

TO: Co-Chairs, Task Force on Climate and Economic Equity
FROM: Linda Frank, Milwaukee Equity & Climate Alliance
DATE: 12/4/19
RE: Immediate Implementation Plan Suggestion List - Preliminary

Utility Scale Solar

Move forward with negotiations and approvals for utility scale solar, such as through the We Energies' Solar Now program.

City Vehicle Fleet

Replace retired city vehicles with low carbon vehicles, prioritizing all-electric vehicles, plug-in hybrids, hybrids, and fuel-efficient vehicles, in that order, while also considering cost and feasibility.

Wi-Fi on County Transit Buses

Install Wi-Fi on buses, as a strategy to increase ridership.

Marketing / Promotion Staff

Obtain funding for staff dedicated to marketing, promotion and public education with respect to sustainability programs in order to achieve widespread participation in these programs, such as ME2, the Better Buildings Challenge, ME3, the ECO Toolkit and Milwaukee Shines.

Explore Creation of Ongoing University Student Projects

Identify City or County projects that could be undertaken by university students engaged in a relevant course of study and explore collaboration with one or more local universities on an ongoing basis. This approach could be an option for implementing and marketing the ECO Toolkit, for example.

Sustainability Program Webpage

Build an interactive webpage on the City's website that will use data inputs by residents in order to identify various state, federal, local government and nonprofit sustainability programs for which they would qualify. This coding project would help to eliminate the present degree of confusion and frustration that residents are experiencing in seeking out the right programs for their needs.

Revitalize ECO's ME3 Program

The ME3 Program is aimed at arriving at recommendations for lowering the carbon impact of participating manufacturing companies. Given that a small number of manufacturers are likely to account for a significant proportion of the area's GHG emissions, this program should be funded and implemented with consistent marketing and support.

Solid Staffing and Funding for ME2, Better Buildings Challenge and Milwaukee Shines

These ECO programs assist residents and business with energy efficiency and solar installation. They require adequate staffing for interfacing with contractors, as well as marketing and customer support.