facility development, private business expansion and relocation. The result of this effort has been a better and more flexible "client oriented" planning mechanism aimed at the evolution of the institutional change required for total environmental redevelopment. This strategy describes a flexible planning mechanism aimed at total environmental development through the staged utilization of both Capital Improvement Projects and available land resources for housing and related
community services.

The MUND Block Redevelopment Strategy is an outgrowth of the Model Cities Section of the Baltimore City Planning Department and the Cornell University School of Architecture. Through the contracting arrangements entered into by MUND, during Fiscal 1970, a specific set of analyses, plans and physical and environmental programs have evolved which will serve as the foundation for a Five-Year Plan for The New Town Non-Profit Housing Corporation (NTC).

On December 12, 1970, the Planning Commission adopted the Block Redevelopment Strategy as the basis for the detailing of the City Master Plan in the inner-city areas. Further, the Commission also adopted the preliminary plans developed for the Model Urban Neighborhood Demonstration Area (MUND) by the Planning Department as the basis for the detailing of the City Master Plan in the stated area.

III. MUND Job Information Center (JIC)

At the beginning of Fiscal 1970, the MUND/JIC was charged with the responsibility of screening 1,800 applicants and the placement of 600 in positions of meaningful employment. Operating under a total budget of $151,000, the JIC has achieved the enviable record of screening 3,895 applicants and the direct placement of 1,086 at an average hourly rate of $2.50. The placement was direct and without extensive prerequisite preparation. More significantly, however, the MUND/JIC placements have established an 85% job retention rate (figures based on individual employer follow-up six months after placement).

Under the MUND Job Information Center system, the only cost to the
Federal Government was the personnel cost of the incumbants operating the center. There was no expenditure for training a prospective employee. There was no compensation to an employer to indemnify him against waste and low production of an inexperienced or untrained worker. Thus, the Job Information Center's average cost per placement of $137.00 was restricted solely to staff salaries, etc. This is for approximately $5,000 per trainee in many currently operating manpower training and/or job skills programs.

The MUND Job Information Center has demonstrated that it is possible to place applicants in employment directly; that is without benefit of passing through the "way stations" of a variety of Federally-funded manpower training programs. The sole criteria has been the willingness of the employer to hire the prospective worker to perform. The employer has in these instances performed their traditional role. They have undertaken the responsibility of orienting and training the worker. In 98% of the cases, the employer was not provided with the "MA-5 crutch", and the starting wage rate exceeded the hourly rate under an MA-5 contract! Additionally, the MUND-secured positions had all the same ingredients for upward mobility. Additionally, many of the same positions were the same under either approach.

Fiscal 1971 OEO (Office of Economic Opportunity) guidelines for the MUND Program designated the MUND/JIC manpower development effort as having attained an "operational" status. This designation, therefore, required the JIC to obtain supplemental funding on or before October 31, 1970.
These supplemental funds would have to be sought from outside the MUND Program's Fiscal 1970 Title 207 Demonstration Grant, or to phase-out the JIC completely.

To date, Manpower proposals have been submitted to the Department of Labor and to the Baltimore City Community Action Agency, Concentrated Employment Program (CEP)

IV. MUND Newsletter

The Communications Division of the MUND Program began shortly after MUND's inception in 1967. The "Newsletter" per se, began as a mimeographed edition of a few pages, charged with informing the MUND residents of program endeavors and progress. During the growth of the Newsletter, additional professional staff were employed to achieve the polished and sophisticated tabloid of Fiscal 1970. The Newsletter served 18,000 residents in the MUND area (5,000 families). Monthly publications were circulated to its readers, with a circulation in the MUND area of 6,000, and outside of the MUND area, 2,000. Copies of the "Newsletter" were sent to all Mayors of Major Cities and to other interested parties.

The success of the MUND Newsletter was in part due to the nature of the publication. The regularity of issues and the professional journalistic quality of the news coverage and feature articles gave to the MUND residents a sense of pride and community spirit by bringing to them 'their own newspaper'.

Fiscal 1971 OEO guidelines for the MUND Program designated the MUND "Newsletter" as having attained an "operational" status. This designation
therefore, required the MUND "Newsletter" to obtain supplemental funding on or before October 31, 1970 from sources outside the MUND Program's Fiscal 1970 Title 207 Demonstration Grant, or to phase-out the "Newsletter" completely.

A proposal has been submitted to the Community Action Agency (CAA) and Model Cities and negotiations are under-way to establish a tri-agency newspaper to serve Baltimore's Inner-City residents.
V. MUND Sea Host Carry-Out Restaurant Franchise

In July, 1970, the MUND Economic Development Corporation (MDC) embarked upon a small but ambitious business venture: The Sea Host Restaurant. Owned and operated by MUND community residents, this endeavor is but one business enterprise to be pursued in the overall economic development plan for MUND area residents and the MUND Program.