

Appendix A – Public Outreach

Overview of Public Outreach Survey

To engage the public in the process of developing the Milwaukee Sustainability Plan, the Milwaukee Green Team and CH2M HILL created a survey with which to receive public feedback. The survey was offered online at the Milwaukee Office of Environmental Sustainability (OES) website. Hard copies, which could be completed and returned to OES, were handed out at town halls and informal outreach sessions. OES offered the survey in both in English and Spanish. Between July and November 2012, the OES collected 1,011 responses to the survey. The first three questions in the survey requested demographic data about a respondent's zip code, aldermanic district, and age, so that OES could evaluate the survey's reach. The remaining questions were designed to gauge the opinions of members of the Milwaukee public on their understanding of general concepts of sustainability and what sustainability aspects and issues should be addressed by a city-wide Sustainability Plan.

Survey Questions

Members of the public were encouraged to go to the website for the Milwaukee OES and complete the survey. Hard copy replies were also accepted. The survey questions and instructions are included below.

Change Your Future! We Want You to Help Milwaukee Develop a Sustainability Plan

The Mayor has designated 2012 as the year we gather as a community to develop a Sustainability Plan that helps improve Milwaukee's quality of life, benefiting residents, businesses and our natural environment. Community leaders will spend the next few months listening to Milwaukeeans like you discuss everyday challenges that need attention.

Why should I care about this plan? The Plan works like a road map guiding City government, residents and businesses towards a more sustainable and healthier future, by acting on ideas for improving our environment provided by you! Your input can help change your neighborhood and city!

Please take a few minutes to complete this short survey. Public input is a critical first step in the process to develop a Sustainability Plan. The first three questions will help us understand if we are reaching a broad representation of Milwaukee residents.

- What is your zip code? _____
- What is your alderman district? _____
- What is your age? _____

1. Choose **up to three** of the statements below that you think best finish this sentence.

To me, sustainability is:

- Making Milwaukee a better place for our children and future generations.
- Leaving the world a better place than you found it.
- Reducing our impact on the environment.
- Providing long-term growth and prosperity for Milwaukee.
- Meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- Living within your means and not being wasteful.
- Creating economic development for the next ten years.
- A nice idea, but it is not important to the future prosperity of Milwaukee.

2. The Green Team is proposing to use this statement as the vision for the sustainability plan: *“Our vision is to create an alignment of economic and environmental interests that improve Milwaukee’s quality of life, benefiting residents, businesses and our natural environment through embracing smart, achievable sustainability principles. As a result, Milwaukee will be the Fresh Coast Capitol of North America.”*

Do you agree or disagree with this vision? Choose **one**:

- Strongly Agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Do not understand the statement

Optional: Describe the reason for your answer to question #2: _____

3. What do you think are Milwaukee’s greatest challenges for future prosperity and growth? Choose **four**:

- Not all children getting good education
- No ready access to good, healthy food (or too expensive)
- Unemployment and lack of new jobs
- Not enough affordable, updated housing for all residents
- Traffic congestion
- Not enough “green” jobs
- Poor public transportation
- Flooding
- High utility bills
- Poor air or water quality
- Public health
- Toxic chemicals in soil and water
- Trash, garbage, recycling
- Empty lots, damaged, vacant or abandoned buildings or streets
- Neighborhood crime and graffiti
- Other _____

4. What does the ideal community provide for its residents? Please rank these items in order from 1 to 10, where **1 is what you believe is the most important** thing for an ideal community to provide and **10 is the least important** in the list.

- ___ Affordable housing
- ___ Garbage, litter and yard debris removal
- ___ Educational opportunities for all
- ___ Safe and healthy neighborhoods
- ___ Greater access to multiple transportation options
- ___ Abundant outdoor recreation opportunities
- ___ Clean air and water
- ___ Employment opportunities
- ___ Clean-up of abandoned or contaminated property
- ___ Improved roads

Optional: Is there another item you believe should be on the list for question #4? Please describe and give it a rank of 1-10: _____

5. The pictures below show different ideas about sustainability. Please pick up to four of these ideas that you think Milwaukee should focus on in its Sustainability Plan.



Fresh, local food



Natural and green spaces



Energy efficiency



Renewable energy



Recycling



Education



Reduced flooding



Public health



Clean Water



Public transit



Climate change



"Green" jobs

Other: _____

6. I think positive change in Milwaukee is brought about by (choose **up to two**):

- City leaders approving new laws and policies
- Community involvement and feedback
- Public demonstrations
- Voting
- Participating in aldermanic meetings
- Improving the built environment – buildings, roads, transit, utilities
- Working with nearby local governments to share resources
- Other: _____

7. As the City develops and implements the sustainability plan, would you prefer that the City (**choose one**):

- Invest a **small** amount of resources (City budget and staff time) **over 5-10 years**.
- Invest a **larger** amount of resources (City budget and staff time) **over 10 years or more**.
- Invest a **small** amount of resources (City budget and staff time) **over 5-10 years, and invest a larger amount of resources after 10 years**.

8. I would like to participate in developing sustainability in Milwaukee by (**choose all that apply**):

- Learning more about sustainability (visit www.milwaukee.gov/sustainability)
- Helping develop city targets
- Providing feedback on strategies and projects to reach targets
- Reviewing the draft sustainability plan when it is complete
- Volunteering to provide information to the public on sustainability
- I am not interested in further participation

The City is gathering public input on its sustainability efforts through October 2012. The City's Green Team will use this feedback in preparing the draft sustainability plan later this year. The public will have opportunities to continue to provide input on this process and the draft sustainability plan.

Optional: If you are interested in receiving more information from the City, please provide your email below. Your survey responses will remain anonymous.

Name: _____

Email: _____

Survey Results

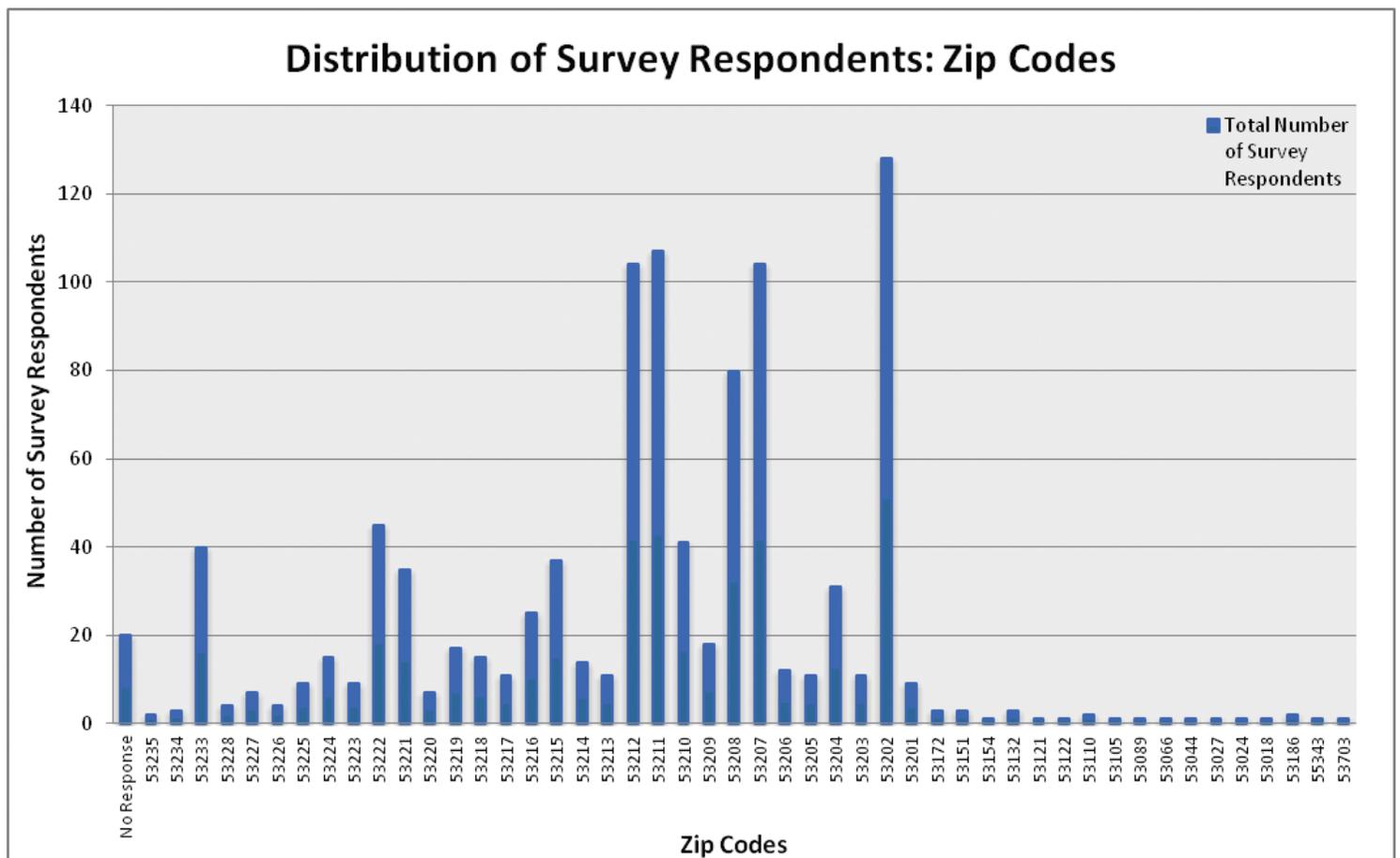
The survey results are briefly described below, with results organized by question. Note that most questions asked respondents to select more than one item from a list of options. As a result, the sum of all responses may be greater than the number of people that took the survey. For example, if respondents were asked to pick up to two options, the total number of responses may be two times the number of people that took the survey.

Zip Codes and Aldermanic Districts

The first demographics question asked respondents for their zip codes and aldermanic districts to allow OES to evaluate the reach of the survey and the geographic distribution of respondents. A total of 991 respondents provided their zip codes. Respondents that did not provide their zip code were coded as “No Response.” Figure 1 shows a bar graph of the distribution the zip codes with the number of survey respondents from each zip code. As seen in Figure 1, five zip codes have very high response rates: 53202, 53207, 53208, 53211, and 53212.

A large number of respondents (272 individuals) did not identify a district. For this reason, the zip codes are considered a better estimate than aldermanic district of geographic participation in the survey.

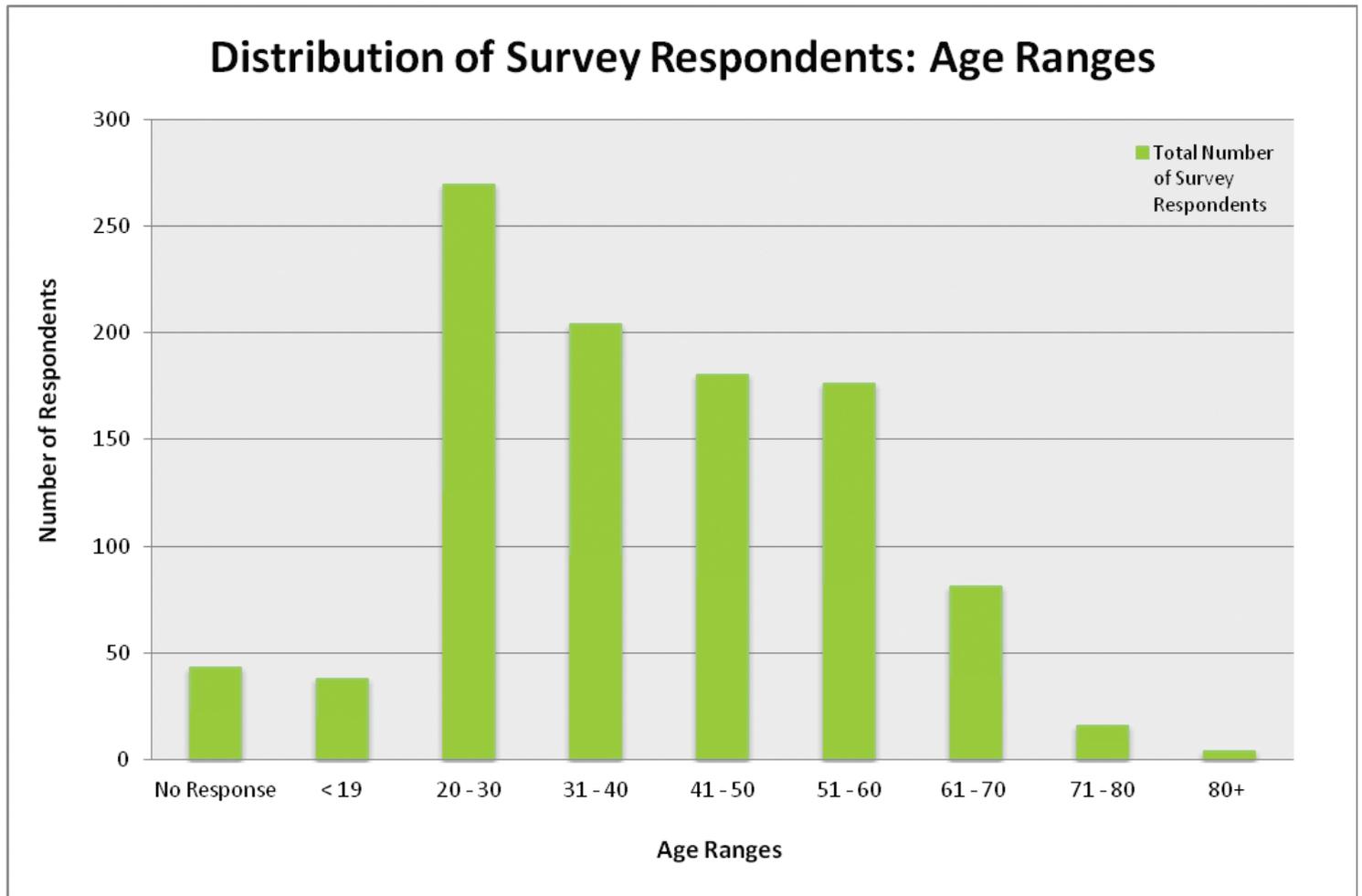
FIGURE 1



Age Range

Respondents were asked to write in their ages to allow the OES to evaluate generational participation in the survey. The responses, grouped by age ranges, are presented in Figure 2. As with the previous demographics questions, a number of respondents chose not to provide age; these were categorized as “No Response.” Figure 2 shows that the highest response rates are in the 20- to 30-year-old range and the remaining majority of the respondents are in the 31- to 40- and 41- to 50-year-old age ranges.

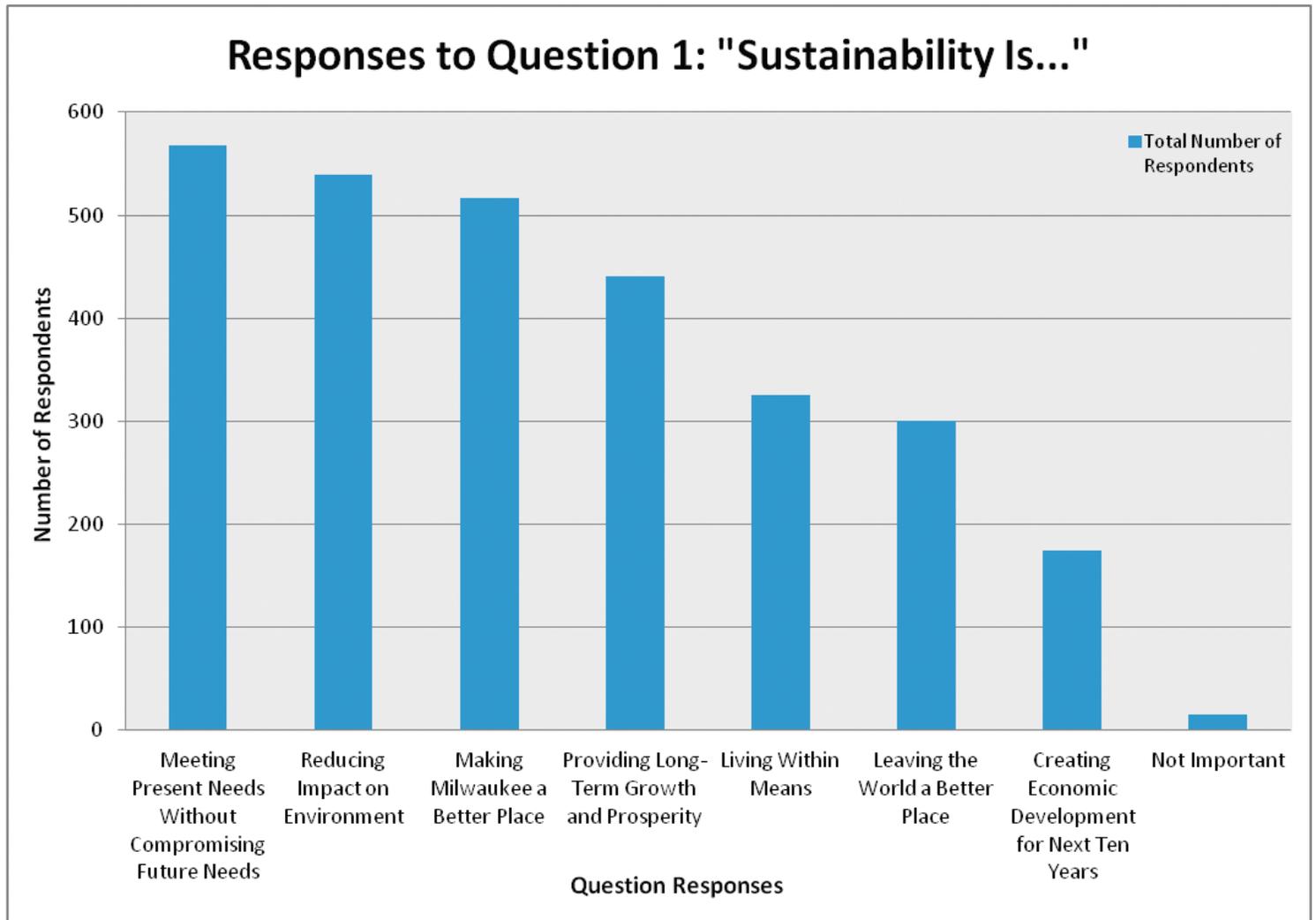
FIGURE 2



Question 1: To me, sustainability is...

Respondents were asked to choose up to three answers from a list of options for defining sustainability. The results are presented in Figure 3. The response with highest preference, with 568 respondents, is "Meeting the needs of the present without compromising the ability of future generations to meet their own needs." The second overall choice, with 539 respondents, is "Reducing our impact on the environment." The third overall choice, with 517 respondents, is "Making Milwaukee a better place for our children and future generations." Consistent themes in the top three options include a long-term perspective (for example, generational considerations) and include social equity as well as environmental considerations.

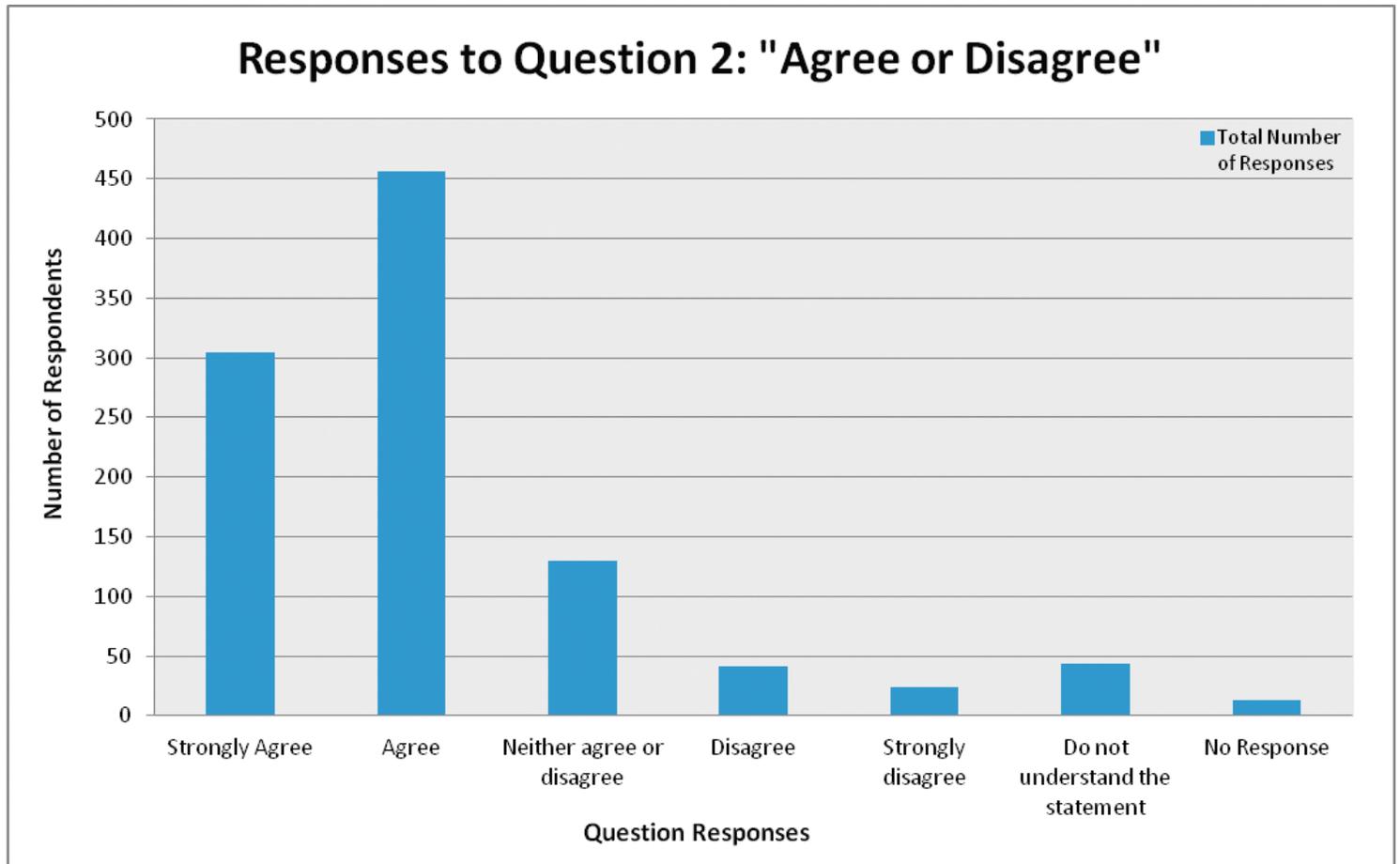
FIGURE 3



Question 2: Do you agree or disagree with the sustainability vision provided?

Respondents were asked whether they agree or disagree with the Mayor's Tom Barrett sustainability vision. The majority of the respondents provided a positive reaction to the statement, as shown in Figure 4. 456 of the respondents "agree" and 304 "strongly agree" with the statement. Of the remaining respondents, 130 people had a neutral reaction, as "neither agree nor disagree," with the statement. Relatively small numbers of respondents expressed disagreement: 41 respondents selected "disagree" and 24 selected "strongly disagree."

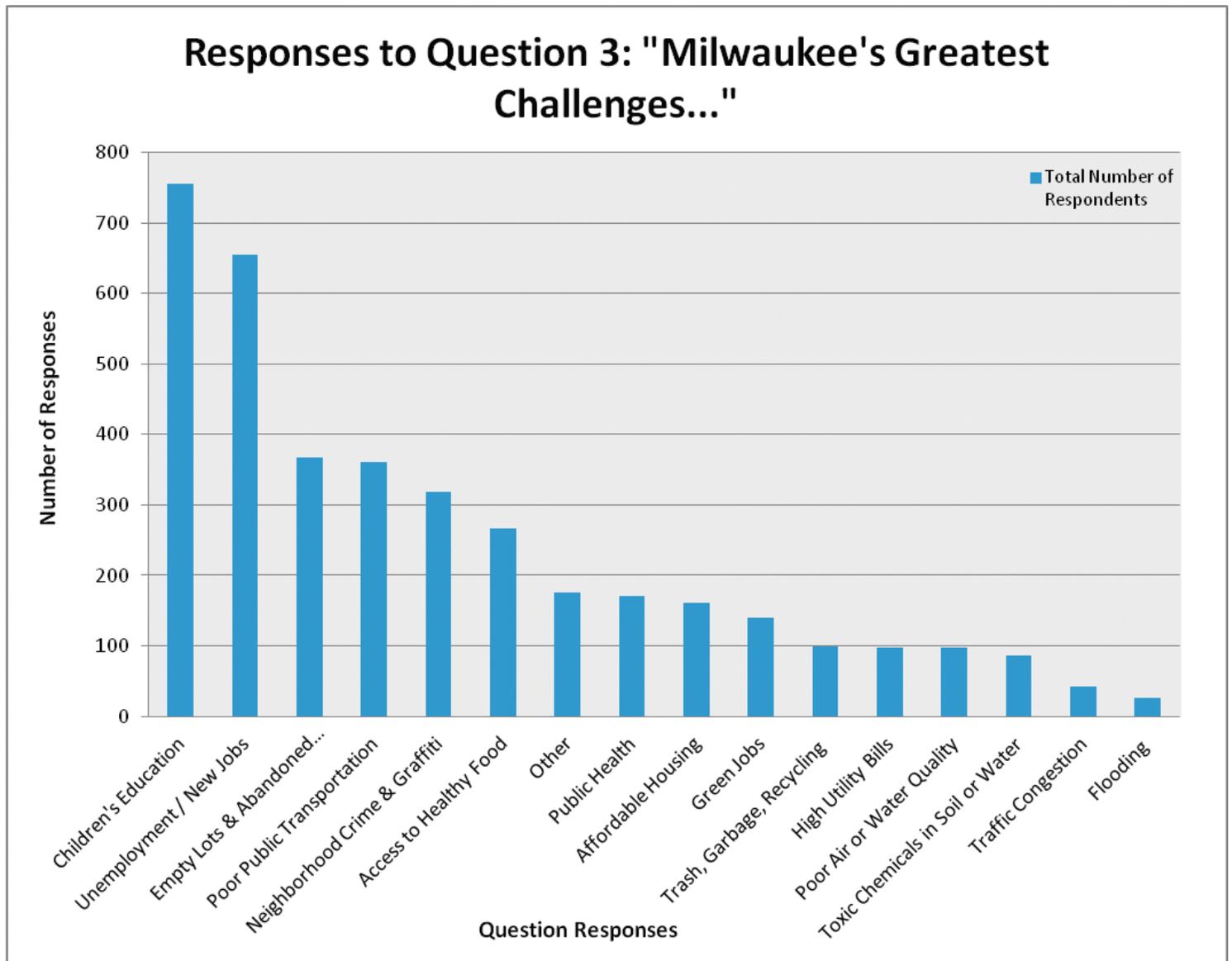
FIGURE 4



Question 3: What do you think are Milwaukee's greatest challenges for future prosperity and growth?

Respondents were asked to choose up to four top answers from a list of 16 potential challenges (including an "other" option, wherein respondents could enter their own suggestion) to Milwaukee's future. Figure 5 shows the responses to Question 3 in order of most frequently selected to least frequently selected answers. The options that responders selected most frequently can be viewed as those identified to be the most challenging to future prosperity and growth. The respondents' first choice, with 755 responses, is "Children's Education." The second choice, "Unemployment/New Jobs," had 654 responses. The third choice was "Empty Lots & Abandoned Buildings" and fourth choice was "Poor Public Transportation," with 368 and 360 respondents respectively.

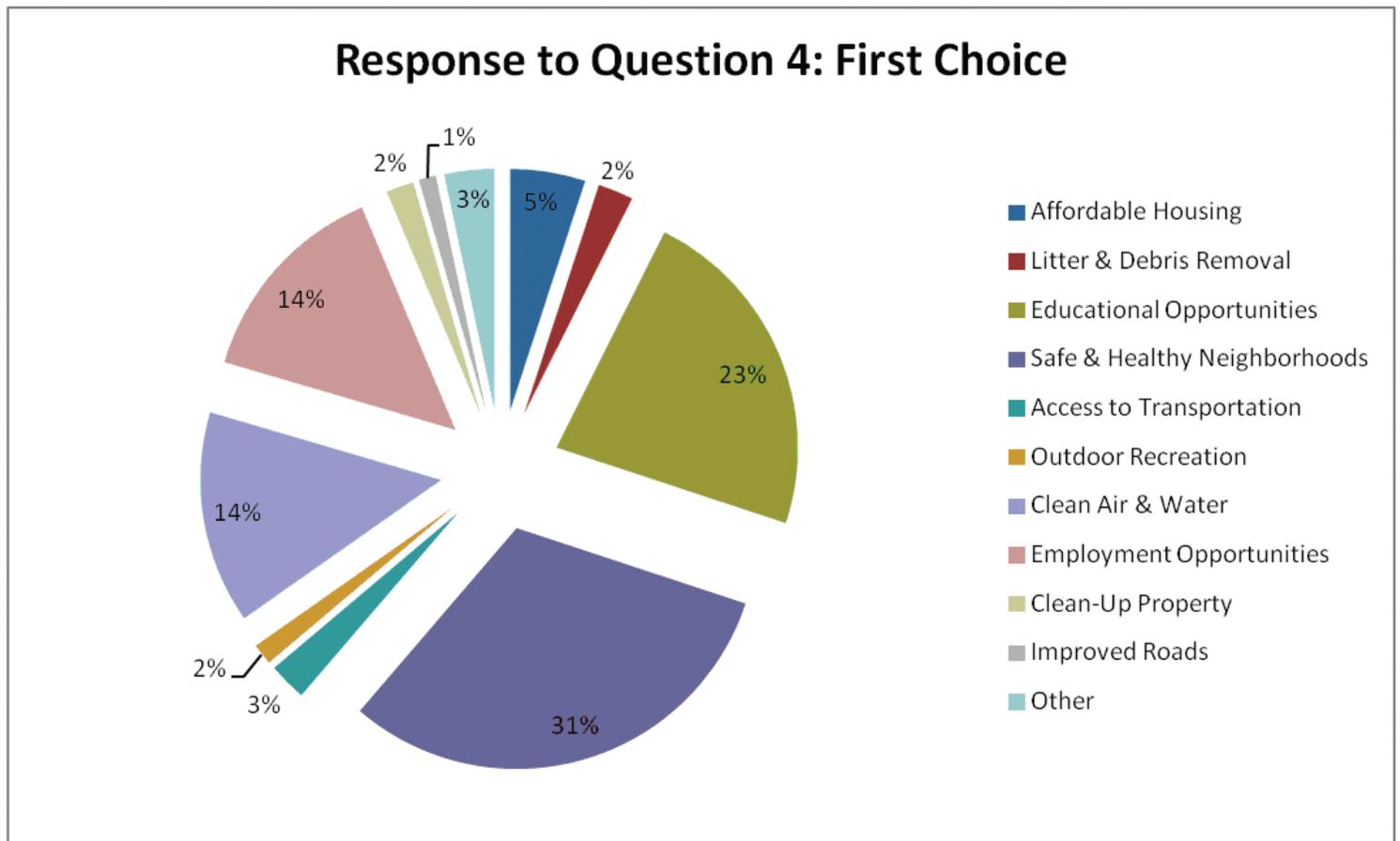
FIGURE 5



Question 4: What does the ideal community provide for its residents?

Question 4 of the survey asked respondents to rank a list of characteristics of an ideal community from 1 to 10, with “1” representing their top choice for a community characteristic from the 10 possibilities and “10” representing their least favorite. Figure 6 shows the percentage of respondents that ranked a particular characteristic first. The characteristic that respondents selected as first choice most frequently is “Safe and Healthy Neighborhoods,” with 354 responses (31 percent of the total). 23 percent of the respondents ranked “Educational Opportunities” first; 14 percent ranked “Employment Opportunities” first; and 14 percent ranked “Clean Air & Water” first.

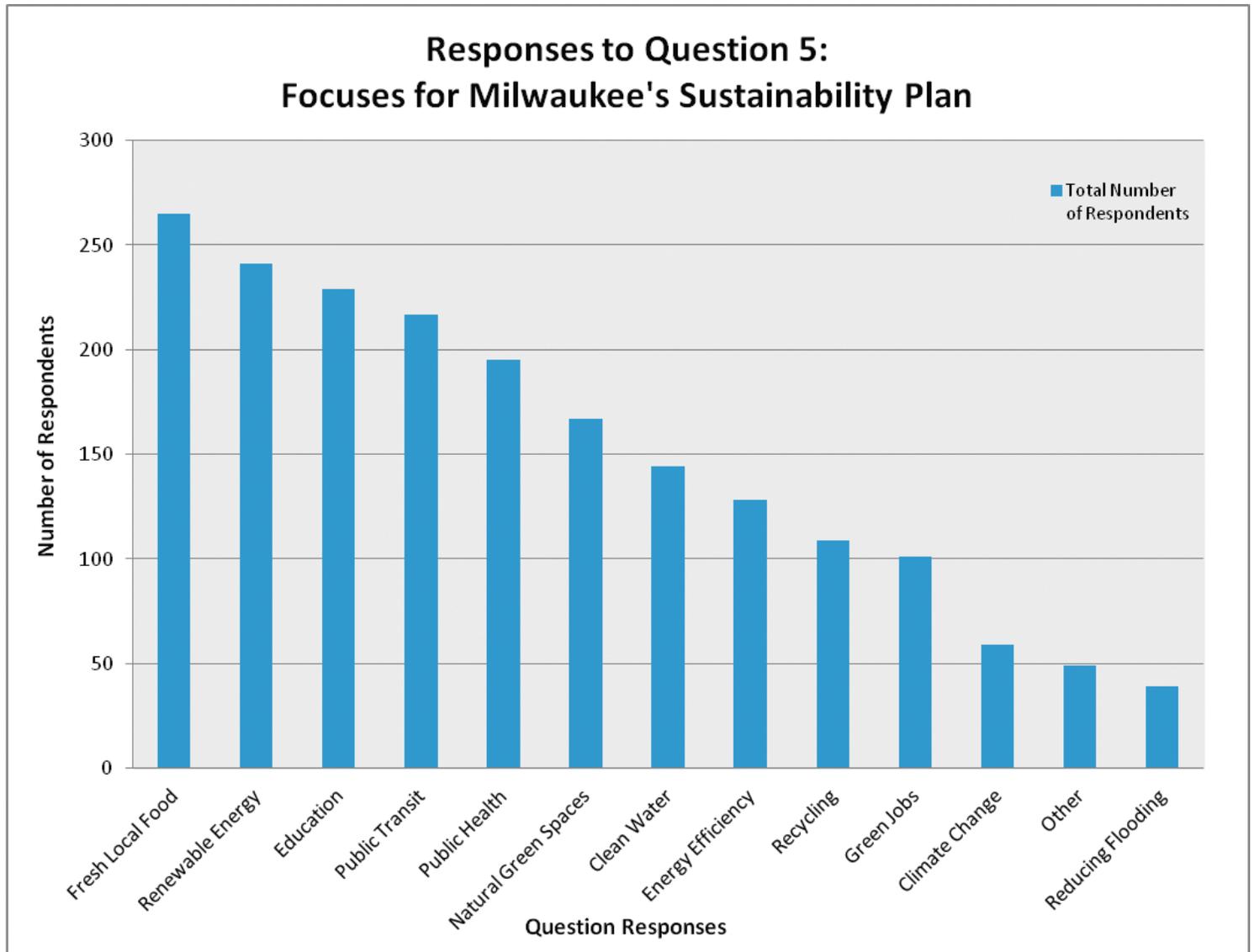
FIGURE 6



Question 5: Ideas that you think Milwaukee should focus on in its Sustainability Plan

Question 5 of the survey asked respondents identify the topics, from a list of 13 (including “other” where the respondents could enter their own suggestion) on which Milwaukee should focus the city’s Sustainability Plan. The question included a list of possible topics and asked respondents to choose up to four top answers. Figure 7 shows that respondents’ top choice for focus areas is “Fresh Local Food,” with 265 responses. The second and third choices for focus areas are “Renewable Energy” and “Education,” respectively.

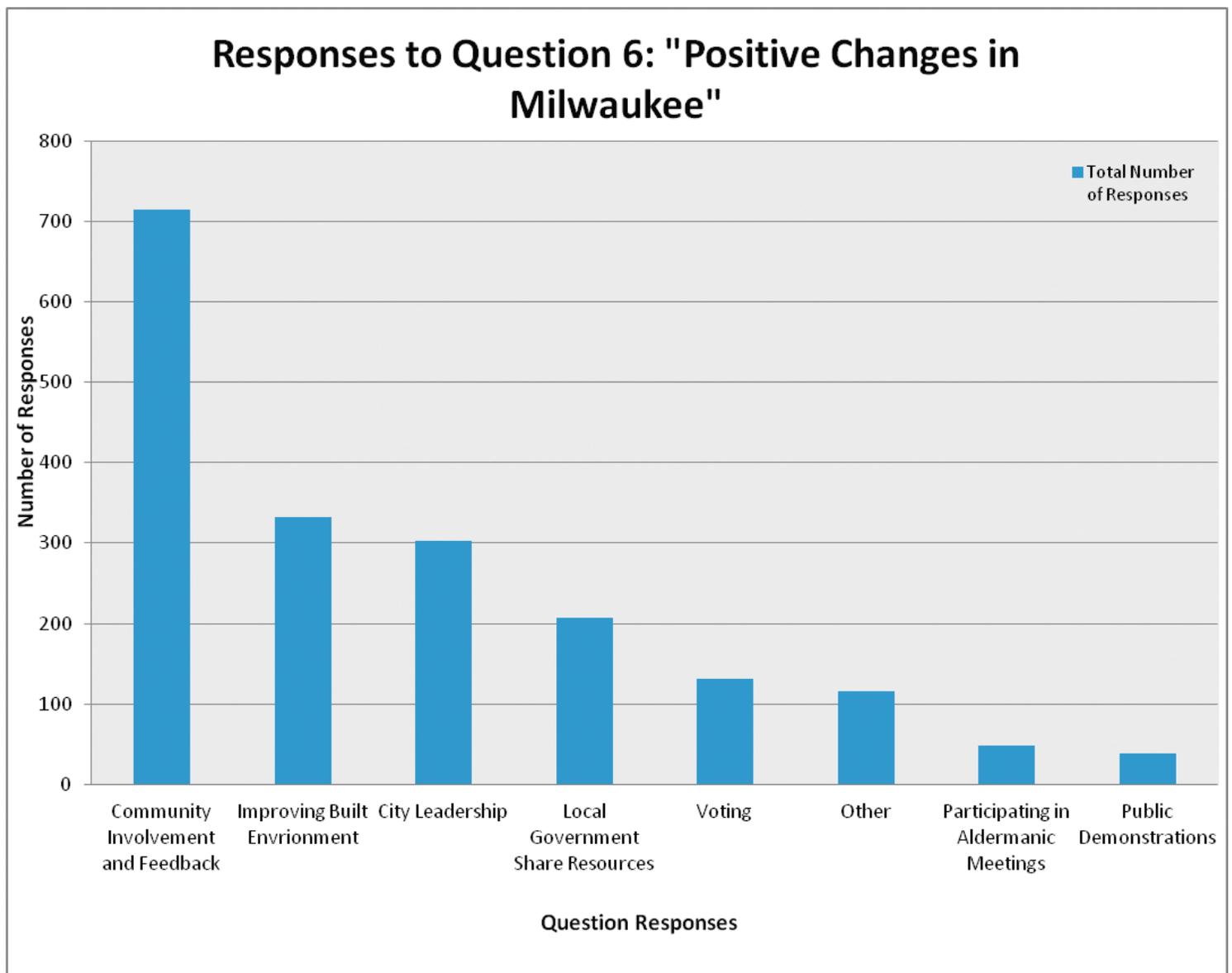
FIGURE 7



Question 6: Positive change in Milwaukee is brought about by ____?

Question 6 asked respondents to identify preferences for ways to bring about positive change in Milwaukee. Respondents were asked to choose their top two preferences from a list of eight options, including “Other,” where respondents could add their own suggestion. Figure 8 displays the total number of responses for all options. The most frequently chosen way to create positive change in Milwaukee, with 714 responses, was “Community Involvement and Feedback.” This option was selected more than twice as often as the second and third options, “Improving Built Environment” and “City Leadership,” respectively.

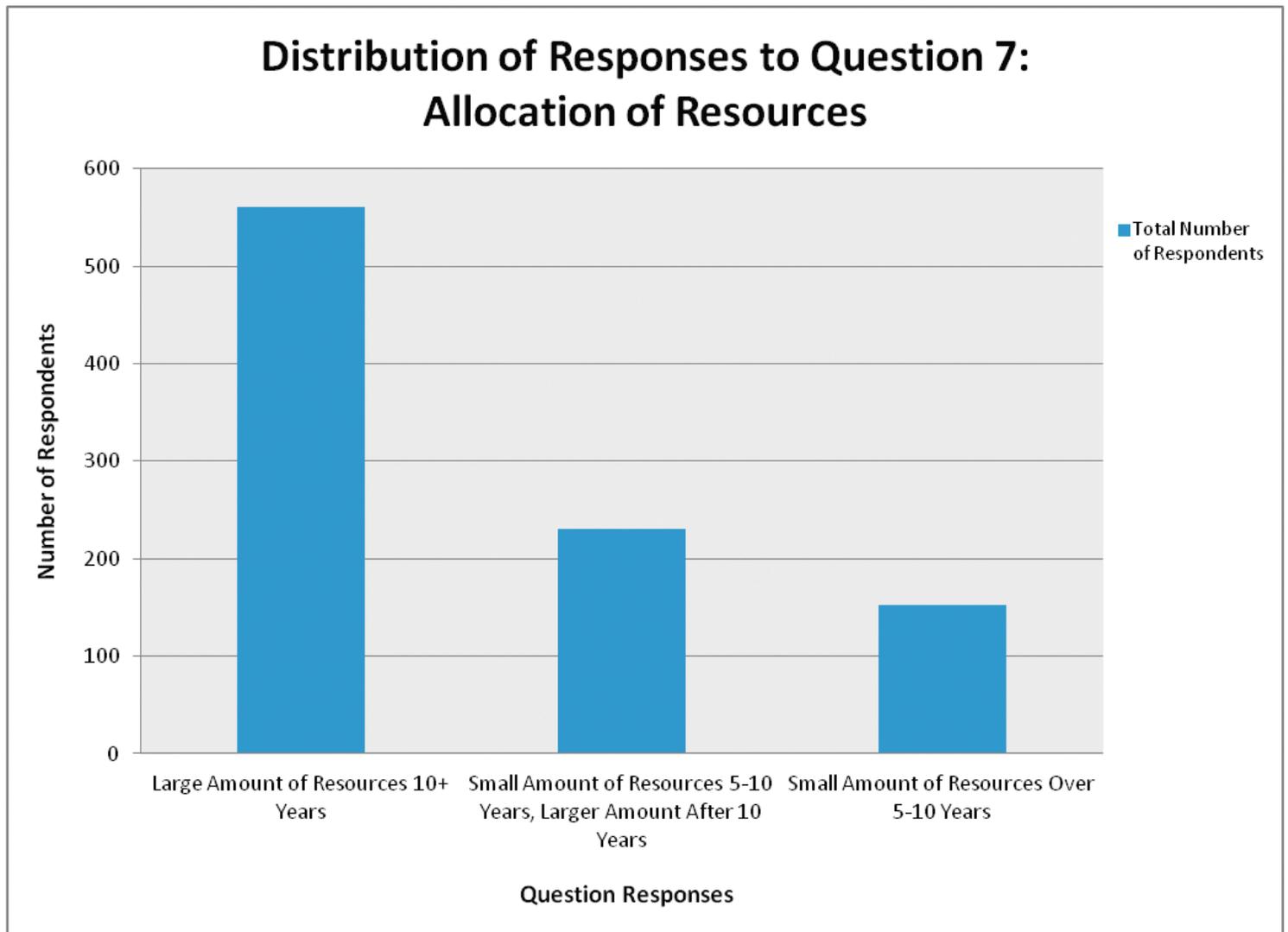
FIGURE 8



Question 7: As the City develops and implements the sustainability plan, would you prefer that the City (choose one).

Question 7 asked respondents to select one of three options regarding the schedule and level of investment the City should consider in implementing the Sustainability Plan. As shown in Figure 9, the majority of the respondents (561) preferred among the three options the allocation of a larger amount of resources (City budget and staff time) invested over 10 or more years. This result is reflected in the overall scale of the Sustainability Plan strategies developed by the Green Team and the timeframe for its implementation.

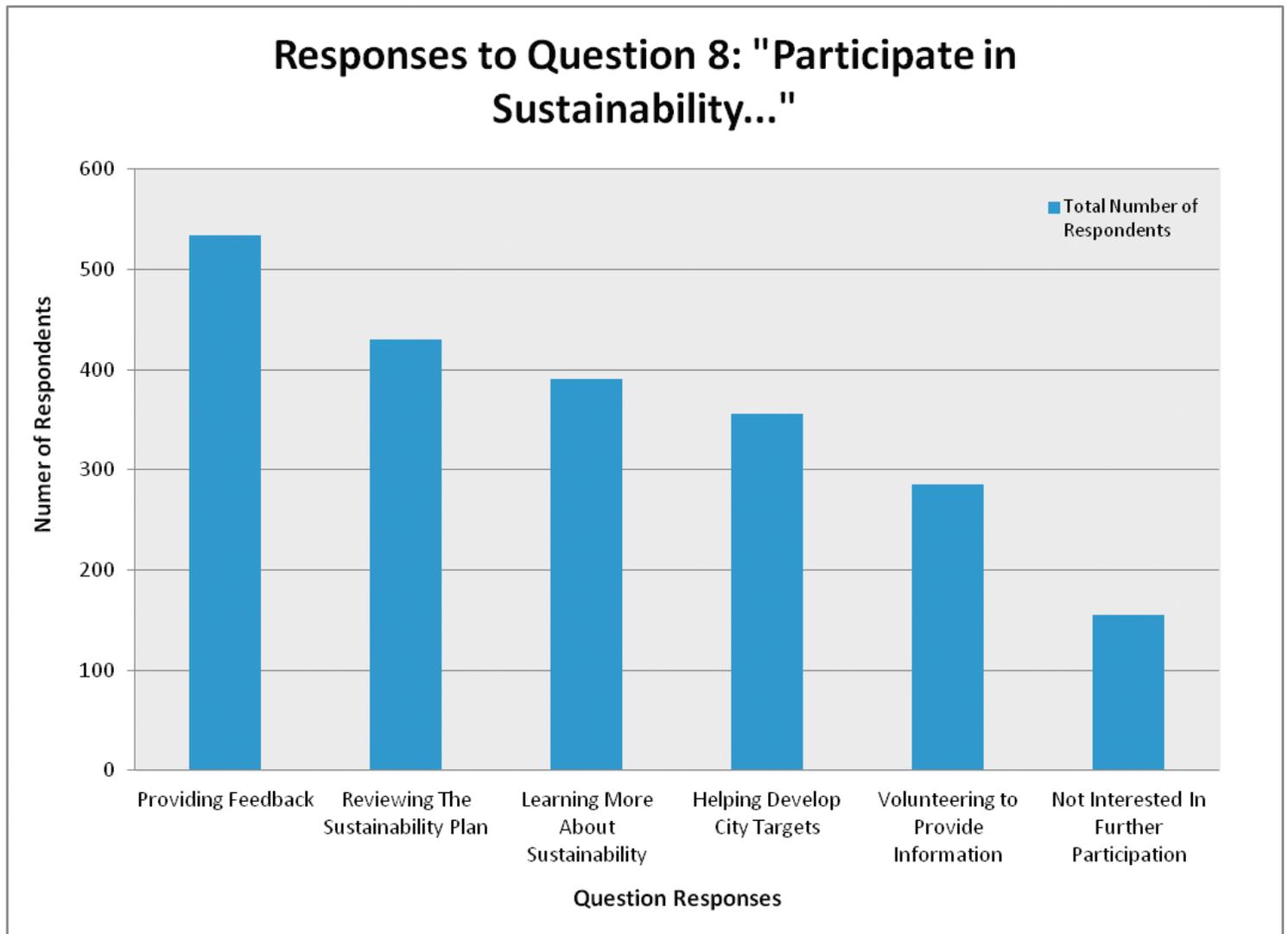
FIGURE 9



Question 8: I would like to participate in developing sustainability in Milwaukee by (choose all that apply).

Question 8 asked respondents to consider their future individual involvement and methods of participation in the ongoing implementation of Milwaukee's Sustainability. Respondents were asked to select as many as they thought were applicable from a list of six methods. Figure 10 shows the total number of responses for each option. The most frequently selected method for ongoing participation is "providing feedback on strategies and projects to reach targets," with 534 responses. The second most frequently selected method for participation is "learning more about sustainability on the website," with 391 responses.

FIGURE 10



Top Issue Areas from the Survey

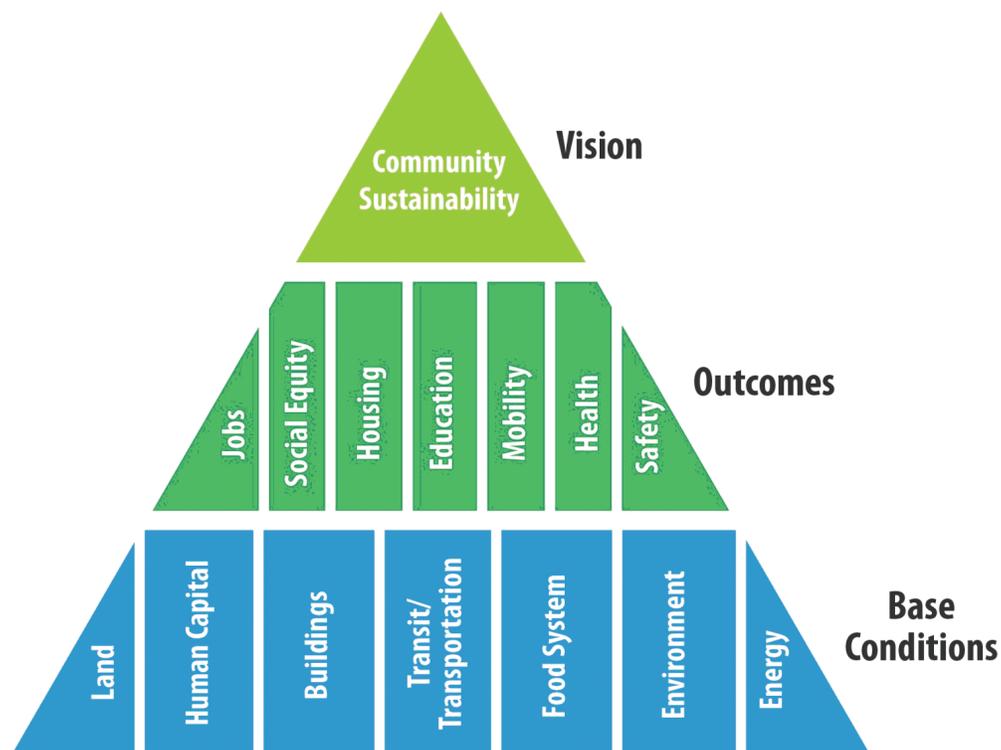
Based on responses to Question 1, the survey respondents are looking for long-term solutions, which will benefit not only the current residents of Milwaukee but also future generations. The responses to Question 2 indicate that the majority of the respondents agree or strongly agree with the sustainability vision established by Mayor Tom Barrett and the Green Team. Responses to Questions 3, 4, and 5 provided insight for possible focus areas for the Sustainability Plan.

The Green Team used the responses gathered through the public outreach survey, as well as in-person input provided at town halls and outreach sessions, to frame Milwaukee’s Sustainability Plan. The Green Team met in a half-day workshop in late November 2012 to review the survey responses, identify common themes, and determine the community’s desired sustainability outcomes, such as job creation and safer neighborhoods, based on these themes. The common themes and outcomes are shown in Table 1.

TABLE 1

Question 3 – Greatest Challenges	Question 4 – What an Ideal Community Provides	Question 5 – Potential Plan Focus Areas
<ul style="list-style-type: none"> • Children’s Education • Unemployment/New Jobs • Empty Lots & Abandoned Buildings • Poor Public Transportation • Neighborhood Crime & Graffiti • Access to Healthy Food 	<ul style="list-style-type: none"> • Safe &Healthy Neighborhoods • Educational Opportunities • Employment Opportunities • Clean Air &Water • Affordable Housing 	<ul style="list-style-type: none"> • Fresh Local Food • Renewable Energy • Education • Public Transit • Public Health • Natural Green Spaces • Clean Water • Energy Efficiency

The Green Team brainstormed what conditions, social, environmental, and economic, might be necessary to lead to these outcomes or that would positively influence the desired outcomes. The Green Team identified the base conditions over which the City could have direct influence and for which improvements could be measured. The base conditions became the framework for the Sustainability Plan. These base conditions, along with the sustainability outcomes and vision they support, are visually represented in Figure 11.



Overview of Public Outreach Sessions

Background

To complement the public survey data with broader, in-person input, the Green Team held a series of Town Hall meetings and informal outreach sessions with residents, community groups and businesses in 2012 and 2013. The Green Team estimates that the in-person outreach sessions reached 435 people and 85 businesses.

Town Halls

The Green Team partnered with several Milwaukee Aldermen and the Urban Ecology Center to host five official town-hall-style meetings, where community members had the opportunity to provide direct input and Green Team members were personally accessible and on hand for discussion. Each Town Hall began with a Sustainability Planning overview by Green Team Chair Matt Howard. After the overview, attendees could then visit different tables staffed by Green Team members. Each table represented a potential topic area (such as an energy table and a transportation table) for the final Sustainability Plan. Members of the public could provide input at each table on that specific issue area. Notes were taken throughout the meetings. Estimated attendance is shown below.

Date	Venue	Co-Sponsor or Host	Estimated Attendance
July 17, 2012	Bay View Library	Alderman Tony Zielinski	15
July 19, 2012	DNS Water Tower	Alderman Terry Witkowski	15
August 9, 2012	Urban Ecology Center Riverside Branch	Urban Ecology Center	30
August 29, 2012	Urban Ecology Center Washington Park Branch	Alderman Willie L. Hines, Jr. & Urban Ecology Center	30
September 20, 2012	Urban Ecology Center Menomonee Valley Branch	Urban Ecology Center	30

Informal Outreach Sessions

Green Team members hosted numerous individual, informal outreach sessions with resident associations, non-profits, community-based organizations, and business and civic groups. The sessions were conversational and ranged from one-on-one discussions with sustainability experts to broader sustainability discussions. Over 30 such informal sessions were estimated to have occurred in 2012 and 2013, with participation by approximately 300 people.

Business Outreach Sessions

Three business outreach sessions were organized and hosted by Green Team Chair Matt Howard; in addition, one conference call was organized by Green Team Energy Subcommittee lead Erick Shambarger. These sessions were used to gather in-person feedback and reactions to potential Sustainability Plan goals, targets, and strategies. Estimated attendance for each of these sessions is below.

Date	Venue	Business Group	Estimated Attendance
July 10, 2012	Transfer Pizza	Industrial BIDs	10
June 4, 2013	UWM-Zilber School of Public Health	Water Council	40
June 6, 2013	MillerCoors	Manufacturers	25
June 27, 2013	Conference Call	WERC	10

Final Public Comment Period

The Green Team held a final public comment period from June 17 to June 27, 2013, to provide opportunity for input on the draft goals and targets. Specifically, members of the public were provided the opportunity, via the City's sustainability website, to: (1) identify any gaps in the draft goals or targets; and (2) identify any draft goals or targets that should be considered for removal. Fifteen responses from the public were received.