
July 15, 2021

District 2 – President Cavalier Johnson

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City Hall
200 E. Wells Street
Room 205
Milwaukee, WI 53202

District 10 — Alderman Michael J. Murphy

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Dear President Johnson and Alderman Murphy,

We are writing today in support of the City of Milwaukee's proposed "Century City Clean Energy Jobs Initiative." We applaud Mayor Barrett for his leadership and would encourage to the Milwaukee City Council to approve the proposal.

For generations, the massive rail switchyard on Milwaukee's northside has put trains on different tracks, depending on their loads, to support area commerce in the most efficient way possible. Today, next to that same collection of rails within the city's 30th Street Industrial Corridor is the ideal location to scale-up and leverage a new kind of switchyard. Instead of moving train cars, this one will put local residents on a new path to jobs and careers within our region's historically and increasingly strategic energy, power, and controls sector.

The clean energy transition occurring in this country will require a dramatic shift in workforce needs and creates a unique opportunity for the City of Milwaukee to develop a comprehensive clean energy jobs strategy. This will require both a deep analysis of current and future talent requirements to support the clean energy economy and moving quickly to design and implement a clean energy jobs training program to meet the current demand for talent.

With the support of the City of Milwaukee, the Wisconsin Economic Development Corporation, and the U.S Economic Development Administration, this past year, the Midwest Energy Research Consortium (MWERC) successfully piloted a new Electrical Assembly Training Program housed at the Century City Tower in Milwaukee's 30th Street Corridor. We believe there were several key ingredients that contributed to the success of this pilot:

Location: The Century City Tower is located within Milwaukee neighborhoods where large populations are seeking new employment and career opportunities

Partnerships: The program has demonstrated capacity to recruit and train interested participants through its partnerships with Maximus and Employ Milwaukee, Milwaukee Area Technical College and Innovative Energy Solutions Incorporated (IESI).

Capabilities: The Century City Tower itself, the former world headquarters of Eaton Corporation, has unique power and infrastructure capabilities, which have been enhanced in the past year to include power electronics equipment not otherwise available.

Commitment to Hire: And most importantly, this program began with securing firm commitments from companies that they would hire individuals that successfully completed the training program.

We believe this model can be replicated quickly to support other training programs in the clean energy arena – solar and wind technicians and installers, heating and cooling technicians, etc.

MWERC and our members stand ready to work with the City of Milwaukee, Employ Milwaukee, and other partners to design and execute a clean energy jobs training program in Century City.

Thank you.



Daniel Ebert
Senior Advisor to the Board
MWERC