

November 14, 2024



Vicki Elkin  
Fund for Lake Michigan  
Global Water Center  
247 Freshwater Way, Suite 210  
Milwaukee, WI 53204

Dear Ms. Elkin,

On behalf of Milwaukee Riverkeeper I am writing to support the City of Milwaukee Environmental Collaboration Office's (ECO) *Water Centric City – Fishable, Swimmable Rivers & Water Bodies* proposal. ECO, in collaboration with the Plastic-Free MKE coalition (PFMKE) and partners, will work to increase engagement with PFMKE's Lake Friendly Business initiative, thereby reducing the amount of single-use plastic waste available from these businesses to become pollution, and increase community awareness of the health and environmental impacts plastic has on Milwaukeeans.

Milwaukee Riverkeeper (MRK), as one of the lead organizers of the Plastic-Free MKE coalition, recruits, trains, and supports Lake Friendly Business Verification volunteers to approach potential Lake Friendly Businesses, walk through the program guidelines with business owners, and take the businesses through the verification program. Volunteer engagement for the Lake Friendly program greatly decreased in 2020, and has not recovered. This challenge has stalled the growth of the Lake Friendly program. While the program will greatly benefit from a team member dedicated to helping it grow and improve, MRK does not currently have the capacity to manage a full-time Lake Friendly program lead.

Additionally, the PFMKE movement is stronger when decision-making and capacity is distributed among multiple coalition partners, and ECO's capacity to hire, train, and supervise a position dedicated to supporting PFMKE and the Lake Friendly initiative adds significant benefits to both PFMKE and MRK.

We look forward to collaborating more deeply with ECO on this project, growing the Lake Friendly Business program, and building awareness throughout the community of the harms of plastics and ways we can all help to protect our health and our environment. Thank you for your consideration of ECO's *Water Centric City – Fishable, Swimmable Rivers & Water Bodies* proposal.

Sincerely,

A handwritten signature in blue ink that reads "Leah Holloway".

Leah Holloway  
Milwaukee Riverkeeper Program Manager





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Global Water Center  
247 Freshwater Way, Suite 210  
Milwaukee, WI 53204

To Whom It May Concern,

On behalf of the Milwaukee Metropolitan Sewerage District (MMSD), I am pleased to express our full support for funding a dedicated, full-time position within the City Of Milwaukee's Environmental Collaboration Office (ECO) to advance Plastic-Free MKE's Lake Friendly Business Program. This position would play a critical role in reducing plastic pollution across our community and protecting Lake Michigan.

The Lake Friendly Business Program has made significant strides in helping businesses adopt sustainable, plastic-free practices. By providing tools and resources to reduce plastic use, the program not only benefits the local environment but also empowers businesses to engage in meaningful sustainability efforts. A full-time plastics coordinator within ECO would enhance these efforts, offering dedicated outreach, support, and implementation assistance to further the program's mission and reach.

MMSD is committed to initiatives that protect and preserve Lake Michigan, and we believe that the addition of this position will substantially strengthen our community's impact on reducing plastic waste. We are excited to support this initiative and look forward to its positive contributions to a healthier, more sustainable future for our water.

Thank you for considering this request.

Sincerely,

*Christina Taddy*

Christina Taddy  
Public Engagement Manager  
Milwaukee Metropolitan Sewerage District

**Milwaukee Metropolitan Sewerage District**

260 W. Seeboth Street, Milwaukee, WI 53204-1446

414-272-5100 [www.mmsd.com](http://www.mmsd.com) 