

# City of Milwaukee Millennial Task Force

Final Report Presentation | May 2021

Prepared by the Legislative Reference Bureau





# Infrastructure & Transportation

## Policy

- Commit to modern, multi-modal transportation
- Commit to equitable development
- Commit to Vision Zero

## Implementation

- Join NACTO
- Create a modern transportation agency
- Develop funding source
- Eliminate jaywalking
- Develop pedestrian zones in neighborhoods



# Employment and Economic Development

- Develop a 'Milwaukee Residency Program' with immersive programs and experiences for startups.
- Create an Opportunity Zone Fund and/or a Revolving Loan Fund for Community Development.
- Formalize a resident-first planning process to protect neighborhoods at risk of displacement.
- Create Department of Transformation to act as "modern-day suggestion box" for improving public services.
- Establish a department, task force, or program devoted to attracting and retaining talented people.
- Create Talent Investment Districts to collect and allocate funds towards attracting talented individuals.
- Increase funding for the Direct Connect MKE program.
- Explore a Universal Basic Income (UBI) program.
- Establish a social entrepreneurship fund whereby the City provides funding, mentorship, and other resources to social entrepreneurs.
- Assist and expand startups, apprenticeships, and internships.
- Expand economic development tools such as Business Improvement Districts (BID) and Tax Incremental Financing (TIF).



## Racial and Criminal Justice

- Implement anti-racism solutions.
- Increase tax levy support for the Department of Administration's Office of African American Affairs (OAAA) from \$190,850 to \$240,850, connect it with the Health Department, and coordinate with the County's OAAA office.
- Provide an update on the draft assessment report recommendations from the Milwaukee Collaborative Reform Initiative, tasked with addressing racial and criminal justice issues.
- Modify police training.
- Expand emotional intelligence and cultural competency assessments to all City employees.
- Incentivize first-time home buying in Black and Brown neighborhoods.



## Health and Wellness

- Address the major impacts COVID-19 has had on the Black and Brown community.
- Recommend Council-sponsored report analyzing the supply of neighborhood amenities within each Common Council district, and average distances between residents' homes and these essential locations.
- Increase tax levy support of the Office of Violence Prevention (OVP) from \$2,142,625 to \$2,442,625, annually review and advocate for the goals and strategies in the Blueprint for Peace, and balance violence prevention investment with the Milwaukee Police Department's (MPD) budget.
- Ensure that state and federal lobbying prioritizes advancing violence prevention policies and investment.
- Treat victims of domestic and intimate partner violence with dignity and protect their rights through increased engagement and investment.
- Eliminate death and injury caused by police violence.
- Prioritize gun violence prevention.
- Create free mental health introductory consultation or counseling services for all Milwaukee residents.



## Education

- Incentivize young people to stay in Milwaukee for college through scholarships and discounted tuition.
- Expose young people to non-traditional career pathways available in Milwaukee, such as apprenticeships and jobs that don't require college degrees.
- Improve the college experience, implement curriculums to teach students about Milwaukee job possibilities, and expose them to the city.
- Elevate the City's Earn and Learn program.



## Marketing and Storytelling

- Create a central storytelling hub within City government to help promote a positive narrative and to reach a large audience through program marketing.
- Work with and encourage outside organizations to develop a positive narrative for Milwaukee and to increase public awareness of opportunities and assets in the city.
- Improve City government's "company culture."