

ReFresh Milwaukee



FRESH COAST. FRESH IDEAS.
A Vision for Community Sustainability
www.ReFreshMKE.com



Council File 131035



- Resolution adopting ReFresh Milwaukee: City of Milwaukee Sustainability Plan 2013-2023 as the City's first sustainability plan and directing its implementation.
- The City and citizens will work with the Milwaukee Green Team to jointly implement strategies to meet ReFresh Milwaukee sustainability plan goals;
- The Office of Environmental Sustainability will report annually on the implementation progress to the Common Council and city residents;
- All City departments and agencies are authorized to work with the Office of Environmental Sustainability to align relevant activities to ReFresh Milwaukee goals and targets; and
- The Office of Environmental Sustainability is directed to work with all City departments and agencies as well as community stakeholders to implement ReFresh Milwaukee.

Discussion



- Green Team Public Outreach
- ReFresh Milwaukee Overview
- Website
- Implementation Plan
- What's Next?
- Acknowledgements

Green Team Public Outreach



- Mayor Appoints Green Team – Feb 2012
- Resident-driven priority setting
- Business, non-profit and other organizations
- First Official Public Outreach – June-Nov 2012
- Second Official Public Outreach – June 2013

Green Team Public Outreach



- Online, hard copy surveys (English and Spanish)
- Town Hall Meetings
- Informal Discussions and Focus Groups
- Total Survey Responses = 1,011
- Total In-person Discussions = 435
- Total Business Responses = 85

ReFresh Milwaukee



- Presented to CC July 15, 2013
- Public launch July 16, 2013
- Milwaukee's first Sustainability Plan
- Vision & roadmap for community sustainability
- Sets goals and targets (2013-2023)
- Eight Issue Areas
 - Buildings
 - Food Systems
 - Land & Urban Ecosystems
 - Resource Recovery
 - Water
 - Energy
 - Human Capital
 - Mobility

ReFresh Milwaukee



Each Chapter:

- Baseline Conditions
- Goals & Targets
- How Will We Get There
- Jobs, Education and/or Neighborhood Benefits

ReFresh Milwaukee



- Catalytic Projects
 - Encompass multiple goals
 - Early stages of planning
 - Highly visible demonstration project; and
 - Benefit from collaborative and strategic direction-setting and resource investment from the community

HOME GR/OWN

Inner Harbor Redevelopment

Website



- Build community engagement, citizen and business participation
- Showcase how people are doing their part to ReFresh Milwaukee: "I am ReFreshMKE" campaign
- Connect residents, businesses and other groups with resources

www.refreshmke.com



Implementation

- Nov. 2013 – Green Team (City members) mtg
- Jan. 2014 – Full Green Team mtg
- 2 Green Team mtgs per year
- Annual Progress Report/Scorecard to Council and public

Implementation



- Issue Area Chapters:
 - 25 Goals
 - 53 Targets (24 – quantifiable; 15 – date driven; and 14 – binary)
- Catalytic Projects:
 - 3 Goals
 - 10 targets (8 – quantifiable; and 2 – date driven)

Implementation Table - ENERGY

Base Condition	Lead City Departments and Partner Agencies	Expected / Potential Funding Sources	Goal	Target	Annual Progress Indicator 2014	Annual Progress Indicator 2015	Annual Progress Indicator 2016
Energy			Improve residential and commercial energy efficiency in Milwaukee.	The energy efficiency of 2,000 homes improved in 5 years using the Home Performance with Energy Star standards through Me ² ; another 10,000 homes improved with no- and low-cost energy-efficiency measures			
				The energy efficiency of 1,000 commercial/industrial businesses improved in 5 years			
				Portfolio-wide, the City's building energy use reduced 20 percent by 2020 (per the City's pledge to meet the Better Buildings Challenge)			
			Replace fossil fuel energy use with more clean renewable energy in City of Milwaukee facilities.	25 percent of the City's electricity generated using renewable resources by 2025 (per the Common Council resolution to achieve the "25x25 Goal")			
			Grow Milwaukee's cluster of energy efficient and clean tech companies to create local jobs and exports.	The Smart Energy Hub formalized and an Energy Innovation Center created by December 2014			
				By December 2014, an <i>Energy Engagement</i> website created to educate the public on clean energy issues			
			Increase community resilience and customer choice by removing the regulatory and institutional barriers to distributed renewable energy projects (items such as solar arrays and wind turbines).	Intervention in contested cases before the Public Service Commission, including We Energies rate cases, to support Milwaukee's citizens and businesses interest in affordable and sustainable energy			

DRAFT Implementation Table - ENERGY

Base Condition	Lead City Departments and Partner Agencies	Expected / Potential Funding Sources	Goal	Target	Annual Progress Indicator 2014	Annual Progress Indicator 2015	Annual Progress Indicator 2016
Energy	OES	ME2, FOCUS ON ENERGY	Improve residential and commercial energy efficiency in Milwaukee.	The energy efficiency of 2,000 homes improved in 5 years using the Home Performance with Energy Star standards through Me ² ; another 10,000 homes improved with no- and low-cost energy-efficiency measures	400 (Me ²); 2,000 (no-cost)		
	OES	ME2, FOCUS ON ENERGY		The energy efficiency of 1,000 commercial/industrial businesses improved in 5 years	200		
	OES, ENERGY REDUCTION TEAM	CAPITAL BUDGET, QECB, GRANTS		Portfolio-wide, the City's building energy use reduced 20 percent by 2020 (per the City's pledge to meet the Better Buildings Challenge)	4%		
	OES, ENERGY REDUCTION TEAM	PPA, QECB	Replace fossil fuel energy use with more clean renewable energy in City of Milwaukee facilities.	25 percent of the City's electricity generated using renewable resources by 2025 (per the Common Council resolution to achieve the "25x25 Goal")	4%		
	OES	GRANT, PRIVATE, WEDC	Grow Milwaukee's cluster of energy efficient and clean tech companies to create local jobs and exports.	The Smart Energy Hub formalized and an Energy Innovation Center created by December 2014			
	OES	NONE		By December 2014, an <i>Energy Engagement</i> website created to educate the public on clean energy issues			
	IRD, CITY ATTY, OES	NONE	Increase community resilience and customer choice by removing the regulatory and institutional barriers to distributed renewable energy projects (items such as solar arrays and wind turbines).	Intervention in contested cases before the Public Service Commission, including We Energies rate cases, to support Milwaukee's citizens and businesses interest in affordable and sustainable energy	No cases in 2014		

Implementation



- Since July, City departments have begun implementing projects to meet targets in each of ReFresh Milwaukee's 28 goals
- Over 20 projects underway in second half of 2013
- SNIP, H2Oscore, Me² PACE financing, ME3 Special Fund for 2014, WRAP campaign, Zipcar expansion, KK River bike trail

What's Next?



- Common Council consideration of resolution
- January 2014 Green Team meeting
- Continue implementing projects
- Budget alignment discussions for 2015

Stay Connected

- www.ReFreshMKE.com
- www.facebook.com/MKESUSTAIN/
- Twitter: @ReFreshMKE
- Email: sustainability@milwaukee.gov



Acknowledgements



Green Team

Chair, Matt Howard (City of Milwaukee, Office of Environmental Sustainability)

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