

1. Describe the proposed ordinance or resolution. File number: _____

(CCFN #241511): Resolution relative to acceptance and funding of a grant through the Fund for Lake Michigan in support of the Environmental Collaboration Office's Water Centric City-Fishable, Swimmable Rivers & Water Bodies project.

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

Plastic-Free MKE's mission is to reduce the harms that unnecessary plastics have on environmental health, public health, and social justice. It centers those most harmed by plastics to build a community around plastics alternatives, advocates for producer and polluter accountability, and uses collaborative problem-solving to eliminate plastics in the Milwaukee area. Its' values include: 1) Building an anti-racist movement that values people and relationships above all, 2) Believing everyone has the right to healthy and safe air, water, food, and spaces, and 3) Believing everyone should have access to sustainable living options and healthy neighborhoods.

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

In centering those most harmed by plastic, Plastic-Free acknowledges a list of communities, including: 1) Low-to-Middle Income Milwaukeeans, for which reusable options are often expensive and makes avoiding plastic difficult. Access to fresh, plastic-free food may be limited because it is too expensive or not available nearby. Health can be impacted by the chemicals associated with plastic packaging, such as bisphenols and phthalates, which interfere with the production and regulation of estrogen and other hormones (National Library of Medicine, 2023). 2) Communities in Heavily Polluted Areas where high instances of litter, mostly single-use plastics, have a negative impact on peoples overall mental health and community pride. 3) Immigrant Populations who come from places where they cannot trust the drinking water infrastructure; therefore, their experiences

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

Currently, there are 27 Lake Friendly Business Program members, including: Beerline Café, Cloud Red, Draft & Vessel, Hacienda Beer Co., Pedro's South American Food, Sip & Purr Cat Café, Strange Town, Tricklebee Café, Lakefront Brewery, Charles E. Fromage, Rocket Baby Bakery, Urban Beets Café & Juicery, Café Manna, The Bay Restaurant, Riverwest Co-Op, Dead Bird Brewing Co., Transfer Pizzeria Café, The Starling, Filament, Ivy House, Tall Guy and a Grill, Crafty Cow, Odd Duck, Goodkind, Amaranth Bakery & Café, Beans & Barley, and Green Baked Goods. These businesses are geographically dispersed throughout the city, but many are located in the Bay View neighborhood.

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

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

As it relates to this project, the largest challenge of businesses with the desire to join the Lake Friendly Business Program is the financial obligation of purchasing plastics alternatives. In economically disadvantaged communities, this additional cost is especially a barrier. To provide additional supports, the LFE is tasked with securing additional funding to secure gap financing for businesses to make the switch. In addition, communication materials are available in different languages. Further, surveys to be administered include one to advance equity work to address plastic's disproportionate impacts on people of color and low-income areas in Milwaukee.

Name: **Erick Shambarger**

Signature: **Erick Shambarger**

Digitally signed by Erick Shambarger
DN: cn=Erick Shambarger, o=City of Milwaukee, ou=Environmental Collaboration Office, email=eshamb@milwaukee.gov, c=US
Date: 2025.01.22 11:43:32 -08'00'

Date: **1/9/2025**

Please use this page to expand on items 1-6 as needed.

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Businesses have been recruited through emails, in-person visits, and referrals. Targeted businesses have included those already committed to sustainable practices and those located on the water (the lake or rivers), which were the easiest adopters. Sherman Park is the first Lake Friendly Neighborhood through Plastic-Free MKE, but efforts to recruit businesses in this area were not successful. Future recruitment would focus on shifting businesses on the fence about membership through the support of the Mayor's Office and current member involvement. The role of gap financing would also support greater recruitment of minority-owned and socioeconomically-disadvantaged communities into the program.