



ReFresh Milwaukee

1st ANNUAL PROGRESS REPORT (2014)



ACKNOWLEDGMENTS

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INTRODUCTION

Sustainability can be defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Another way to think about the concept of sustainability is as a balance between three pillars of demands – environmental, economic, and social. As cities grow yet manage increasingly overextended capital resources, it becomes more challenging to address all three pillars equally so that gains in one or two demands do not negatively impact the others. A business or municipality can be sustainable under this model if new policies, growth, and products are good for people, the planet, and profits (this is known as the “triple bottom-line”). It was through this lens of sustainable development that *ReFresh Milwaukee* was created in direct response to residents’ priority-setting.

Mayor Tom Barrett provided the vision by initiating a citywide sustainability planning process lasting 18 months that culminated in his July 2013 release of *ReFresh Milwaukee: A Vision for Community Sustainability*. The City of Milwaukee Common Council provided advice and input throughout the planning process and ultimately adopted *ReFresh Milwaukee* as the city’s first sustainability plan and directed its immediate implementation in December 2013 (Common Council File #131035). *ReFresh Milwaukee* presents a vision and roadmap for community sustainability and aims to develop Milwaukee into a center for sustainability innovation within the next 10 years.

ReFresh Milwaukee sets specific goals and targets for individuals, organizations, businesses and the City to achieve in eight priority Issue Areas (Buildings, Energy, Food Systems, Human Capital, Land and Urban Ecosystems, Mobility, Resource Recovery, and Water) and two Catalytic Projects (HOME GR/OWN and the Inner Harbor Redevelopment). Ultimately, Milwaukee’s neighborhoods and overall quality-of-life will be improved as targets are met in each of these areas.

ABOUT THIS REPORT

Evaluating and tracking the City and its partners’ progress toward implementing and meeting the goals and targets outlined in *ReFresh Milwaukee* are key components of Plan implementation as legislated by the Common Council. The 2014 *ReFresh Milwaukee 1st Annual Progress Report* has been developed to satisfy the Common Council’s annual public reporting requirement and includes: scorecard charts for each Issue Area and Catalytic Project detailing overall progress made through 2014 (as of publication October 31, 2014); highlights and unexpected challenges for targets; and any additional notes on implementation to date. As 2014 is the first year for the progress report, it identifies work accomplished on developing baseline conditions for future analysis and progress tracking where relevant.

Across the eight Issue Areas and two Catalytic Projects there are 25 broad community goals with 63 targets on which to track progress. Of the 63 targets, 32 are quantifiable, 17 are to be completed by a certain date, and the remaining 14 targets are measured by whether or not implementation occurs (e.g., an event is held, certain type of legislation passes). In order to ensure that *ReFresh Milwaukee* implementation was robust and measurable, the Mayor’s Green Team deliberately chose to develop quantifiable and date-driven targets. As a result, nearly 80% of the targets can be measured and transparently reported out. That which gets measured, gets improved.

In the pages to follow, across Issue Areas and Catalytic Projects, each target is color-coded with a green, yellow, red, or gray indicator. Supporting evidence for this grading is provided in each Issue Area and Catalytic Project’s table. **GREEN** indicates significant or continued progress, **YELLOW** indicates little or moderate progress, **RED** indicates no progress and **GRAY** indicates modification, re-evaluation or additional data needed for target. Of the 63 targets, 5 have been achieved/completed (noted with a green “check mark”), 42 targets are Green, 10 are Yellow, 3 are Red, and 3 are Gray. As a result, in the first year of implementation 87% of all targets are seeing moderate to significant levels, and in 5 instances, target achieved/completed.

In order to determine progress on implementing *ReFresh Milwaukee* and the resulting color-coded indicator for each target, the Mayor’s Green Team met several times throughout the course of 2014. Data was gathered from relevant City departments, local non-profits or other groups as needed. For each of the 63 targets, some highlights and additional information are included to give the reader a sense of why a target was coded in a particular manner.

This first annual report seeks to demonstrate that by collectively embracing community sustainability through individual responsibility, Milwaukee will transform itself into the vision set forth in *ReFresh Milwaukee* and spurring long-term economic benefits. While this report offers an overview of progress at one point in time, the success of *ReFresh Milwaukee* ultimately resides in partnership with City and community every day of the year. Only together, can Milwaukeeans improve our neighborhoods, our natural assets, and our businesses. *ReFresh Milwaukee* is the roadmap!

For more information or to see the complete *ReFresh Milwaukee* plan as well as learn how you can connect with other residents and organizations engaged on community sustainability work, please visit: www.refreshmke.com



REFRESH MILWAUKEE 2014 PROGRESS SUMMARY SCORECARD

The following table represents a weighted average of progress for each of the eight Issue Areas and the two Catalytic Projects. This weighted average does not imply that the corresponding percentage of targets have been achieved and/or completed; but rather, it indicates that moderate to significant progress is being made in the corresponding percentage of targets for each Issue Area or Catalytic Project. Complete details and color-coded progress indicators for all *ReFresh Milwaukee* goals and targets are located on the page corresponding to each Issue Area.







ISSUE AREA	TARGETS WITH PROGRESS
<i>ReFresh Milwaukee</i> Targets with Progress or Completed	87%
Buildings (For more details, see page 4)	67%
Energy (p. 5)	93%
Food Systems (p. 6)	81%
Human Capital (p. 7)	100%
Land & Urban Ecosystems (p. 8)	86%
Mobility (p. 9)	92%
Resource Recovery (p. 10)	88%
Water (p. 11)	81%
HOME GR/OWN (Catalytic Project) (p. 12)	83%
Inner Harbor Redevelopment (Catalytic Project) (p. 13)	100%

KEY TO SCORECARD PROGRESS INDICATOR BARS	
Completed or Achieved	
Significant or Continued Progress	
Little to Moderate Progress	
No Progress	
Modification, Re-evaluation or Additional Data Needed	










BUILDINGS

Milwaukee's deteriorating residential and commercial buildings are a growing concern for citizens of the city and are increasingly seen as an impediment to improving local quality of life. Aging structures, the foreclosure crisis, and state law restricting green building practices are all issues that must be addressed in order to improve the situation. The City of Milwaukee is committed to rehabilitating and repurposing aging structures, as well as encouraging and investing in energy efficiency improvements in existing buildings. In addition, the city is striving to implement sustainable building practices in all new development and redevelopment projects.

2014 BUILDINGS SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Implement sustainable building practices and standards for development and major redevelopment	<i>100% of new industrial buildings citywide designed and built consistent with Menomonee Valley Sustainable Design guidelines</i>	<ul style="list-style-type: none"> Two new projects in Menomonee Valley followed the guidelines 		<ul style="list-style-type: none"> More comprehensive policy will be considered for future developments Rishi Tea and Solaris
	<i>Green Construction Code of the International Code Council® for commercial buildings adopted by 2016</i>	<ul style="list-style-type: none"> No progress 		<ul style="list-style-type: none"> New state law impedes municipalities' ability to improve/enhance commercial building code with energy efficiency standards
	<i>A targeted suite of new housing-start energy-efficiency and stormwater incentives developed by 2016</i>	<ul style="list-style-type: none"> No progress 		<ul style="list-style-type: none"> Work will begin on developing the incentives in 2015
Improve the physical condition of deteriorating and blighted city, residential, and commercial buildings	<i>200 City tax-foreclosed homes sold per year to qualified buyers who must rehabilitate them</i>	<ul style="list-style-type: none"> 320 homes sold through October 		<ul style="list-style-type: none"> Pilot program initiated to use private real estate brokers to list City-owned properties 350 homes estimated to be sold by the end of 2014
	<i>At least 75 housing units rehabilitated, with a focus on energy-efficient measures, annually through TIN and other programs, where possible</i>	<ul style="list-style-type: none"> 166 units rehabilitated through October 		<ul style="list-style-type: none"> Numbers will increase through end of 2014 and includes Strong Neighborhoods initiative as well as programs to assist existing homeowners make needed repairs
	<i>10 buildings adaptively reused (e.g. repurposing former schools for new use or former industrial buildings for housing) by 2016</i>	<ul style="list-style-type: none"> 6 buildings have been approved for repurposing since 2013 		<ul style="list-style-type: none"> Tannery Remnants LLC Brewery Works Inc.

Energy, in all its forms, is a necessity for modern life in Milwaukee. Power to run homes, businesses, and public infrastructure are vital to today's economy. However, almost all of the energy used in the state of Wisconsin comes from out-of-state fossil fuels (e.g. coal, natural gas, petroleum) which are available in limited supply, difficult to extract from the earth, and create pollution in air, soil, and water. Using less energy and/or more renewable energy sources (such as solar and wind) help to conserve natural resources and reduce the amount of pollution that results from burning fossil fuels. Milwaukee is aiming to increase energy efficiency, reduce energy demand, and increase the amount of energy used from renewable sources to save taxpayer money and help protect the environment.

2014 ENERGY SCORECARD

GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Improve residential and commercial energy efficiency in Milwaukee	<i>The energy efficiency of 2,000 homes improved in 5 years using the Home Performance with Energy Star standards through Me²; another 10,000 homes improved with no- and low-cost energy efficiency measures</i>	<ul style="list-style-type: none"> 664 homes improved with Home Performance with Energy Star (through October) 964 homes improved with no- and low-cost upgrades (through October) 		<ul style="list-style-type: none"> Me² directly facilitated 1286 retrofits between 2001-2014 Me² stimulus incentives expire in 2014 OES promotes Focus on Energy incentives on its website
	<i>The energy efficiency of 1,000 commercial or industrial businesses improved in 5 years</i>	<ul style="list-style-type: none"> 699 businesses have improved energy efficiency (through October) 		<ul style="list-style-type: none"> Signed MOU with Focus on Energy to funnel leads/cross-promotion Wisconsin's first Property Assessed Clean Energy (PACE) project was approved at the University Club
	<i>Portfolio-wide, the City's building energy use reduced 20% by 2020 (per the City's pledge to meet the Better Buildings Challenge)</i>	<ul style="list-style-type: none"> 12% reduction in building energy use since 2009 (baseline year) 		<ul style="list-style-type: none"> Mayor's Energy Reduction Team Many more projects will need to be budgeted Consider large scale performance contracts
Replace fossil fuel energy use with more clean, renewable energy in City of Milwaukee facilities	<i>25% of the City's electricity generated using renewable resources by 2025 (per the Common Council resolution to achieve the "25x25 Goal")</i>	<ul style="list-style-type: none"> 4.3 % in 2013 		<ul style="list-style-type: none"> Revisions to state law needed for 3rd party financing to make renewables more affordable We Energies' proposed changes to solar rates may reduce its economic viability in Milwaukee
Grow Milwaukee's cluster of energy efficient and clean tech companies to create local jobs and exports	<i>The Smart Energy Hub formalized and an Energy Innovation Center created by December 2014</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Construction of Energy Innovation Center to begin by 2015 Midwest Energy Research Consortium (M-WERC) growing
Increase community resilience and customer choice by removing the regulatory and institutional barriers to distributed renewable energy projects (e.g. solar arrays and wind turbines)	<i>By December 2014, an Energy Engagement website created to educate the public on clean energy issues</i>	<ul style="list-style-type: none"> Website created 		<ul style="list-style-type: none"> Energy Engagement website created to educate the public about the We Energies rate case
	<i>Intervention in contested cases before the Public Service Commission, including We Energies rate cases, to support Milwaukee's citizen and business interests in affordable and sustainable energy</i>	<ul style="list-style-type: none"> Milwaukee is intervening in the current We Energies rate case 		<ul style="list-style-type: none"> The City has intervened and provided testimony & exhibits to Public Service Commission on We Energies rate case (docket #05-UR-107) and Focus on Energy Quadrennial Review



FOOD SYSTEM

Access to fresh, healthy food is an area fast becoming a high priority for governments around the nation, and is of major concern and importance to Milwaukee residents. City neighborhoods that have been hardest hit in the economic downturn suffer further when local food markets pull out, decreasing the availability of healthy, nutritious food. Lack of access to healthy foods contributes to poor health outcomes for residents in underserved areas. The City of Milwaukee has made increasing access to, and consumption of fresh, healthy, sustainable food a top priority through the implementation of several programs. Improving Milwaukee's overall food system, from growing fresh produce on repurposed vacant lots to reducing food waste, will improve the lives and health of all citizens.

2014 FOOD SYSTEM SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Set a citywide food system policy and action agenda	<i>Clear-cut City food policies published by May 2014</i>	<ul style="list-style-type: none"> Completed 		<ul style="list-style-type: none"> Policies and FAQs listed at www.milwaukee.gov/sustainability
	<i>Good food purchasing guidelines for Milwaukee food service institutions developed by 2017</i>	<ul style="list-style-type: none"> No progress 		<ul style="list-style-type: none"> Initial review to being mid-2015
Improve institutional capacity and leadership to enhance the sustainability and resilience of Milwaukee's food system	<i>Milwaukee Food Council's role expanded by December 2014 to formally coordinate City departments, community stakeholders, the nonprofit sector, the private sector, and other major institutions</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Milwaukee Food Council proposal on formal expansion of role being reviewed by OES
	<i>Food Charter, which is a statement of values and principles to guide City's food policy, developed by September 2015</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> An audit to understand the regional food system will be completed by 2015 by Center for Resilient Cities
	<i>Milwaukee Public Schools, Milwaukee Area Technical College, and local universities integrated into resident education and Milwaukee food system planning (potentially using Milwaukee Vincent High School's new Urban Agriculture/Urban Foods focus as such a pathway)</i>	<ul style="list-style-type: none"> Institute for Urban Agriculture and Nutrition (IUAN) formed 		<ul style="list-style-type: none"> City is on the IUAN steering committee Milwaukee Area Technical College is developing a new Culinary Arts processing, storage, and education center at 8th and National UWM SFS new professional certificate in Urban Aquaculture
Increase demand for, and access to, locally and/or sustainably grown healthy and nutritious food	<i>Increased community food production, processing, and distribution, as measured by an incremental 30 properties used for food production and businesses engaged in food processing and distribution by 2016, and an additional 175 properties by 2023</i>	<ul style="list-style-type: none"> 31 new properties are in development as of October 		<ul style="list-style-type: none"> 32 properties are projected to be completed by year-end 2014 Groundwork Young Farmers Project Neu-Life Community Garden
	<i>25 new outlets for purchasing, distributing, and selling locally and sustainably grown food in City neighborhoods with documented food insecurity by 2016, and 100 more added by 2023</i>	<ul style="list-style-type: none"> 4 outlets are currently in development 		<ul style="list-style-type: none"> Outpost Market Café at Aurora Sanai Growing Power Café
	<i>Number of residents living within 10-minute walk of healthy and nutritious food source increased compared to current level, as identified in food assessment for healthy food access</i>	<ul style="list-style-type: none"> Development of baseline in progress 		<ul style="list-style-type: none"> Existing food outlet GIS map completed Evaluation of need and metrics for success will be developed in 2015-16



HUMAN CAPITAL

Milwaukee's residents are its most important and valuable resource. Investing in education and training, creating opportunities for advancement and starting businesses, and providing means to connect citizens and jobs are vital to the economic future of the city. Milwaukee is actively engaged with increasing opportunities for its residents to learn, work, and create jobs, especially in fields related to sustainability (Energy, water, etc.). Tackling these complicated challenges contribute to building a strong economic foundation that can lead to a path of greater prosperity for all while also having a skilled workforce to ensure *ReFresh Milwaukee* goals result in tangible improvements to homes, business and other organizations.

2014 HUMAN CAPITAL SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Increase economic opportunity for all Milwaukeeans	<i>Green Jobs pilot program created in a sustainability area identified as priority by the community</i>	<ul style="list-style-type: none"> Multiple programs piloted and/or underway 		<ul style="list-style-type: none"> HOME GR/OWN piloted green infrastructure training partnership Dombrowski Landscape Training Initiative Me² Community Workforce Agreement partnered on bilingual training for energy efficiency workers
	<i>Menomonee Valley Industrial Center Wage Policy, as adopted by City of Milwaukee and Redevelopment Authority of City of Milwaukee (RACM), used as a model for future RACM projects and Sustainability Plan catalytic projects, where feasible</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Menomonee Valley 2.0 Plan recommends 22 jobs per acre during future redevelopment Century City redevelopment hopes to attract companies with more automation, but aiming for similar benchmark
Develop ladders of advancement for Milwaukee youth and Milwaukee entrepreneurs	<i>Summer internship placements prioritized in areas identified as priorities in Sustainability Plan</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> DPW hires on average 15-20 Urban Forestry Interns each summer to perform Emerald Ash Borer chemical injections DPW is also exploring with Milwaukee Boys & Girls Club the possibility of high school or post-high school internships
	<i>Participation increased in City Youth Employment Programs by 10 percent per year</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> 2,634 (2012) to 2,647 (2013) Reclassify in 2015 Annual Report as "Earn and Learn" program
	<i>Increased number of new minority business start-ups in Milwaukee within 10 years</i>	<ul style="list-style-type: none"> Establishing baseline 		<ul style="list-style-type: none"> 2012 data to be released in 2015 and used to establish baseline From 2002-2007 there was 47% increase (21,318) in minority-owned businesses
Promote inclusion and diversity for a sustainable economy	<i>Mayor-hosted "Call to Service" breakfast campaign for local business and civic leaders</i>	<ul style="list-style-type: none"> The City is participating in new "Greater Together" campaign 		<ul style="list-style-type: none"> Greater Together may be an alternative or complement to "Call to Service" breakfast campaign
	<i>Human capital strategies aligned with City block-grant funded programs that create inclusion</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Community Development Block Grants (CDBG) aligning adult and youth training programs



LAND AND URBAN ECOSYSTEMS







Milwaukee has many diverse and historic neighborhoods, which are the backbone of the city. Vacant lots and deteriorating green spaces destabilize city neighborhoods, reduce local quality of life, and drain resources while lowering property values. The City of Milwaukee is committed to revitalizing neighborhoods, improving access to green spaces, and protecting and restoring Milwaukee's ecological resources, and is building on the existing 2010 comprehensive plan and policy plan passed by the Common Council to accomplish these goals.

2014 LAND AND URBAN ECOSYSTEMS SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Reuse vacant and under-used land	<i>1,000 vacant lots converted to benefit neighborhoods, including uses such as parks, stormwater management areas, food production, and sustainable development, by 2016</i>	<ul style="list-style-type: none"> 229 sales and leases since 2013 		<ul style="list-style-type: none"> 30% increase in sales and leases, year-over-year 2013-2014 Lot conversion is labor and time intensive
	<i>30 acres of City-owned Brownfield areas redeveloped by 2016</i>	<ul style="list-style-type: none"> 7.5 acres since 2013 		<ul style="list-style-type: none"> Rishi Tea and Solaris projects redeveloped and remediated land in the MVIC
Realign policies and codes to support ReFresh Milwaukee goals and targets	<i>Implementation of the policy recommendations included in the comprehensive city-wide and area plans</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> 90+ catalytic projects have been identified
Protect, restore, and maintain Milwaukee's natural resources	<i>Tree canopy coverage in Milwaukee doubled to 40% by 2023</i>	<ul style="list-style-type: none"> Moderate progress 		<ul style="list-style-type: none"> Most current data (2008) indicate urban tree cover at 21.5% New assessment needed and possible re-evaluation of target metric
	<i>The acreage of natural areas (including riparian areas, wetlands, stream buffers, environmental corridors, and green stormwater facilities) that are restored or placed under protection increases annually by 10%</i>	<ul style="list-style-type: none"> Almost 8 acres restored or protected since 2013 		<ul style="list-style-type: none"> River Revitalization Foundation (RRF) Wheelhouse site, 2.8 acre restoration RRF shoreline, 0.5 acre restoration Rotary Centennial Arboretum, 4.5 acre restoration
Increase Milwaukeeans' connections to the city's green and recreational spaces	<i>All residents live within a 10-minute walk of a park, greenway, or green or other amenity space</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Baseline was created by the Department of City Development (DCD)
	<i>The Nature Explore Outdoor Classroom™ concept modeled in Milwaukee as a way to institutionalize urban ecosystem and environmental outdoor education with Milwaukee Public Schools for all youth</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> One program located at Brown St. Academy 3 schools have programs in development for 2015/2016 May broaden target beyond just NEOC concept



MOBILITY





Milwaukee, like most modern cities, developed its transportation infrastructure around cars, which has led to traffic congestion, pollution, and difficulty in accessing certain destinations by other means. Providing citizens with non-car options, such as mass transit, bicycle lanes, and safe pedestrian walkways reduces pollution, costs, and contributes to greater mobility for residents and workers in the city. The City of Milwaukee is moving forward with expanding transit options, including creating bike lanes, promoting bike and car sharing programs, and constructing the Milwaukee Streetcar. Investment in alternative means of transportation creates economic and health benefits while increasing the ease of mobility for everyone.

2014 MOBILITY SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Expand Milwaukee's mass transit system	<i>New, expanded, and improved access to public transit services</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Concerted City advocacy for transit service improvement City input/advice into regional Vision 2050 initiative Continued discussions with County and State on street improvement projects like the Lakefront Gateway
	<i>Approved Milwaukee Streetcar plan implemented on schedule (by 2016)</i>	<ul style="list-style-type: none"> Moderate progress 		<ul style="list-style-type: none"> City was awarded Congestion Mitigation & Air Quality Improvement (CMAQ) grant to assist with initial operating costs DPW is working with utilities to reduce impacts to their facilities
Integrate current and new transit services with other elements of Milwaukee's transportation system	<i>Improved transit accommodations on 100% of city paving projects that have, or are planned to have, transit routes</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Major Streets program set through 2018 City is collaborating with Milwaukee Co. Transit to identify design improvements in upcoming projects
	<i>Completion of a multi-modal integration project by 2016</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> DPW will develop a complete streets policy/design process during Winter 2014/15 Continued multi-modal advocacy in Lakefront Gateway project
Improve pedestrian and biking infrastructure as critical, healthy components of Milwaukee's transportation system	<i>125 miles of additional bicycle network (or 70% of proposed new facilities in the City's 2010 Master Bicycle Plan) implemented</i>	<ul style="list-style-type: none"> 28 miles since 2013 		<ul style="list-style-type: none"> Beerline Trail extension planned for 2015 Bay View to Downtown Phase 2 constructed City helped launch 10 "Bublr" Bike Share stations
	<i>25% of "Safe Route to School" plans developed by 2020</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> City Transportation Alternatives Program (TAP) funding to develop City SRTS Policy plan and 15 school-specific SRTS plans Planning started











RESOURCE RECOVERY

Waste generated in the city has traditionally been disposed of in landfills which results in the loss of resources from materials that may retain economic or functional value. The City of Milwaukee is committed to reducing landfill waste by utilizing practices such as waste prevention, recycling, reuse, and composting organic waste. In addition, encouraging reuse of commercial and industrial waste can create jobs and lead to decreased manufacturing costs. Continued investment in these strategies, as well as greater public access to recycling containers and facilities, contribute to economic growth and increased cleanliness in the city.

2014 RESOURCE RECOVERY SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Reduce residential and commercial waste sent to landfills	<i>The City's 40% waste reduction goal achieved by 2020</i>	<ul style="list-style-type: none"> 23.4% (in 2013) 		<ul style="list-style-type: none"> Above the 5-year average of 23.0%. WRAP campaign and InSinkErator® pilot programs
	<i>Food waste diversion and composting program established</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Food waste study in process DPW & OES developing a leaf composting program DPW sold 1000+ compost bins, 800+ rain barrels, & 900 accessories from 2012-2014 during truckload sales
Develop City policies and education to promote waste as a resource, laying the groundwork for future resource recovery efforts	<i>A City-led, regional by-product synergy program, which targets manufacturing and is focused on industrial waste "resources", established by December 2015</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> OES is working with the state and Wisconsin Manufacturing Extension Partnership (WMEP) to establish a BPS program associated with Milwaukee Sustainability Roundtable members
	<i>Existing state requirements for commercial recycling actively enforced by providing ongoing assistance and education to businesses and guidance on implementation of recycling programs</i>	<ul style="list-style-type: none"> Little progress 		<ul style="list-style-type: none"> More outreach to businesses needed with the help of non-profits and private sector advocates

Milwaukee is fortunate to sit on the world's largest reserve of surface freshwater resources. Protecting and conserving these waters is a priority for the City of Milwaukee, as is continuing to ensure recreational access for residents. Milwaukee's commitment to reducing pollution entering waterways, restoring shorelines, protecting and conserving drinking water sources, and decreasing the risk of surface flooding due to stormwater runoff will enhance the quality of life for local residents and create economic opportunities as Milwaukee truly morphs into America's water-centric city and global freshwater hub.





2014 WATER SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Reduce stormwater runoff and clear water entering the sewer system	<i>Baseline measures of impervious surface and green infrastructure established on a citywide basis by June 2014</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> City's Green Infrastructure Baseline Inventory (GIBI) draft complete
	<i>A City green infrastructure policy plan created by December 2014</i>	<ul style="list-style-type: none"> Moderate progress 		<ul style="list-style-type: none"> Policy planning is in early stages Green Infrastructure GIS map complete Green Streets/Sidewalks Policy complete
	<i>A regional climate change resiliency plan that uses the best available atmospheric science developed, via City collaboration with partners, by 2015</i>	<ul style="list-style-type: none"> Little progress 		<ul style="list-style-type: none"> Target date needs to be revised to 2016/17 Researching technical assistance needs
	<i>Volume of stormwater runoff captured through green infrastructure increased by 10% annually</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Completed GIBI will help calculate baseline metric Current evidence suggests City is meeting the target
Achieve swimmable and fishable waters in Milwaukee watersheds and the near shore of Lake Michigan	<i>Total Maximum Daily Load (TMDL) studies developed, with City assistance, for the Kinnickinnic, Menomonee, and Milwaukee River watersheds and the Milwaukee Harbor estuary</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> MMSD will distribute TMDLs to municipalities and stakeholders for comment and review in Spring 2015
	<i>All riparian corridors on all waterways and in the estuary preserved and expanded as redevelopment occurs, balancing both the built and natural environments</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Expanding zoning protections to Menomonee and Kinnickinnic rivers These new protections would be similar to the MKE River Green Overlay
Establish Milwaukee as America's Water-Centric City	<i>Water-centric strategies used on both public and private projects across residential, business, and commercial applications to substantially increase water conservation and citywide energy savings</i>	<ul style="list-style-type: none"> Significant progress 		<ul style="list-style-type: none"> Water Commons Project underway Reed Street Yards Water reuse City's sustainable water management report filed in June Re.invest grant and showcase projects BaseTern™ pilot program
Prevent new Aquatic Invasive Species (AIS) from entering Lake Michigan and Milwaukee area waterways	<i>Plan of action adopted by 2018, in coordination with Great Lakes cities, states, federal and international governments, to prevent new AIS from entering Lake Michigan and local waterways</i>	<ul style="list-style-type: none"> Little progress 		<ul style="list-style-type: none"> City advocates for AIS action within Great Lakes and St. Lawrence Cities Initiative (GLSLCI) framework



Milwaukee currently has two projects which demonstrate overlapping sustainability goals set forth in *ReFresh Milwaukee*: HOME GR/OWN and the Inner Harbor Redevelopment. There are significant opportunities to implement sustainable strategies in each project that will have large-scale effects throughout the city and demonstrate tangible sustainability improvements to residents.







HOME GR/OWN

The City of Milwaukee’s HOME GR/OWN initiative seeks to increase access and demand for local, healthy food. One of its main tactics is converting City-owned vacant lots into new uses that promote healthy food access and neighborhood-based place-making. HOME GR/OWN also aims to incorporate green infrastructure practices in its projects to reduce stormwater runoff and capture rainwater to reuse for watering plants. For more information on HOME GR/OWN, please visit: www.homegrownmilwaukee.com

2014 HOME GR/OWN SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Increase access to and demand for healthy foods in a targeted low-income Milwaukee neighborhood	<i>5 foreclosed structures reused for residential or commercial end-use that support the local food supply chain by July 2014</i>	<ul style="list-style-type: none"> Target modified 		<ul style="list-style-type: none"> Shifted to “all vacant lot” strategy while Strong Neighborhoods will focus on foreclosed structures
	<i>10 vacant lots converted to food-based uses by 2015</i>	<ul style="list-style-type: none"> Exceeded: 20-30 conversions since 2013 		<ul style="list-style-type: none"> Additional City funding and outside funding have enabled a 2-3 fold expansion of target
	<i>5 new corner stores serving fresh food and produce by 2015</i>	<ul style="list-style-type: none"> 2 new corner stores established 		<ul style="list-style-type: none"> Healthy Corner Store grant expired in 2014 Target may need to be re-evaluated in 2015
	<i>Necessary City ordinances/zoning/permitting changes passed by July 2014 that remove obstacles to developing new real estate disposition strategies, repurposing residential properties to non-residential uses, expanding urban agricultural uses on vacant lots, and establishing micro-business ventures in the local food supply chain</i>	<ul style="list-style-type: none"> Completed 		<ul style="list-style-type: none"> Urban agriculture ordinance, zoning, permitting changes adopted by Common Council in 2014 Food ventures update awaiting full Council approval (as of November)

INNER HARBOR REDEVELOPMENT

The Inner Harbor consists of 970 acres of formerly industrial property and vacant land that is considered the historical Gateway to Milwaukee. The Milwaukee Estuary which encompasses the Inner Harbor is recognized as an Area of Concern by the U.S. Environmental Protection Agency, and contains many physically and environmentally degraded sites (i.e., brownfields). Revitalizing the Inner Harbor consists of several sustainable objectives including brownfield remediation, land and building reuse, green infrastructure strategy implementation, and job creation. Redevelopment of the Inner Harbor is a significant venture for the City as it taps new economic potential and restores ecological resources, provides a showcase for innovative water technologies, and reconnects areas of the city to each other. The Inner Harbor Redevelopment is currently being guided by a public-private partnership, embodied in the Harbor District, Inc. For more information please visit: www.harbordistrict.org

2014 INNER HARBOR REDEVELOPMENT SCORECARD				
GOAL	TARGET	2014 PROGRESS	PROGRESS INDICATOR	COMMENTS
Revitalize the ecology of the Milwaukee Inner Harbor	<i>10 acres of protected and revitalized shoreline habitat in design or completed in the study area by 2015</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> 6 acres of wetlands are designated for restoration (Bay View Wetland)
	<i>Net-zero energy performance in the study area by 2023</i>	<ul style="list-style-type: none"> The Harbor District is developing interim goals 		<ul style="list-style-type: none"> Harbor District, Inc., a public-private partnership, was established to oversee the redevelopment
	<i>Net-zero stormwater runoff in the study area by 2023</i>	<ul style="list-style-type: none"> The Harbor District is developing interim goals 		<ul style="list-style-type: none"> Harbor District, Inc., a public-private partnership, was established to oversee the redevelopment
Revitalize the economy and development of the Milwaukee Inner Harbor	<i>Completion of the University of Wisconsin-Milwaukee (UWM) School of Freshwater Sciences building by 2014*</i>	<ul style="list-style-type: none"> Completed 		<ul style="list-style-type: none"> Official opening in September 2014
	<i>100 acres of Brownfields remediated in the study area by 2023</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Harbor District, Inc. is currently evaluating options and conditions so that specific goals can be set
	<i>22 jobs per acre of total redeveloped land in the study area created by 2023</i>	<ul style="list-style-type: none"> Continued progress 		<ul style="list-style-type: none"> Harbor District, Inc. is currently evaluating options and conditions so that specific goals can be set

WEB REFERENCES & INFORMATION

Century City/30th Street Industrial Corridor – thecorridor-mke.org

City of Milwaukee - city.milwaukee.gov

Community Development Block Grants - city.milwaukee.gov/CommunityDevelopment

Department of Public Works (DPW) - city.milwaukee.gov/mpw

Office of Environmental Sustainability (OES) – city.milwaukee.gov/sustainability

HOME GR/OWN - homegrownmilwaukee.com

Me² Program – smartenergypays.com

ME3 (Milwaukee Economy, Energy & Environment) program – city.milwaukee.gov/ME3

Strong Neighborhoods Plan (SNP) - city.milwaukee.gov/Directory/mayor/Initiatives/SNP

Summer Youth Internship Program – city.milwaukee.gov/syip

Congestion Mitigation and Air Quality Improvement program (CMAQ) - dot.wisconsin.gov/localgov/aid/cmaq

Great Lakes and St. Lawrence Cities Initiative - glsicities.org

Greater Together Campaign – greatertogether.me

Harbor District – harbordistrict.org

Institute for Urban Agriculture and Nutrition (IUAN) – foodlinkmilwaukee.org

Menomonee Valley Redevelopment – renewthevalley.org

Midwest Energy Research Consortium (M-WERC) – m-werc.org

Milwaukee Food Council – milwaukeefoodcouncil.org

Milwaukee Sustainability Roundtable (MSR) – milwaukesustainabilityroundtable.com

Property Assessed Clean Energy (PACE) program – pacenow.org

River Revitalization Foundation - milwaukeerrf.org

Safe Routes to School - dot.wisconsin.gov/localgov/aid/saferoutes

Transportation Alternatives Program (TAP) - dot.wisconsin.gov/localgov/aid/tap.htm

Wisconsin Manufacturing Extension Partnership (WMEP) – wmep.org



For additional information about *ReFresh Milwaukee*, please visit **ReFreshMKE.com**.