

(DRAFT) MILWAUKEE GREEN TEAM SUSTAINABILITY PLAN: PROPOSED GOALS AND TARGETS (DRAFT)

Comment Period: JUNE 17 to JUNE 27, 2013

The Milwaukee Green Team Seeks Public Comment on this DRAFT list of Sustainability Plan Goals and Targets. Specifically, the public is asked to:

1. Identify Goals or Targets they believe should be added to this DRAFT or otherwise prioritized; and
2. Identify Goals or Targets in this DRAFT they believe should be removed.

Send comments to sustainability@milwaukee.gov with the subject line “Public Comment” addressing one or both of the specific tasks listed above.

Note, the Milwaukee Green Team is drafting a comprehensive planning document to accompany these Goals and Targets to be published in July 2013. It will include background information, context and an implementation plan and strategy. For more information, please visit www.refreshmke.com.

(DRAFT) MILWAUKEE GREEN TEAM SUSTAINABILITY PLAN: PROPOSED GOALS AND TARGETS (DRAFT)		
Focus area	Goals	Targets
Catalytic Projects	<ul style="list-style-type: none"> • HOME GR/OWN: Increase access and demand for healthy foods in a targeted low-income Milwaukee neighborhood 	<ul style="list-style-type: none"> • 5 Foreclosed structures re-used for residential or commercial end-use that support local food supply chain by July 2014 • 10 Vacant lots converted to food-based uses by 2015 • 5 New corner stores serving fresh food and produce by 2015 • Pass necessary City ordinances/zoning/permitting changes by July 2014 that remove obstacles to developing new real estate disposition strategies, repurposing residential properties to non-residential uses, expanding urban agricultural uses on vacant lots and establishing micro-business ventures in the local food supply chain
	<ul style="list-style-type: none"> • INNER HARBOR REDEVELOPMENT: Revitalize the ecology of the Milwaukee Inner Harbor 	<ul style="list-style-type: none"> • 10 Acres of protected and revitalized shoreline habitat in design or completed in the study area by 2015 • Net-zero energy performance in the study area by 2023 • Net-zero stormwater runoff in the study area by 2023
	<ul style="list-style-type: none"> • INNER HARBOR REDEVELOPMENT: Revitalize the economy and development of the Milwaukee Inner Harbor 	<ul style="list-style-type: none"> • Completion of UWM School of Freshwater Sciences Building by 2014 • 100 Acres of brownfield remediation in the study area by 2023 • 22 Jobs per acre of total redeveloped land in the study area by 2023

(DRAFT) MILWAUKEE GREEN TEAM SUSTAINABILITY PLAN: PROPOSED GOALS AND TARGETS (DRAFT)

Focus area	Goals	Targets
Buildings	<ul style="list-style-type: none"> Implement sustainable building practices and standards for development and major redevelopment 	<ul style="list-style-type: none"> 100% of new housing units (single-family and multi-family) citywide are designed and built to meet a minimum sustainability standard. 100% of new industrial buildings citywide are designed and built consistent with Menomonee Valley Sustainable Building Guidelines. 100% of new commercial buildings citywide are designed and built to sustainability standards.
	<ul style="list-style-type: none"> Improve the physical condition of existing buildings 	<ul style="list-style-type: none"> Improve the physical condition and sustainability of a targeted number of buildings
Solid Waste	<ul style="list-style-type: none"> Reduce waste sent to landfill 	<ul style="list-style-type: none"> Increase waste diversion rate from recycling/reuse (“waste diversion”) to 40% by 2020 Establish food waste diversion and composting program
	<ul style="list-style-type: none"> Promote policies and education so the public recognizes waste output as resource input, laying groundwork for future waste reduction efforts 	<ul style="list-style-type: none"> Establishment of City-led, regional by-product synergy program, focused on manufacturing Establishment of citywide guidelines for commercial/office/large residential recycling
Water	<ul style="list-style-type: none"> Substantially reduce stormwater induced flooding, nonpoint pollution runoff and eliminate sewer overflows and bypassing in Milwaukee and area waterways 	<ul style="list-style-type: none"> Increase volume of stormwater runoff captured through green infrastructure fivefold by 2023
	<ul style="list-style-type: none"> Achieve fishable and swimmable waters in Milwaukee watersheds and near shore Lake Michigan by substantially improving water quality and meeting Clean Water Act and state water quality standards 	<ul style="list-style-type: none"> Assist in the development and implementation plans of Total Maximum Daily Loads (TMDLs) for Milwaukee watersheds by July 2015
	<ul style="list-style-type: none"> Establish Milwaukee as America’s Water Centric City and world leader in the wise use of fresh water, water-based research and innovative technology 	<ul style="list-style-type: none"> Form consortium of professionals from academic institutions, private and public sectors and nongovernmental organizations to identify emerging challenges and opportunities to help achieve water goals by January 2014 Increase gallons of water conserved annually by a targeted percent Adopt Great Lakes St. Lawrence Cities Initiative Sustainable Municipal Water Management Principles
	<ul style="list-style-type: none"> Prevent introduction of new aquatic invasive species from entering Lake Michigan and Milwaukee area waterways 	<ul style="list-style-type: none"> City of Milwaukee in concert with the Great Lakes cities and states and federal government adopt a plan of action by 2015 to prevent new invasive species from entering Lake Michigan and local waterways

(DRAFT) MILWAUKEE GREEN TEAM SUSTAINABILITY PLAN: PROPOSED GOALS AND TARGETS (DRAFT)

Focus area	Goals	Targets
Energy	<ul style="list-style-type: none"> • Improve energy efficiency (per customer) in Milwaukee 	<ul style="list-style-type: none"> • Improve the energy efficiency of 1,000 homes in five years • Improve the energy efficiency of 1,000 commercial/ industrial businesses in five years • Reduce portfolio-wide building energy use 20% by 2020, per the City’s pledge to meet the Better Buildings Challenge
	<ul style="list-style-type: none"> • Replace fossil fuel energy use with more clean renewable energy 	<ul style="list-style-type: none"> • Generate 25% of the City’s electricity (5 MW in municipal facilities) from renewable resources by 2025, per the Common Council resolution to achieve the “25x25 Goal”
	<ul style="list-style-type: none"> • Grow Milwaukee’s cluster of energy efficiency and clean tech companies to create local jobs and exports 	<ul style="list-style-type: none"> • Formalize Smart Energy Hub and create Smart Energy Business Accelerator
	<ul style="list-style-type: none"> • Increase community resilience and customer choice by removing the regulatory and institutional barriers to distributed renewable energy projects 	<ul style="list-style-type: none"> • Create <i>Energy Engagement</i> website to educate public on clean energy issues • Become an Intervener on We Energies rate cases
Food Systems	<ul style="list-style-type: none"> • Set a city-wide policy and strategy around food systems 	<ul style="list-style-type: none"> • Clarify and publish clear-cut City food policies by May, 2014 • Develop good food purchasing guidelines for Milwaukee food service institutions by 2017
	<ul style="list-style-type: none"> • Improve institutional capacity and leadership to enhance the sustainability and resilience of Milwaukee’s food system 	<ul style="list-style-type: none"> • Expand the Milwaukee Food Council’s role to formally coordinate City departments, community stakeholders, the nonprofit sector, the private sector, and other major institutions by December 2014. • Promote community dialogue necessary to develop a Food Charter by September 2015

(DRAFT) MILWAUKEE GREEN TEAM SUSTAINABILITY PLAN: PROPOSED GOALS AND TARGETS (DRAFT)

Focus area	Goals	Targets
	<ul style="list-style-type: none"> Increase access to local, healthy food 	<ul style="list-style-type: none"> Increased community food production, processing, and distribution as measured by an incremental 30 properties used for food production and businesses engaged in food processing by 2016 with an additional 175 properties by 2023. Add 25 new outlets for purchasing, distributing, and selling locally and sustainably grown food in City neighborhoods with documented food insecurity by 2016 and 100 more by 2023. Increase the number of residents living within a ten-minute walk of a healthy food source beyond what is identified when establishing the food policy and action agenda
Human Capital	<ul style="list-style-type: none"> Increase economic opportunity for all Milwaukeeans 	<ul style="list-style-type: none"> Conduct a tournavation before the end of 2013 to generate ideas for green jobs pilot program Adopt high-road wage policy for City Redevelopment and MEDC loan projects
	<ul style="list-style-type: none"> Develop ladders of advancement for Milwaukee youth and entrepreneurs 	<ul style="list-style-type: none"> Prioritize Summer Internship placements in industry areas outlined as priorities in the Sustainability Plan Increased participation in City Youth Employment Programs by 10% per year Increase new minority business start-ups in Milwaukee within ten years
	<ul style="list-style-type: none"> Promote inclusion and diversity 	<ul style="list-style-type: none"> Mayor will host Call to Service breakfast campaign for local business and civic leaders Prioritize [some amount of] City block grant funding for programs that create inclusion
Land Management	<ul style="list-style-type: none"> Reuse vacant and under-used land 	<ul style="list-style-type: none"> Targeted number of vacant or under-used parcels converted to beneficial use such as parks, stormwater management, and food production, by a target year 30 acres of brownfield areas remediated for redevelopment by a target year Implement catalytic projects in the comprehensive area plans
	<ul style="list-style-type: none"> Realign policies and codes to support sustainability initiatives 	<ul style="list-style-type: none"> Implement the policy initiatives in the comprehensive area plans
	<ul style="list-style-type: none"> Protect, restore, and maintain Milwaukee's natural resources 	<ul style="list-style-type: none"> Tree canopy coverage in Milwaukee increased to 40% Increased acres of natural areas (e.g. riparian areas, environmental corridors, green stormwater facilities) that are restored or placed under protection All residents live within a ten-minute walk of a park, greenway, or other green space

(DRAFT) MILWAUKEE GREEN TEAM SUSTAINABILITY PLAN: PROPOSED GOALS AND TARGETS (DRAFT)

Focus area	Goals	Targets
Transit/ Transportation	<ul style="list-style-type: none"> • Provide quality public transportation options and accommodations that allow citizens to fulfill their transportation needs without having to own a car or multiple cars. Integrate both rail and bus transit as part of an improved and expanded mass transit system so that the most effective and efficient transit service is available to accommodate the type of trip being made. 	<ul style="list-style-type: none"> • Increased ridership of public transportation of bus and other public transit by a targeted amount by 2023. • Implement approved streetcar plan on schedule
	<ul style="list-style-type: none"> • Develop infrastructure that provides for an integrated multi-modal transportation system 	<ul style="list-style-type: none"> • Targeted number of new, reconstructed or rehabilitated city streets designed to include transit accommodations, Complete Streets principles and/or per green matrix design guidelines • Completion of a transit-oriented development project by a target year
	<ul style="list-style-type: none"> • Improve pedestrian and biking infrastructure to facilitate and encourage an active and healthy lifestyle and make more destinations, including parks, schools, shops and employment centers, accessible without cars 	<ul style="list-style-type: none"> • Targeted number of miles of additional bicycle network implemented • Targeted number of safe route to school plans developed