

Millennial Priorities

* Note: this is a working document that lists Millennial Task Force members' priority issues, and provides a starting point for the Task Force to make S.M.A.R.T. goals. Document last updated: 9/1/2020

3 priority age groups:

- Youth to 23 years old
- 23 to 30 years old with no children
- 30 years and over with families

General Notes:

- Racial equity should be considered a main component of all of the priorities/goals
- City government must promote positive narrative in order to change outsiders' perceptions of the city

Racial and Criminal Justice

- Address disparities in education, wealth, health outcomes for minorities
- Modify police training to address police brutality
- Expand emotional intelligence and cultural competency assessments to City employees beyond MPD
- Incentivize first-time homebuying and residence in black/brown neighborhoods

Health and Wellness

- Address the major impacts COVID-19 has had on the black and brown community
- City needs improved built environment and infrastructure including better and more sidewalks, bike lanes, curb appeal, pedestrian malls, and public transit to protect and promote health and wellness
 - Infrastructure is a racial issue as well; there are few running, walking, biking lanes in minority neighborhoods

Education

- Expose young people to non-traditional career pathways
 - Schools and higher education should provide young people opportunities to learn about variety of career pathways that they could pursue in Milwaukee
- Incentivize young people to stay in Milwaukee for college
 - Expand pre-college programs and improve the college experience since Milwaukee universities may not be students' first option

Employment and Economic Development

- Assist and expand startups, apprenticeships, and internships
 - Pathways and talent pipelines should improve: internships should lead to future job opportunities, while more assistance should be given to startups
- Expand capacity and resources for Business Improvement Districts (BID) and Tax Increment Financing (TIF), and implement anti-displacement measures and programs for childhood development or tax credits for childcare
- Boost tech industry
 - Tremendous opportunities for new jobs in Milwaukee's tech sector
- Attract people from other countries to move and stay in Milwaukee
 - Extend work visas for immigrants