

Lee, Chris

From: Highley, Alex
Sent: Tuesday, October 12, 2021 11:29 AM
To: Lee, Chris
Subject: FW: ECO related ARPA requests
Attachments: Equity housing jobs climate.png; Brochure.docx

Hi Chris,

Can you please include these two attachments to CCFN 210894? Also, can you include the information in the below email in the file as well? Would it make sense if I put that information into a Word document?

Thanks,
Alex

From: Shambarger, Erick
Sent: Monday, October 11, 2021 2:08 PM
To: Highley, Alex; Brengosz, Kathleen
Subject: ECO related ARPA requests

Hi Alex and Kathleen,

I understand some of the Council members have requested ARPA funds related to ECO programs. While I have not seen the LRB write-ups for these proposals, here is some additional ideas/information from ECO's perspective, for what it's worth:

- 1) GovQA numbers 176999 and 177020: **Modular Home Manufacturing; AKA. Public-Private Housing Manufacturing Partnership to support Equitable Housing, Economic Development, and Climate Action**

Council reference file: 210861

The City of Milwaukee seeks to bring the efficiencies of manufacturing to address the affordable housing, climate, health, and racial equity challenges in the region. Specifically, the City seeks to establish a public-private partnership to build a factory in Century City Business Park or its environs to manufacture affordable modular homes or structural panels for homes that can be efficiently assembled on site. The City's vision is to create equity through creation of high quality, green jobs, affordable zero energy homes, economic development, and neighborhood revitalization. This is not a project, but a long-term partnership aimed at social and climate transformation, creating an example for other cities nationwide.

This project is an outgrowth of the Business Case developed for this project for the Bloomberg Philanthropies Global Mayors Challenge and Milwaukee's City-County Task Force on Climate and Economic Equity

This facility will create living-wage jobs by manufacturing structural elements or modules for highly energy-efficient homes, such as prefabricated walls and foundations that meet the U.S. Department of Energy's Zero Energy Ready Home (ZERH) and/or Passive House US (PHIUS) standards. Factories of this kind are in business

primarily on the East and West Coasts, with little presence in the Midwest. Milwaukee aims to fill this gap and become a center of expertise and capability for ZERH/Passive Housing construction. The City has a broad network of partners on the proposed project including Take Root Milwaukee, Manufacturing Diversity Institute, the Community Development Alliance, and UWM and national partners including the US EPA and the Department of Energy's Advanced Building Construction Collaborative.

The project includes:

- Designing and building 1-2 demonstration units of affordable, durable, attractive, and energy efficient housing that can be built in a factory environment. This will follow an integrated design process that includes energy engineers, architects, factory engineers, and local residents.
- Incentivizing the location of a housing factory in the Century City eco-industrial district, a key economic development zone for the City of Milwaukee.
- Establishing a plan to finance a pipeline of hundreds of housing orders for the factory, specifically for use on long-vacant lots in central city neighborhoods in Milwaukee, Racine and the region

The Business Case is [here](#).

The Business Journal article on the project is [here](#).

The Video presentation is [here](#).

Community Development Alliance's [Housing Plan](#) (see reference on page 8)

An infographic is attached as well to help shape the vision.

With a \$1m budget, we can do the following:

\$550,000 for 1-2 demonstration units

\$300,000 for factory/equipment subsidy

\$150,000 for project planning/management/and design

The budget will be further refined after we select a manufacturing partner. With a \$1m budget, we are looking at more traditional economic development. With \$3m, we have more public leverage on the project to make it a true partnership and to establish hiring goals and other social/economic development goals.

2) GovQA: 177009 Milwaukee ECO Green Lots Pilot Program

This project is recommended by the City County Task Force on Climate and Economic Equity. The idea is incentivize private parking lot owners to remove excess asphalt and plant trees and landscaping. This will beautify our neighborhoods, reduce the urban heat island effect, improve air quality, and address climate change. ECO briefly ran this program in 2019 based on authority granted under Council resolution: [180244](#). A brochure for the program is attached and gives you an idea of how it was run. If funds are allocated to this, we may change the funding formula.

3) GovQA 176992 Green and Healthy Homes

The City-County Task Force on Climate and Economic Equity recommended providing energy efficiency retrofits to low-income families in underserved areas. Homes receiving lead remediation and lead hazard reduction services will receive a free home energy audit that identifies improvements that can reduce energy costs. The audit will be reviewed with the homeowner to determine the final project list, including identification of potential energy and cost savings. Funding of \$2,000,000, will assist approximately 100 qualifying homeowners with the cost of improvements through payments to contractors. The program will be managed by the Department of Administration – Environmental Collaboration Office (DOA – ECO), which will coordinate with lead remediation projects to maximize efficiency. This funding includes consulting services from the Green and Healthy Homes Initiative (GHHI.org) to assist with program coordination and identifying additional non-city funds for the project.

Please let me know if you need any clarifications.



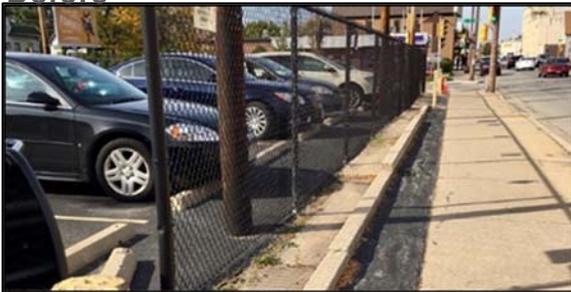
Erick Shambarger, Environmental Sustainability Director
Environmental Collaboration Office (ECO)
City of Milwaukee
200 E. Wells St., RM 603, Milwaukee, WI 53202
414-708-9187
eshamb@milwaukee.gov

[ECO](#) | [Climate & Equity Plan](#) | [Water Centric City](#)

While parking lots are a necessary part of urban life, that doesn't mean they can't be green! The parking lot is the first thing your customers or guests see before entering your business. Updating your landscaping to include additional green space can transform it into a vibrant and welcoming space while also making Milwaukee a more sustainable and beautiful place to live and visit.

The City of Milwaukee Environmental Collaboration Office (ECO) is offering one time grants to help local businesses create more beautiful and environmentally-friendly parking lots.

Before



After



HOW TO APPLY:

Application materials can be found at:

[Milwaukee.gov/GreenLots](https://milwaukee.gov/GreenLots)

Submitted application packets must include...

- A completed application form
- Color photographs of existing conditions.
- A Landscape Screening Plan
- W9 Tax Form

Questions and completed application packets may be submitted to the City of Milwaukee Environmental Collaboration Office:

GreenLots@Milwaukee.gov

Applications will be accepted and reviewed on a rolling basis until funds have been fully allocated. Applications must be submitted by the 15th to be considered for review at the end of that given month.

Applicants are responsible for acquiring all necessary permits and licensing, if applicable, from the City of Milwaukee Permit and Development Center prior to reimbursement.

The City of Milwaukee Landscape Design Guide can be found at:

[Milwaukee.gov/LandscapeGuide](https://milwaukee.gov/LandscapeGuide)

eligibility

Projects must be within Milwaukee Neighborhood Strategic Planning Areas, found at bit.ly/MilwaukeeNSP.

All projects must follow the City of Milwaukee Department of City Development updated Landscape Design Guide, including size and species requirements for plants and trees.

This program is not intended for routine maintenance of existing landscaping.

Landscaping on new developments is ineligible for grant funding.

Priority will be given to...

1. Small and local businesses or non-profits
2. Projects located on major commercial streets.
3. Projects that replace pavement on the property with green space, trees, and shrubs
4. Businesses making voluntary landscaping improvements.
5. Projects that make a demonstrable impact on the surrounding community.





Minimum of \$1000 and maximum of \$8,000 awarded per project.

Funds will be reimbursed following the successful completion of a proposed project. The City will not fund projects that have begun construction prior to project approval.

Parking Lot Beautification Grants may be paired with additional City funding programs such as the Façade Grant Program or Commercial Green Infrastructure Grants for other elements of the project.

Projects will be funded in accordance with the following chart.

MAXIMUM REIMBURSEMENT RATES	
Project Component	Max. Rate
Trees (minimum 2.5" diameter)	\$150 / tree
Shrubs and Bushes (minimum 3 gallon container, 1.5 ft. tall)	\$25 / bush
Top soil, native flowers, small plants, and grasses	\$0.70 / ft ²
De-paving (Asphalt or concrete removal)	\$2 / ft ²

De-paving will only be funded when existing pavement will be replaced with additional green space, including at least 18" of a 70/30 soil to compost mix.

The City of Milwaukee Department of City Development has provided new options for perimeter landscaping along streets.

Required Landscaping Elements	
Option A	>10 ft. width of landscape area No fence or wall required Low shrubs, perennials, and/or ornamental grasses 1 tree/20 linear ft.
Option B	5-10 ft. width of landscape area 3 ft. tall ornamental metal fence Low shrubs, perennials, and/or ornamental grasses 1 tree/20 linear ft.
Option C	>5 ft. width of landscape area 3 foot tall masonry wall No required plantings 1 tree per/40 linear feet

Parking Lot Beautification Grants can be used for landscaping elements of any of the above three options. These funds cannot be used for ornamental metal fences or masonry walls.

CITY OF MILWAUKEE 2019 PARKING LOT BEAUTIFICATION GRANTS



EQUITY HOUSING JOBS CLIMATE



Just 37% of housing units are owner-occupied, with the African American homeownership rate half of that of white households.

Funding Opportunities: Low/no cost mortgages, Energy Efficient Mortgages, new financing innovations

25%

Poverty rate in Milwaukee. In 2020, Habitat for Humanity received 1,500 applications in 36 hours for the 15 affordable homes available that year.

AFFORDABLE HOUSING

Increased supply of affordable housing with offsite construction. High quality 20th century, comfortable, healthy, climate-ready homes.

QUALITY GREEN JOBS

Healthy jobs in indoor housing fabrication facility. Hyper-local with factory in city limits. Fair wages, valuable training in modern construction methods.



ECONOMIC DEVELOPMENT

Creation of up to 100 new jobs. Stimulate growth of green construction ecosystem, including trades, installation, and new construction materials. Propel local affordable housing developers.

BRING BACK MANUFACTURING



Establish an innovative, zero energy housing manufacturing facility in an economically depressed neighborhood in the city.

Funding Opportunities: Factory capital and working capital loans, Workforce Development

A PATH TO ZERO CARBON

3X

According to the U.S. Department of Energy's (DOE) Low-Income Energy Affordability Data (LEAD) Tool, the national average energy burden for low-income households is 8.6%, three times higher than for non-low-income households which is estimated at 3%.

Target all low income projects to achieve DOE Zero Energy Homes (ZERH) and PHIUS standards for energy performance.

Funding Opportunities: Technical assistance, National Lab research support, virtual power plant financing

