GROWING PROSPERITY | WORK PLAN

STRATEGY 7.1

Enhance Quality of Life and Opportunity

ACTION ITEM

7.1.5: Implement *ReFresh Milwaukee* plan to make Milwaukee a more sustainable city while improving quality of life for all residents.

PRIORITY

Medium-term, medium priority

PARTNERS

LEAD:
- City of Milwaukee Office of Environmental Sustainability (OES)

PARTNERS:
- Green Team, public-private volunteer group and related organizations and non-profits
- City of Milwaukee Departments
- Redevelopment Authority of the City of Milwaukee (RACM)

RESOURCES REQUIRED

- Staff time to identify resources to implement *ReFresh Milwaukee* goals and targets.
- Staff time for ongoing implementation of *ReFresh Milwaukee.*
- Staff time to update *ReFresh Milwaukee* website: www.refreshmke.com.
- Budgetary resources and capital dollars to meet City-specific *ReFresh Milwaukee* targets.

REASON FOR ACTION

In 2012, Mayor Barrett appointed a new Green Team and tasked them to develop the city's first sustainability plan by providing a road map that "creates an alignment of economic and environmental interests that improve Milwaukee's quality of life both for current residents and businesses and for future generations through embracing smart, achievable sustainability principles". Through community and stakeholder input, eight issue areas have been identified: buildings, energy, food systems, human capital, land and urban ecosystems, mobility, resource recovery and water. Within each issue area, the current baseline and need for action have been identified, along with specific goals and targets to be met. In addition, two catalytic projects were identified to demonstrate multiple sustainability outcomes to residents in a single project: the City's HOME GR/OWN initiative and the Inner Harbor Redevelopment.

IMPLEMENTATION STEPS

1. OES works with Green Team volunteers and City staff to implement *ReFresh Milwaukee* goals and strategies.

2. OES provides an annual progress report to the Common Council.

3. OES and its public-private partners identify funding needs and monetary resources to meet *ReFresh Milwaukee* targets.

DESIRED OUTCOME

By 2023, fully implement *ReFresh Milwaukee*, and definitively demonstrate Milwaukee's sustainability leadership and innovation, ultimately leading to stronger neighborhoods for all Milwaukeeans to live and raise families.