

# SUMMARY OF THE 10 BIG IDEAS



1

## GREEN JOBS ACCELERATOR

Creating clear pathways to increase the number of people of color employed in family-supporting green jobs. This includes public outreach, coordination with existing training providers, clear career ladders from entry-level employment to progressively higher skills, public benefits agreements on government-funded projects, and support for businesses owned by people of color working in this field.



2

## HEALTHY HOME ENERGY UPGRADES

Making weatherization and renewable energy retrofits more affordable as part of holistic housing improvements that also address lead-based paint and other health hazards.



3

## NEW NET-ZERO ENERGY HOMES

Building healthy, affordable, net-zero energy homes on Milwaukee's scattered vacant lots. The project envisions supporting a new factory in Milwaukee that constructs modular housing components year-round to both reduce the cost of new home construction and restore manufacturing job opportunities for people of color.



4

## COMMERCIAL BUILDING ENERGY BENCHMARKING + BUILDING PERFORMANCE STANDARDS

Requiring large commercial building owners to annually track and report on their energy use and develop longer-term building performance standards to gradually reduce greenhouse gas emissions (GHGs) from commercial buildings.



5

## PEOPLE CENTERED TRANSPORTATION AND URBAN DESIGN

Helping people drive less by improving and expanding city-wide public and active transportation options and creating thriving communities where people live, work, and play through transit-oriented development.



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## ELECTRIFY TRANSPORTATION

Building a network of publicly-accessible electric vehicle (EV) charging stations, increasing EV adoption rates through public outreach, and transitioning municipal fleets to EVs, hybrids, and other low-emissions vehicles.



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## GREENING THE ELECTRIC GRID

Transitioning the electric grid to carbon-free sources of energy through advocacy for better renewable energy policy with state utility regulators, direct purchase of renewable energy from new, utility-scale projects, and expansion of rooftop solar in the City.



8

## PROTECT AND RESTORE NATURE IN THE CITY

Protecting existing natural areas and increasing the amount of green space and trees on private and public property through the expansion of the Green and Healthy Schools Program and removal of excess asphalt in commercial parking lots that also contribute to urban heat islands.



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## WASTE REDUCTION AND SUSTAINABLE CONSUMPTION

Redirecting surplus food to feed people and reduce waste through a new FEED partnership, as well as reducing plastic pollution and exploring lower-carbon cement.



10

## RESILIENCE AMBASSADORS

Partnering with trusted neighborhood-based organizations to connect underserved communities with available tools and resources to make their homes and neighborhoods more resilient to climate change.