

MTF Draft Recommendations List

Document last updated 11/10/20

Racial and Criminal Justice

1. Implement anti-racism solutions
 - Provide more support for the Office of African American Affairs
 - Modify police training; for example, implement Health Dept.'s Blueprint for Peace in training
 - Expand emotional intelligence and cultural competency assessments to all City employees
 - Incentivize first-time homebuying and residence in black/brown neighborhoods

Health and Wellness

2. Address the major impacts COVID-19 has had on the black and brown community
3. Improve built environment and infrastructure by building better and more sidewalks, bike lanes, curb appeal, pedestrian malls, and public transit
 - Reorganize Department of Public Works to create a modern transportation agency tasked with addressing equity, climate change, safety, economic development, mobility, mode shift, quality of life, and create new strategic plan with a vision, goals, and meaningful next steps
 - Be more aggressive with Complete Streets as a policy instrument, create overall vision, increase follow-through on implementation, be more forward-thinking, improve marketing of projects
 - Prioritize disadvantaged neighborhoods for infrastructure projects

Education

4. Incentivize young people to stay in Milwaukee for college
 - Devote more resources to scholarships, grants, ACT prep, training
 - Offer free or discounted tuition to students enrolling in universities within same state of residence
 - Offer more scholarships and a city pool discounted rate for local students
5. Expose young people to non-traditional career pathways available in Milwaukee
 - Implement this as part of school curriculums
6. Improve the college experience, implement curriculums to teach students about Milwaukee job possibilities, and expose them to the city
7. Promote creation of Historically Black College and University (HBCU) in Milwaukee

Employment and Economic Development

8. City Startup Grant Competition that awards innovative, scalable, and job-creating startups with \$50,000 non-dilutive grants and access to an ecosystem of resources in exchange for headquartering their business in Milwaukee for at least one year.
9. Create a DCD public / private Opportunity Zone Fund and/or Revolving Loan Fund for Community Development under 10 Million Dollar and expand this tool to Business Improvement Districts (BID). Investment can be repaid back to the city with a % going to the BIDs to increase capacity.
10. Formalize a resident-first city planning process. This process would ensure neighborhoods that are at risk of gentrification and displacement have protections in place before future development. This work should be supported by the GARE framework.
11. Create a Department of Transformation that works on improving systems, inspires innovation across sectors, and evaluates outdated projects and procedures. The department should be staffed and resourced as a pilot program that could expand based on predetermined outcomes. "This could be viewed as a modern-day suggestion box" for city employees. If anyone in the bureaucracy has an idea for improving a public service, they can write up a short proposal for seed money. The city stipulates only that the proposal pays for itself in five years (funding is dropped if it doesn't) and does not involve adding staff to the payroll. These ideas could also be crowdsourced to the community. The Department of Transformation could also be responsible for something like a Peak Academy for city employees. <https://www.livingcities.org/blog/224-investing-in-future-innovators-denver-s-peak-academy>

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12. Establish a department/task force/program around talent attraction and retention that continuously works on talent based issues. TID
13. Workforce Development. The Millennial Task Force supports and recommends further funding for the DirectConnectMKE program. We hope these funds may support a complete print and digital media campaign that may reach youth and young adults in the Milwaukee zip codes with the highest unemployment rates.
14. Explore a Universal Basic Income (UBI) program - Kacee
15. Talent Investment District: Similar to a BID or a NID, a Talent Investment District would collect funds to be allocated for the express purposes of attracting, developing, or retaining talent in a particular neighborhood. Funds would be provided by assessing additional parking fees on surface parking lots throughout the city, as those lots currently do nothing to promote the attraction, development, or retention of talent in our neighborhoods.
16. Establish a social entrepreneurship fund. Raise funds to support local entrepreneurs taking on the city's bigger challenges. The City defines the challenge, accepts proposals from local entrepreneurs who outline a plan to address the challenge in some way over the course of 1 year. In addition the funding, the city and/or business community provides support in the form of mentoring, resources, etc. If ventures take off, the City retains a small ownership stake in the company. Yes, we have problems...all cities do. Let's be the city that invites its residents to be a part of the solution in new and innovative ways.

Below is an example (Please note this was a blog Jeremy Fout has written for BizTimes separate from the Millennial Task Force, around ideas for Milwaukee) of how this could be written out.

Department of Transformation:

Milwaukee needs notable work. One idea will not resolve the City's problems; however, if that one idea turned into numerous projects that lead to innovation, behavior change, and saving money, Milwaukee would be set up for a culture shift.

Milwaukee needs a Department of Transformation to solve problems and uncover inefficiencies while also working to improve systems, inspire innovation across sectors, and evaluate outdated projects and procedures.

The Department of Transformation could develop private-public partnerships to build a new economy, design a better, more equitable city, and paint a future vision.

It's no one's job right now to seek national alternative resources, reassess legacy solutions that no longer work, or create new approaches to solving problems that have hampered our ability to grow as a city.

Department of Transformation Focus:

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Talent:

The future of cities depends on the attraction and retention of talent. For decades cities have focused their efforts on attracting large corporations and real estate. In the new economy, cities need to value intellectual capital over physical.

Instead of Business Improvement Districts (BIDs), cities should create Talent Improvement Districts (TIDs). These districts value the importance of attracting, retaining, and engaging people vs. signage, slogans, and strategic plans that often sit on shelves.

The Future Economy

Cities need to play a role in the new economy. While this ultimately falls on the private sector, the City can alleviate some risk with strategic seed grants for scalable companies. We have numerous tax incentives, grants, and loans for real estate. We need to take that same approach to entrepreneurs.

The Department of Transformation could reinvent DCD and its approach to economic development by allotting an initial \$1 million into a City Startup Grant that awards innovative, scalable, and job-creating startups with a non-dilutive \$50,000 grant for locating their founder in Milwaukee for at least two years.

Cost Savings and Inefficiencies

The Wisconsin Policy Forum found that the number of programs and city agencies involved in housing may create inefficiencies and may be difficult for individuals and families to navigate. The report found the City's 21 housing programs were complicated, fragmented, and redundant, making it challenging for residents to access services.

If Milwaukee had a Department of Transformation, they could run an in-depth data analysis across departments that looks for these kinds of inefficiencies.

Culture

It's no secret that the City of Milwaukee has a hard time attracting and retaining talent as an employer.

The Department of Transformation could be viewed as a modern-day "suggestion box" for city employees. To empower employees and capture new ideas, anyone that has a vision for improving public service can draft up a plan for seed funding. The City stipulates only that the request pays for itself in five years (funding is dropped if it doesn't).

Milwaukee's current culture values longevity over innovation; for the City to move forward, we need a government and private sector that encourages the opposite of longevity.

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