



Department of Administration
Office of Environmental Sustainability

Tom Barrett
Mayor

Sharon Robinson
Director

Erick Shambarger
Environmental Sustainability Director

December 29, 2015

Dear members of the Common Council,

I'm writing in regards to Common Council file, 151342, *A substitute ordinance relating to changing the name of the Office of Environmental Sustainability to the Environmental Collaboration Office (ECO).*

Over the past 10 years, Milwaukee has developed and sustained an impressive list of environmental initiatives. A comprehensive suite of energy efficiency and renewable energy programs, improved recycling services, the Green Corridor, Bublr Bikes, the Streetcar, Global Water Center and eco-industrial districts like the Menomonee Valley are just a few examples of the progress we've made on sustainability.

Yet in my discussions with people in the community, I have found that many or most people still do not associate Milwaukee as being a green and sustainable city in the same way they think of Minneapolis, Portland, Vancouver, Copenhagen, and other places. Having a reputation as a clean, green, sustainable, and forward looking city is key to attracting and retaining young talent, investment, and tourism.

While there are still huge opportunities to become even more sustainable on the ground, I believe that we can do a better job of branding and marketing Milwaukee around environmental sustainability. And that starts with my own office. Like many government agencies, the Office of Environmental Sustainability is commonly shortened to "OES," an abbreviation which carries no clear meaning. Our programs, like HOME GR/OWN, are sometimes not explicitly associated with the City of Milwaukee, even as they generate positive press coverage.

I'm therefore proposing to change the name OES to ECO, the Environmental Collaboration Office. Our programs will be branded with the phrase "ecoCity of Milwaukee" in support of our objective of making Milwaukee a world class eco-City. The phrase "environmental collaboration" reflects our approach to working collaboratively with businesses, the community, and other agencies toward improving our **ecology**, **economy**, and "**ecommunity**."

Thank you for your consideration.

Sincerely,

Erick Shambarger
Director of Environmental Sustainability



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city.milwaukee.gov/eco

