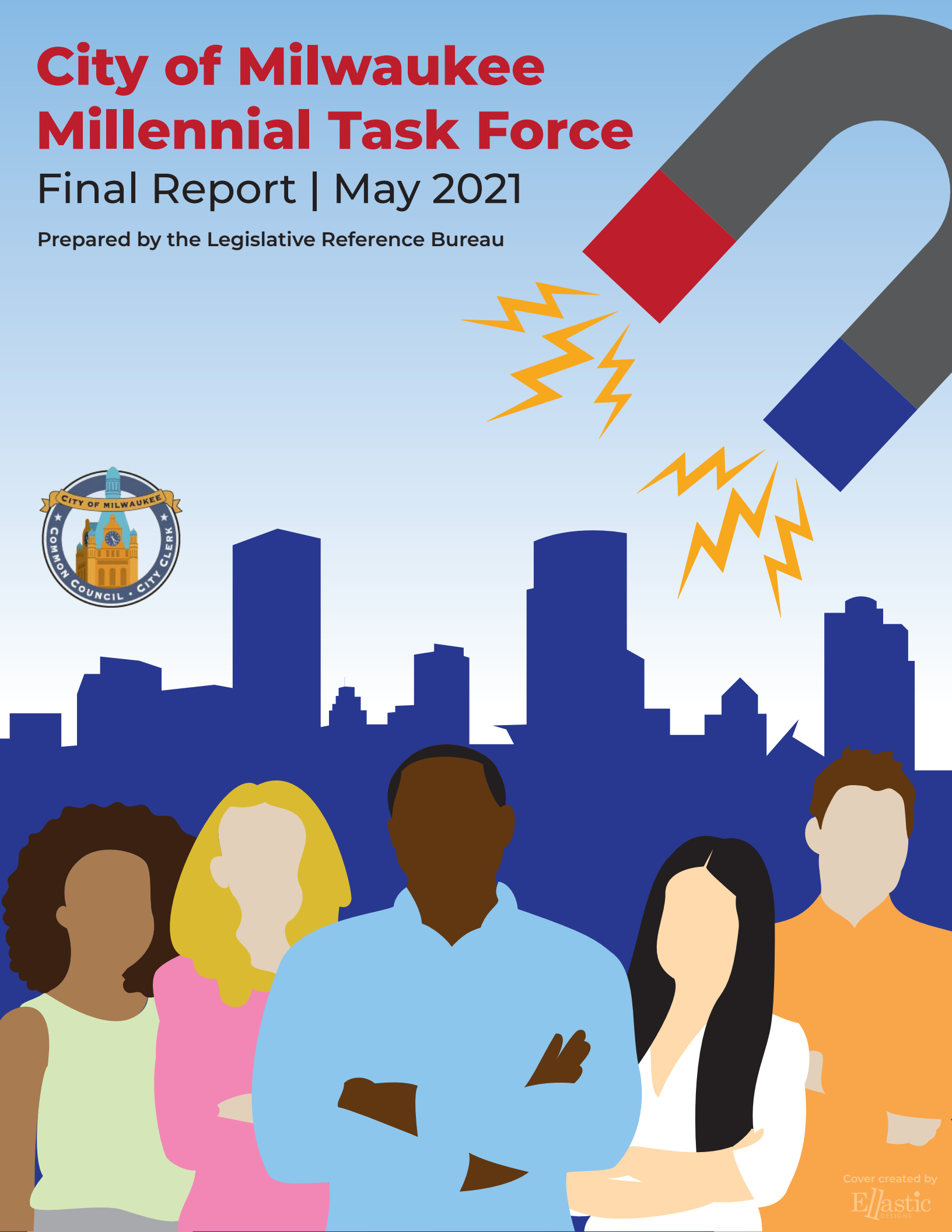


City of Milwaukee Millennial Task Force

Final Report | May 2021

Prepared by the Legislative Reference Bureau



Task Force Overview

The Millennial Task Force was established to address the problem of “brain drain” from Milwaukee and to recommend proposals to the Common Council to attract and retain Millennials (born between 1981 and 1996). Recent data indicate the region struggles to attract and retain young, talented individuals, and demonstrate Milwaukee’s difficulty keeping students and luring new ones to the city to attend college. The Task Force, comprised of community leaders representing Social X MKE, City of Milwaukee Department of Neighborhood Services, Galbraith Carnahan Architects, NEWaukee, Northwestern Mutual, Milwaukee Urban League, Greater Milwaukee Committee, Wheel & Sprocket, Wisconsin LGBT Chamber of Commerce, Hmong Wisconsin Chamber of Commerce, and Bridge the City, shared their unique perspectives and analyzed publications, national studies, and local news reports to formulate long- and short-term solutions. The Task Force held 15 meetings between February 2020 and May 2021 and welcomed 15 speakers to discuss their organizations’ initiatives.

Challenges and Opportunities

Task Force members believe entrenched preconditions such as high rates of poverty, insufficient educational systems, segregation, limited cultural scenes, inadequate infrastructure, and concerns about public safety drive people away from Milwaukee. On the other hand, many young people buy homes and start families in Milwaukee because of its urban nature, reasonable size, and entrepreneurship opportunities, while the cost of living, including rent, transportation, food, and entertainment, is comparatively affordable and young professionals hold a significantly lower average student debt. Meanwhile, members are optimistic about the growth potential of apprenticeships as a viable non-traditional career pathway in the city and are excited about the rapid growth of jobs in the local technology sector that has resulted from new tech partnerships and innovations.

RECOMMENDATIONS

Infrastructure and Transportation



- Commit to modern, multi-modal transportation, equitable development, and Vision Zero, and join NACTO. Create a modern transportation agency; reorganize Department of Public Works (DPW) Infrastructure Division to address equity, climate change, safety, economic development, mobility, etc.

- Develop a sustainable infrastructure funding source that would generate local revenue for transportation.
- Eliminate jaywalking as an offense in the city.
- Develop an ambitious pedestrian zone road map that converts one street or alley in each neighborhood to a pedestrian plaza or public space.

Employment and Economic Development



- Develop a ‘Milwaukee Residency Program’ with immersive programs and experiences for startups.
- Create an Opportunity Zone Fund and/or a Revolving Loan Fund for Community Development.
- Formalize a resident-first planning process to protect neighborhoods at risk of displacement.

- Create Department of Transformation to act as “modern-day suggestion box” for improving public services.
- Establish a department, task force, or program devoted to attracting and retaining talented people.
- Create Talent Investment Districts to collect and allocate funds towards attracting talented individuals.
- Increase funding for the Direct Connect MKE program.
- Explore a Universal Basic Income (UBI) program.
- Establish a social entrepreneurship fund whereby the City provides funding, mentorship, and other resources to social entrepreneurs.
- Assist and expand startups, apprenticeships, and internships.
- Expand economic development tools such as Business Improvement Districts (BID) and Tax Incremental Financing (TIF).

RECOMMENDATIONS

Racial and Criminal Justice



- Implement anti-racism solutions.
- Increase tax levy support for the Department of Administration's Office of African American Affairs (OAAA) from \$190,850 to \$240,850, connect it with the Health Department, and coordinate with the County's OAAA office.

■ Provide an update on the draft assessment report recommendations from the Milwaukee Collaborative Reform Initiative, tasked with addressing racial and criminal justice issues.

- Modify police training.
- Expand emotional intelligence and cultural competency assessments to all City employees.
- Incentivize first-time home buying in Black and Brown neighborhoods.

Health and Wellness



- Address the major impacts COVID-19 has had on the Black and Brown community.
- Recommend Council-sponsored report analyzing the supply of neighborhood amenities within each Common Council district, and average distances between residents' homes and these essential locations.

■ Increase tax levy support of the Office of Violence Prevention (OVP) from \$2,142,625 to \$2,442,625, annually review and advocate for the goals and strategies in the Blueprint for Peace, and balance violence prevention investment with the Milwaukee Police Department's (MPD) budget.

- Ensure that state and federal lobbying prioritizes advancing violence prevention policies and investment.
- Treat victims of domestic and intimate partner violence with dignity and protect their rights through increased engagement and investment.
- Eliminate death and injury caused by police violence.
- Prioritize gun violence prevention.
- Create free mental health introductory consultation or counseling services for all Milwaukee residents.

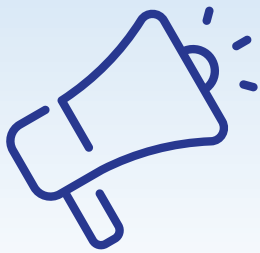
RECOMMENDATIONS

Education



- Incentivize young people to stay in Milwaukee for college through scholarships and discounted tuition.
- Expose young people to non-traditional career pathways available in Milwaukee, such as apprenticeships and jobs that don't require college degrees.
- Improve the college experience, implement curriculums to teach students about Milwaukee job possibilities, and expose them to the city.
- Elevate the City's Earn and Learn program.

Marketing and Storytelling



- Create a central storytelling hub within City government to help promote a positive narrative and to reach a large audience through program marketing.
- Work with and encourage outside organizations to develop a positive narrative for Milwaukee and to increase public awareness of opportunities and assets in the city.
- Improve City government's "company culture."