

**TO: Zoning, Neighborhoods & Development Committee  
of the City of Milwaukee**

**FROM: Lawrence M. Hoffman  
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Milwaukee, WI 53212  
Representing 350.org Milwaukee**

**DATE: May 17, 2016**

**RE: Testimony – Solar Power for the Bucks Facilities**

**Please include this memo as testimony in files #151653, #151654, and #151656.**

This testimony is on behalf of the Milwaukee members of the worldwide environmental organization, 350.org. The overriding purpose of 350.org is to halt and ultimately reverse global warming and climate change. Climate change is caused by humans, by our continued, growing use of carbon-based fuels. Climate change is the reason for the ever-growing list of disasters in our weather and along our coastlines. It's already causing incalculable damage to our lifestyles, our wealth, our health, and our food supply.

Our responsibility, as individual and corporate citizens of the United States and of the world, includes doing the best we can to make the world a better place for our brothers and sisters everywhere, our children and our grandchildren. Every company and every business shares this responsibility – especially the largest and most prominent ones. They share this responsibility in a big way.

We're all for the Bucks and WE Energies making a decent profit and having their businesses prosper. To us, it's quite clear that by building a complex that's iconic – not only in its design but in its incorporation of 21<sup>st</sup> century technologies to eliminate carbon-based fuels – the Bucks would be creating a huge asset, in terms of both public relations and real environmental contributions, plus decreasing their costs in the long run.

Milwaukee is gaining a reputation as a center for science and technology research, with facilities like the Great Lakes Water Institute and engineering centers at UWM, Marquette, and MSOE. For Milwaukee to be known also for its

**implementation** of new technologies would fit right in as a factor that makes it a world-class city and even more of a destination.

If the Bucks and the City government increased their commitment to solar power, could it be beneficial to the African American and Hispanic communities in this majority minority city? If we allow climate change to happen, its impact will be particularly severe on underserved communities. On the other hand, perhaps solar power at the Bucks complex could be a catalyst for more solar manufacturing and construction jobs for workers of color in Milwaukee.

The market advantage the Chinese have had in selling solar panels will not go on forever. People in government and industry are working to change that. Milwaukee could once again become a profitable center for the manufacture of solar hardware and software. Jobs for our diverse pool of skilled workers, such as those trained by MATC, could then help fuel the economy of our city.

I learned from the Bucks presentation last month that they're planning a 100 kw solar array on their training facility. That's good, but it's only a baby step. The Bucks can say to the world, "See? We've got solar." I hate to say it, but 100 kw hardly makes a difference.

In conclusion, if the political leaders and the business leaders of this City, and the Bucks, accept their responsibility for the condition of the environment for our children and grandchildren, even if they accept it **halfway**, they will create opportunities to showcase Milwaukee as a model for other cities to follow. They can build a world-class sports complex that is self-sustaining and that takes a major step toward ensuring a livable future – not just for the wealthy but for everyone.

We ask the Zoning Committee to **press** the Bucks. They and their design team are eminently capable of modifying their designs to incorporate a major commitment to solar power. We urge the Bucks: Partner with the intellectual resources of Milwaukee. Build a complex that's as close as scientifically possible to being 100% solar powered and carbon-neutral. Give us, give yourself, give your children and ours a **Solar Arena**, a solar housing and parking structure, a fully solar training facility, and solar requirements on all the other blocks. Make your team the Milwaukee Sustainable Bucks, the Milwaukee Solar Bucks – for the benefit of your reputation, the reputation of Milwaukee, and the future of life on our planet.