

1. Describe the proposed ordinance or resolution.

This resolution is to accept grant funding to support a citywide, non-partisan public education campaign branded as ONE MKE to increase civic connection among residents. The goal of ONE MKE is to help Milwaukee residents find and understand the services the city has to offer to support residents and the city.

2. Identify the anticipated equity impacts, if any, of this proposal.

It is anticipated that this work will only have positive equity impacts, including increased utilization of existing city resources and programming, as well as increased trust in local government.

3. Identify which minority groups, if any, may be negatively or positively impacted by the proposal.

The residents who are least engaged with city services are likely those who are in the greatest need. The City has seen a tremendous decline in civic engagement over the past 15 years, especially in disadvantaged communities. If the Library is successful in reaching disengaged residents and re-involving them in city programs and services, this will have a positive impact.

4. Describe any engagement efforts with minority communities potentially impacted by the proposal.

MPL will be working with trusted neighborhood and community partners on all efforts to connect with residents. Additionally, MPL will emphasis recruitment of bilingual workers to ensure access to services and resources on the near southside.

5. Describe how any anticipated equity impacts of the proposal will be documented or evaluated.

Cities Forward is connecting MPL with an evaluator who will help analyze the impacts and effectiveness of strategies utilized.

6. Describe strategies that will be used, if any, to mitigate any anticipated equity impacts.

MPL does not anticipate any negative equity impacts.

Name: **Sarah Leszczynski for Jennifer Meyer-Stearns**

Signature:



Digitally signed by Sarah Leszczynski
Date: 2025.04.29 10:41:18 -05'00'

Date: **04/29/2025**