



 **ReFreshMKE**
ecoCITY of MILWAUKEE

2018 PROGRESS REPORT



“WORKING TOGETHER, WE CAN MAKE MILWAUKEE A WORLD CLASS ECO-CITY ON AMERICA’S FRESH COAST.”

– MAYOR TOM BARRETT



THE NEW TRIPLE BOTTOM LINE



eco
ENVIRONMENTAL
COLLABORATION
OFFICE

ecoCITY of MILWAUKEE



Mission of ECO

- Implement the City's [Refresh Milwaukee](#) sustainability plan.
- Develop practical solutions that improve people's lives and the economy.
- Develop community and global collaborations for bigger impact



Core Sustainability Programs



ecology economy ecommunity | milwaukee.gov/eco

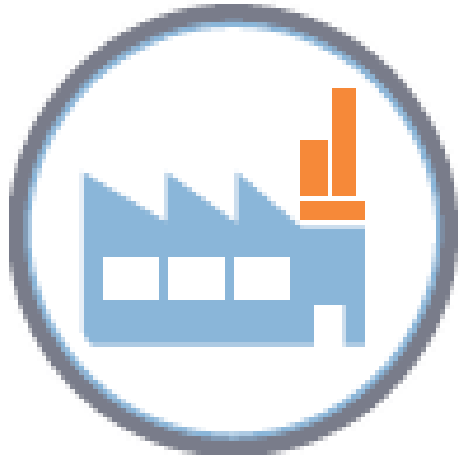


ReFresh Milwaukee

www.RefreshMKE.com

- Milwaukee's Sustainability Plan
- Stakeholder input and public outreach
- Vision & strategic plan for community sustainability
- Sets goals and targets (2013-2023)
- Eight Issue Areas, Two Catalytic Projects





BUILDINGS



THE CITY OF MILWAUKEE'S
**BETTER
BUILDINGS
CHALLENGE**

**REENERGI
ZING
MILWAUKEE**

ONE BUILDING AT A TIME



**BETTER
BUILDINGS
CHALLENGE**
ecoCITY of
MILWAUKEE





THE BUILDING EXPERIENCE



BBC Pledge

- Pledge to reduce energy use 20% over 10 years
- Access to networking & educational resources



Benchmark

- ENERGY STAR Portfolio Manager® account created for building



Energy Assessment

- Energy assessment for qualifying buildings (\$2000+ value)

Next Steps

- Checklist of actions
- Connected to appropriate contacts & contractors to get work done



Implement Project

- Track progress through conversations with buildings & Focus on Energy



Awards & Recognition

- Recognized as participant on program website
- Buildings that complete projects are eligible for awards



PACE
FINANCING

ecoCITY of
MILWAUKEE

Commercial Buildings

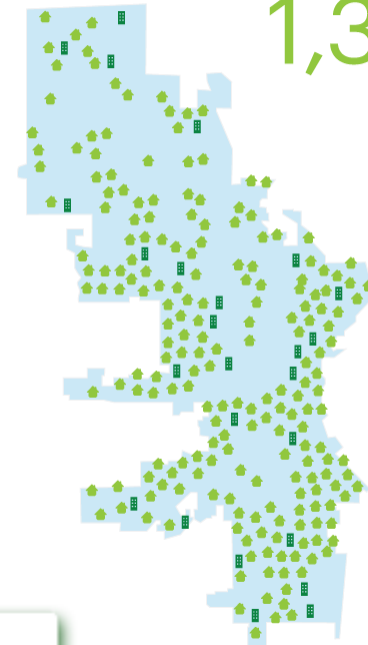
- PACE financing overcomes financial barriers for energy efficiency, renewable energy, and water efficiency projects
- US Department of Energy has named our PACE program a national “implementation model”
- 11 projects valued at over \$14 million have been approved, saving building owners \$1m annually
- Milwaukee.gov/PACE



Don't let your energy dollars go up in smoke!



Me2 has helped weatherize
1,336 Milwaukee homes equal to 110 square blocks.



focus on energy
Partnering with Wisconsin utilities

Cash-Back Rewards

- insulation
- air sealing
- mechanical upgrades



summit
CREDIT UNION

Low-Interest Financing

- no money down
- no home equity
- no minimum credit score




**Happy Home
& Lower Bills**



ENERGY



Milwaukee
SHINES

ecoCITY of
MILWAUKEE

Solar Energy

MILWAUKEE SHINES supports solar energy projects and policy to help create clean, renewable energy and local jobs.

- Group Buys
- Improved permitting, planning and zoning
- 170 homeowners have installed over 600 kw of solar
- Solar in Lindsay Heights





Milwaukee
SHINES
ecoCITY of
MILWAUKEE

ADVANCE SOLAR IN LOW INCOME COMMUNITIES

- Secured grant from Institute for Sustainable Communities to support solar in Lindsay Heights, in partnership with Walnut Way
- Solar being installed at four locations, including Alice's Garden, Fondy Market, Wellness Commons, and Walnut Way Center
- Making connections between solar installers and community residents





Milwaukee
SHINES

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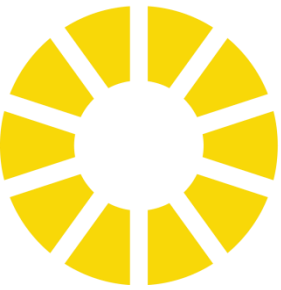
Solar Strategy

Goal: 25% by 2025
Renewable Power For City
Facilities

Strategies?

- A. City builds solar
- B. City works with third parties to finance Solar
- C. Collaboration with We Energies
- D. All of the Above

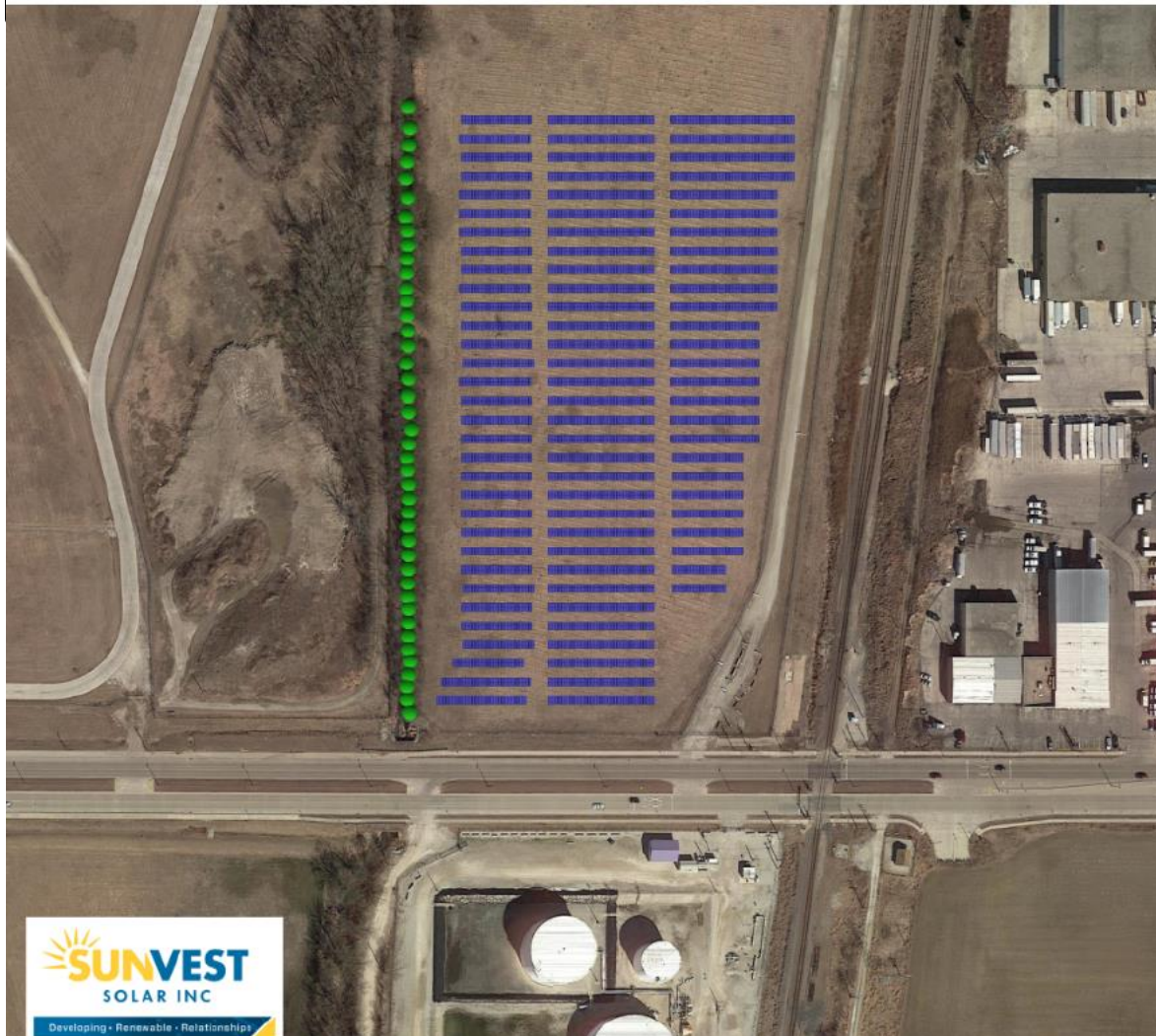




Milwaukee
SHINES

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Conceptual Solar Now Site



Example Fixed Ground Mount



Project	Date: 7/29/2019	
	Scale: N/A	
City of Milwaukee College Avenue landfill	Size (kW): 2,250 AC	



FOOD SYSTEMS

- New neighborhood grocery stores
- Fresh Food Access Report
- In 2015, the HOME GR/OWN program and partners planted 230 fruit trees inside 20 new park and orchard sites, offering free access to healthy fruits.
- Community Supported Agriculture in City Hall
- Cream City Farm
- Community Garden Organizations





HUMAN CAPITAL

- Universities: UWM School of Fresh Water Sciences, MSOE, Marquette University Environmental Studies
- HOME GROWN focus on neighborhood workers
- Institute for Sustainable Communities
- Solar training with HACM
- Better Buildings Challenge partnership with MATC
- MMSD Green Infrastructure Training
- Green School Partnership





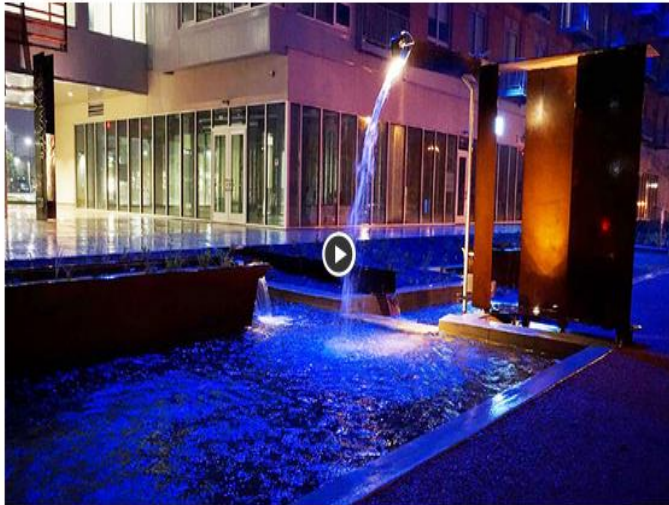
LAND & URBAN ECOSYSTEMS

A sunset over the Milwaukee skyline with a green infrastructure park in the foreground. The sun is low on the horizon, casting a warm orange glow over the city buildings and the sky. In the foreground, there is a large green park area with a winding path and a body of water reflecting the sunset. The text "CITY OF MILWAUKEE Green Infrastructure Plan" is overlaid in white.

CITY OF MILWAUKEE

Green Infrastructure Plan

GREEN LUMINARIES IN PRIVATE DEVELOPMENT



December 2017 - Freshwater Plaza

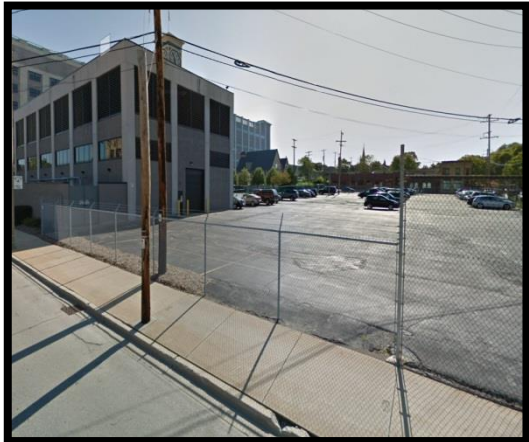
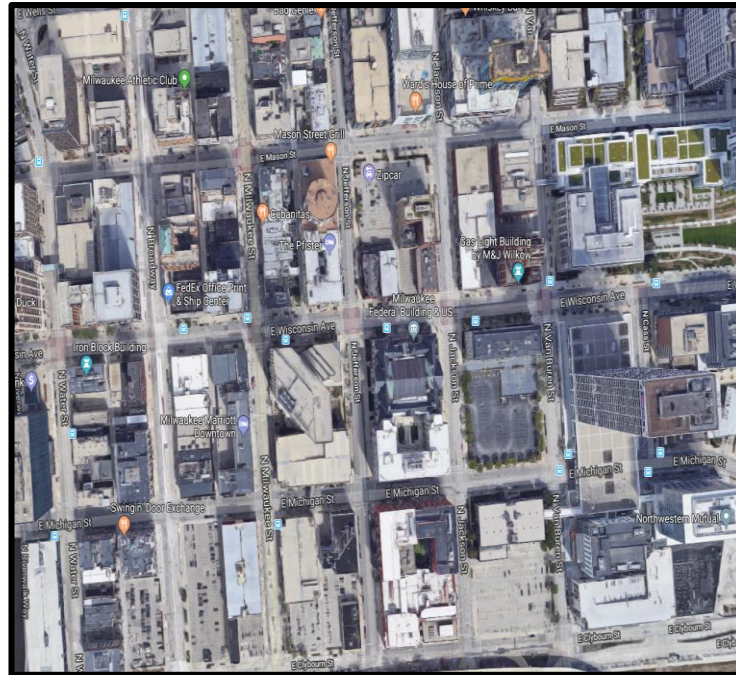


June 2017 - Urban Ecology Luminary



November 2017 - Ascension Columbia St. Mary's

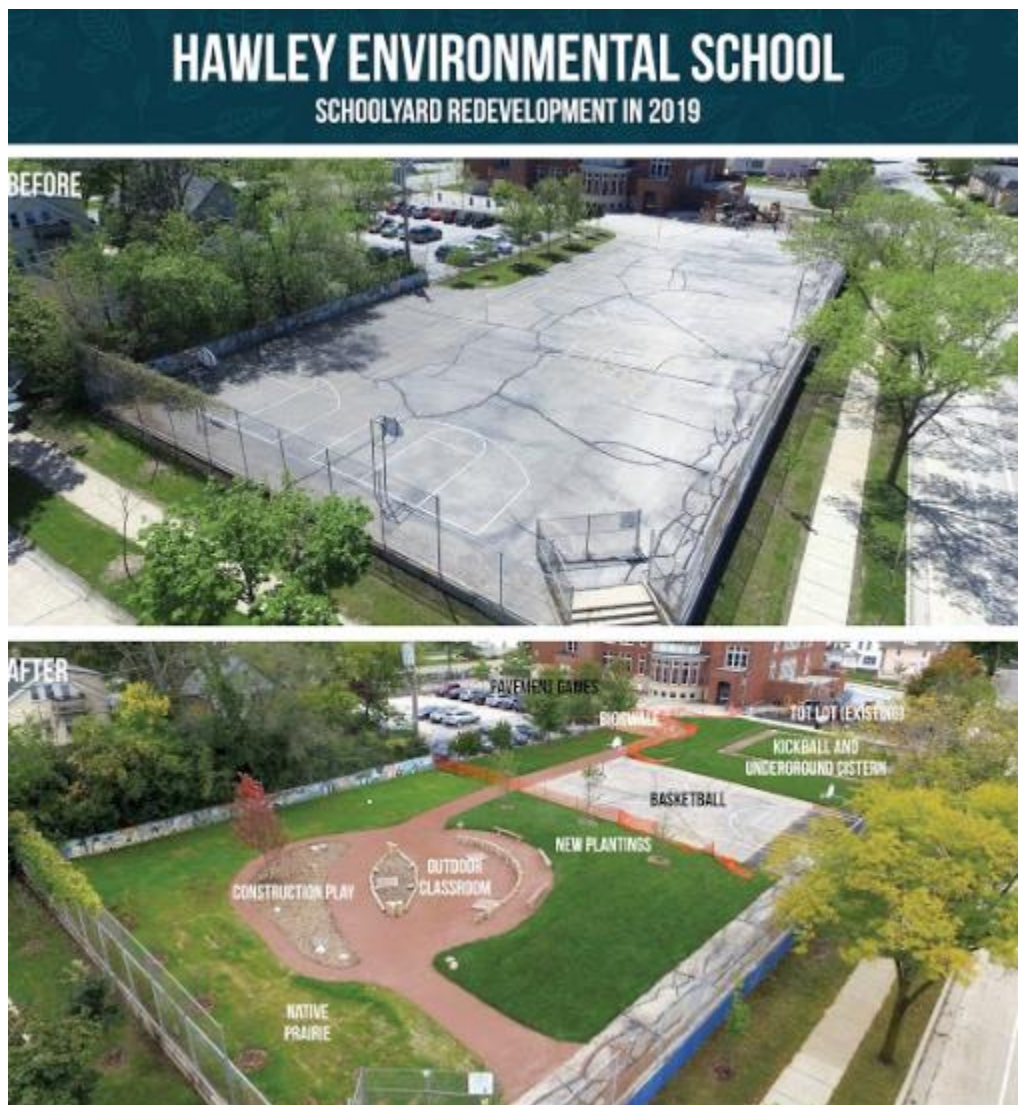
GREY TO GREEN: BUT OPPORTUNITY REMAINS IN OUR PARKING LOTS, ROOFS AND SCHOOL YARDS





GREEN INFRASTRUCTURE PLAN

- Climate Change adaptation in City code
- Green Schools
- Green Streets
- Green Development
- Green Lots
- Green Jobs





Eco-Industrial Districts

Characteristics

- ❑ Former brownfield sites
- ❑ Redeveloped primarily for industrial uses
- ❑ Incorporate green infrastructure
- ❑ Integrated into nearby neighborhoods
- ❑ Pilot new technologies
- ❑ Attract sustainability businesses

Four districts

- ❑ Menomonee Valley
- ❑ Century City
- ❑ Reed Street Yards/Water Tech District
- ❑ Harbor District





Mobility

- Downtown Streetcar: “The Hop”
- Bublr Bikes
- Complete Streets Policy
- Pedestrian friendly developments
- Expanded bike lane network
- Electric Vehicle Charging Stations
- Kayaking!





Resource Recovery

- Over 101k tons of residential recyclables were collected and processed from 2015 – 2018.
- 25.7% waste diversion, compared to 40% goal
- Organics Collection Pilot Program
- Plastics Free Milwaukee





**WATER
CENTRIC
CITY**

eco**CITY** of
MILWAUKEE

[About Us](#)

[Principles](#)

[Milwaukee Leadership](#)

[Partners](#)

[Take Action](#)

SUSTAINABLE AND HEALTHY WATER SUPPLY

[LEARN MORE](#)

WaterCentricCity.org



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WATER
LEADERSHIP



ARTS TALENT
CULTURE AND EDUCATION



WATER
TECHNOLOGY



GREEN
INFRASTRUCTURE



APPLIED
WATER RESEARCH



FISHABLE
SWIMMABLE WATER



SUSTAINABLE HEALTHY
WATER SUPPLY

Seven Principles of the Water Centric City



Catalytic Projects

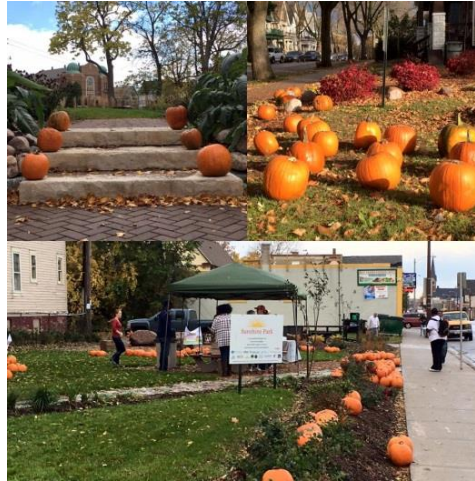


HOME GR/OWN

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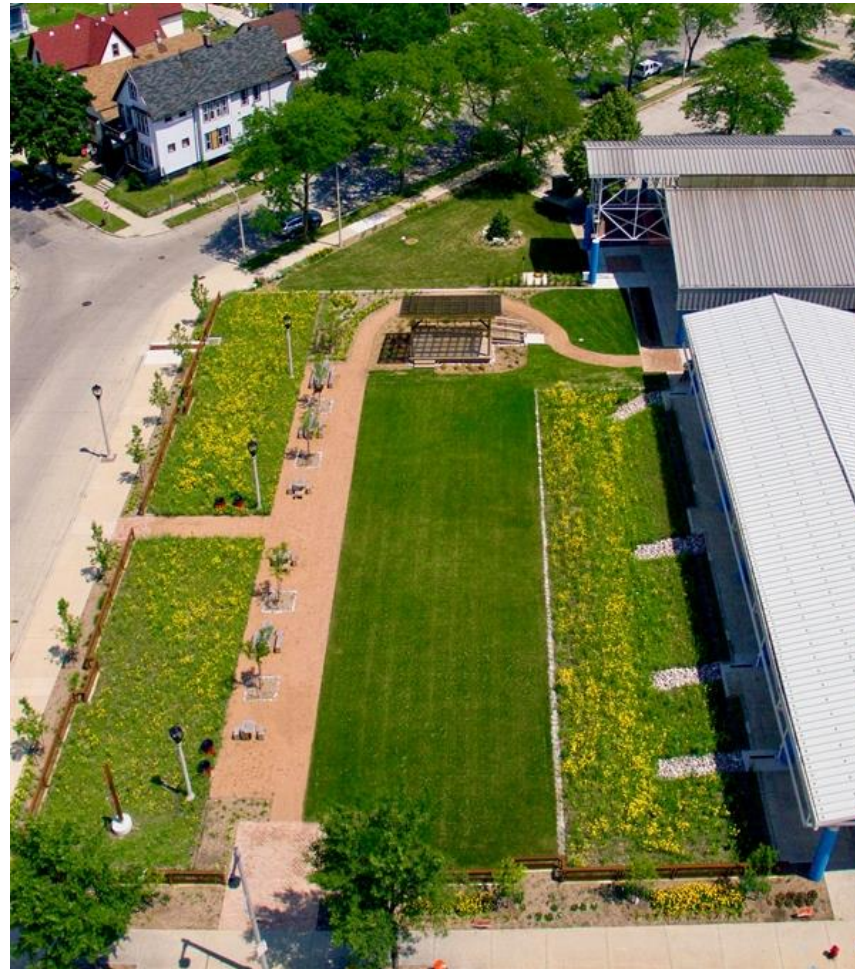
★ FARM FRESH ★
LOCALLY GROWN
VEGETABLES
& FRUITS





HOME
GR/OWN
ecoCITY of
MILWAUKEE

Fondy Park



North Ave “Greenscaping” 8th – 27th St



- Landscaped edge on vacant lots
- Tree planting
- Green parking lot
- Trash Cans
- Enhanced façade grants
- Blight removal



HARBOR DISTRICT

- Harbor District Inc
- Harbor View Plaza
- Water & Land Use Plan
- HarborFest
- Michels and Komatsu Developments
- Water Trail



Let's Collaborate



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ECO City of Milwaukee
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milwaukee.gov/eco
refreshmke.com