



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

CITY-COUNTY TASK FORCE ON CLIMATE AND ECONOMIC EQUITY

*Ald. Nik Kovac and
Sup. Marcelia Nicholson, Co-Chairs*

*Pam Fendt, Linda Frank, Julie Kersick, Ted Kraig, Janet
Meissner Pritchard, Supreme Moore Omokunde, Pamela
Ritger, Erick Shambarger, Rafael Smith, and Freida Webb*

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*Google documents for this body can be found at :
<http://bit.ly/CCTFCEE>*

Monday, November 1, 2021

11:00 AM

VIRTUAL

Education and Outreach Work Group

Education and Outreach Work Group

This is a virtual meeting. Those wishing to attend should navigate on their computer, smart phone, or other device to:

<https://us02web.zoom.us/j/87403024862?pwd=UHBhYnF6dTV2dXhHUE9iM29TMzNWQT09>

1. Call to Order

Call to Order 11:10

a. Roll Call:

*Present: Jennifer Evans, Linda Frank., Maithilee Kanthi (11:20), Akira Mabon, Erick
Shambarger, Bruce Wiggins (11:15)*

Absent: Dynasty Caesar, Christopher Piszczek, Rafael Smith,

Excused: Supreme Moore Omokunde, Mandi McAlister

Visitors/ Guests: Farah Issa, Jessica Havens

2. Approval of Previous Minutes

Held over

3. Outreach and Media Update -- Social Pinpoint

Social Pinpoint has been updated with proposal summaries, surveys, an Idea Wall, Discussion Board, and FAQ. Evans reported that more than 5,000 email invitations were sent out last week inviting people to participate on Social Pinpoint. It was also posted on NextDoor and LinkedIn. Shambarger will send Evans information on the Greening the Grid proposal. Haven, Wiggins, Mabon, and Frank will assist in distributing flyers to local libraries. Evans will drop them off at Haven's home. Personal emails will go out this week to Alderpersons and local leaders.

4. Events

Survey results – as of this reporting, we have collected results from 292 surveys from community events and Social Pinpoint. 214 of these are from Land Use.
b. Updates– Evans reported that the Transportation Work Group is setting the date for the Vehicle Miles Traveled and EV events. Commercial benchmarks will conduct a quiet campaign; the Jobs event is stalled pending update from Omokunde.
c. Tabling Update – Piszczek was not available for comment.

5. Final Report -- Communications Chapter

a. Communications chapter
Evans sent an outline prior to the meeting. She inquired about assistance with researching community partners. Shambarger does not have access to the Wisconsin Foundations Directory, but he has worked with Brico, the Greater Milwaukee Foundation and the Energy Foundation.
b. Full Report
Publishing the draft plan on the city website is listed in the Charter as our responsibility. Evans asked for clarification on our role and the timeline. Shambarger would like to have final drafts of the proposals by the end of this month. A contractor will be hired to produce the plan. There should be a final round of public input, probably in March. There are two options for retaining a contractor to produce the final report. The first one, which is preferred by Shambarger is to hire an engineering contractor with an existing Master Service Agreement. One of the benefits is that they are experienced in translating analytic data into understandable pieces of information. This option would entail hiring a sub-contractor for the graphics and design work. The second option is to go through the Request for Proposal (RFP) process, which

would
take at least 2-3 months to get someone in place. This process includes creating the RFP,
conducting a search, reviewing proposals, and selecting the contractor.
It was noted that we will need to balance the need for timeliness with quality and a document that is accessible to the public. Wiggins is familiar with some of the contractors
who are also planners, and spoke to their capacity.
Shambarger referred to Milwaukee's Green Infrastructure Plan as an example of what he
would like the final product to look like. The value of the plan for him will be to inform future funding / budget decisions and determine what grants to pursue; create new programs; and make the public aware that the government is working on this issue. Several themes/ questions emerged during discussion:

- How will people access the information? It was agreed that we should make use of other mediums – such as collateral materials (flyers, door hangers), social media, etc.
- What will people do with the plan? We need to be clear what the plan is – and isn't – who is funding it/ strategies on how we will report back on time; how residents can take advantage of funded programs.
- What is our call to action? Do we want people to become advocates of the plan – and its implementation? Advocacy for specific features may need to be a function of outside groups.
- How will the Task Force be held accountable? The implementation and accountability work group has not met yet this year. Having measurable outcomes, progress reports, and designated reporters will be important to monitor progress.

Next steps:

- Compile a list of requirements for the final plan document
- Review list of contractors on Master List (Wiggins)
- Draft Our Chapter proposal. Include information about specific program needs.

(Evans)

6. Meeting Schedule for Remainder of 2021

November 1, 15, 29

December 13, (27?)

We may need to meet in 2022 for the purpose of planning/ executing final wave of public input.

7. Other, Guest Questions

8. Date and Time for Next Regular Meeting

11:00 AM November 15, 2021

9. Adjournment

Meeting adjourned at 12:32PM

Minutes provided by Jennifer Evans

