
Strategies for Bringing Green Jobs to Older Urban Centers

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New Partners for Smart Growth Conference
Charlotte, NC

Milwaukee Overview



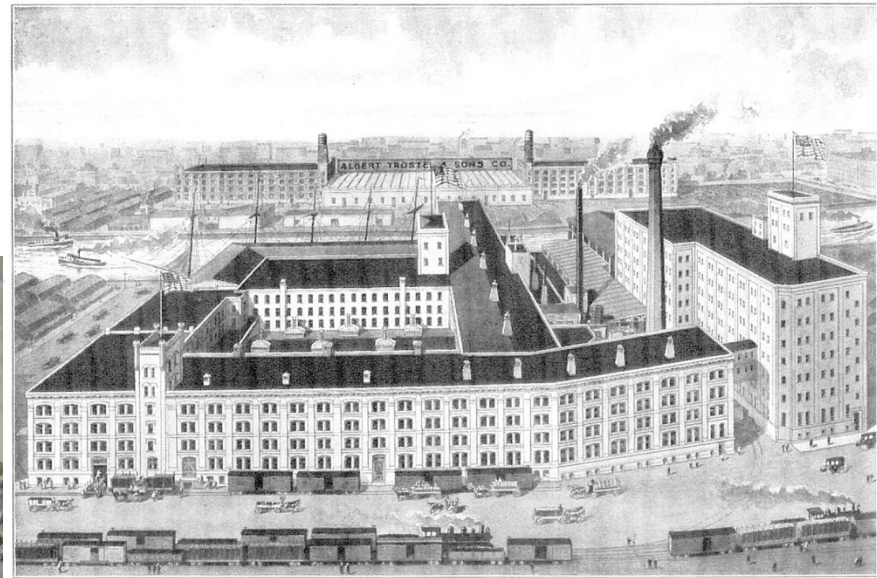
Milwaukee Overview

Freshwater coast



Milwaukee Overview

Strong industrial history



ALBERT TROSTEL & SONS TANNERY

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

Menomonee River Valley

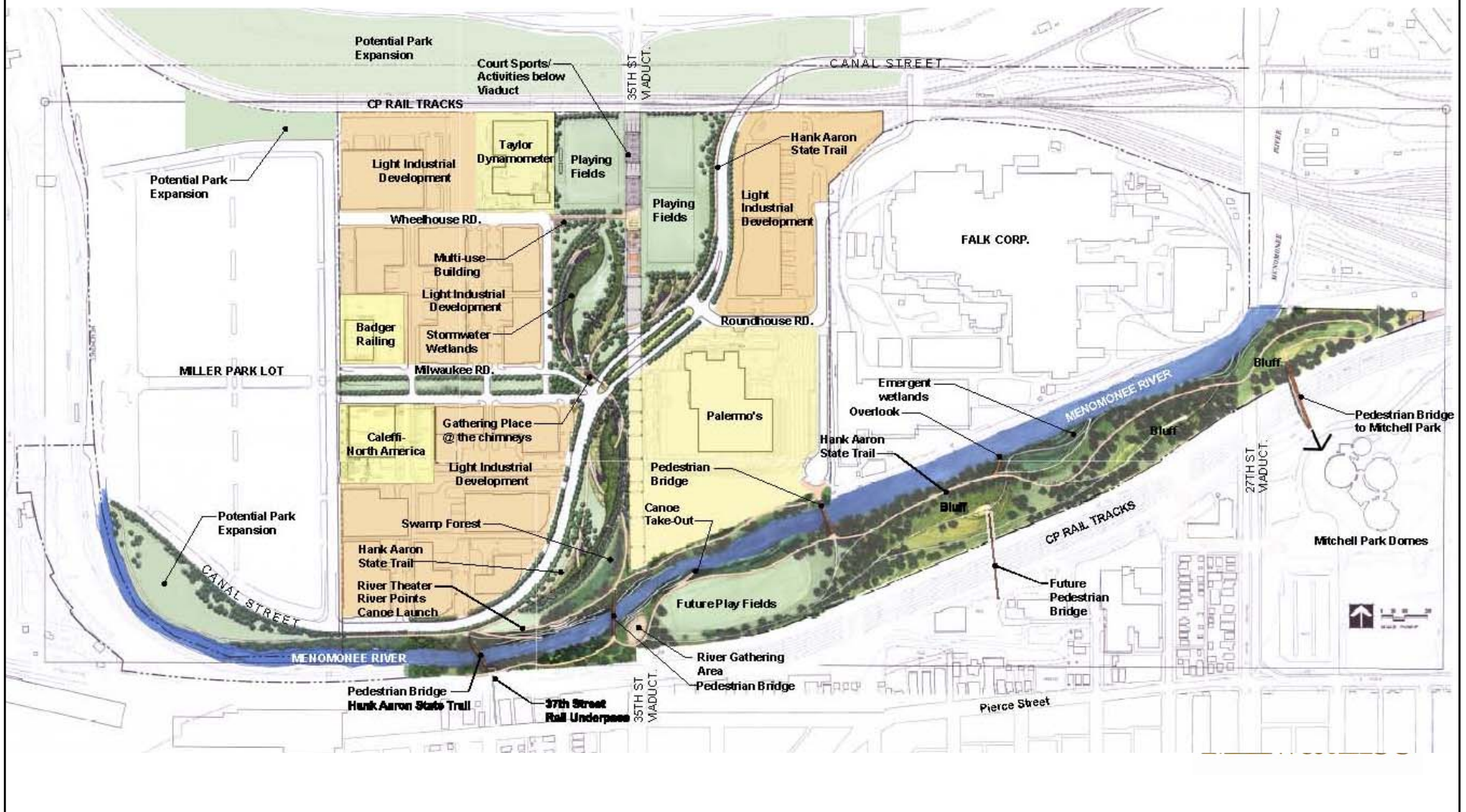


Sustainable Menomonee Valley

- 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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