Strategies for Bringing Green Jobs to Older Urban Centers

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New Partners for Smart Growth Conference
Charlotte, NC
Milwaukee Overview
Milwaukee Overview

Freshwater coast
Milwaukee Overview

Strong industrial history
Milwaukee Overview

- 8 Fortune 500 headquarters (5th highest per capita in U.S.)
- 7 Fortune 501-1,000 headquarters, plus U.S. headquarters for GE Healthcare
- 4 Forbes 500 companies (largest closely-held businesses)
Milwaukee’s Green Team

- Formed in April 2005 by Mayor Tom Barrett
- Key Objectives
  - Stormwater Reduction and Management
  - Smart Energy Policy
  - Stimulate Job Creation and a Green Economy
- Created Office of Environmental Sustainability – Matt Howard, Director
- More information available at:
  http://www.city.milwaukee.gov/sustainability
Sustainable Development
The Milwaukee Standard

- Preserve water quality
- Conserve natural resources
- Conserve energy, save money
- Promote smart land use
- Improve indoor environmental quality
- Focus on jobs per square foot
- Improve well-being
Sustainable Practices: Lead by Example

- Urban Agriculture Program
- City Bicycles
- C&D Recycling Requirements
- Land Recycling Ordinance
- Sustainable Design Preferences
- Greening Government Buildings
Sustainable Practices: Lead by Example

- Fleet Vehicles
  - Almost 50% of fleet are alternative fuel vehicles
  - 2 bicycles

- Buildings
  - Upgrades to municipal complex buildings: 9% reduction in consumption, $35,000 savings in first year

- Energy Efficiency
  - LED stoplights
Incentives for Creating Green Jobs: Utilizing DOE Grants

- Milwaukee Shines
  - Promotes electric and hot water solar installations
  - Training initiatives increased solar installers from 7 in 2008 to 24 in 2010

- ME2 Program
  - Loans for weatherization, new heating equipment, other energy savings upgrades
  - Low interest loans paired with existing incentives and tax credits

- ME3 Program (Economy, Energy, Environment)
  - Environmental sustainability & operational efficiency
  - Improve competitiveness of small and medium manufacturers
  - Packages existing services and technical assistance
Environmental Justice Showcase

Community

- Improve environment and health of vulnerable populations
- Support sustainable economic development
- Build long-term capacity and partnerships
- Provide USEPA Region 5 information about best practices
Sustainable Menomonee Valley

- Brownfield Redevelopment
  - $20 million cleanup
  - 700,000 cubic yards of fill maintained on site
- Create Jobs and Tax Base
- Innovative Stormwater Management
- Sustainable Design Guidelines
- Promotes Alternative Transportation
- Community Partnerships
Menomonee Valley Industrial Center and Community Park
Menomonee Valley Industrial Center and Community Park
Menomonee Valley Industrial Center Design Guidelines

- Site Design
- Building Design and Energy Use
- Materials and Resources
- Construction/Demolition
- Indoor Environmental Quality
- Operations and Maintenance
Thank you!

Questions:

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