

# BUILDING A WATER CITY

A VISION FOR 2026

1

## BLUE GREEN JOBS

### Challenge

Milwaukee has an overall unemployment rate of 6.8% and an unemployment rate for African Americans over twice the national average.

### Initiatives

Create an advisory council for growing local blue-green jobs.  
Develop career pathways to blue-green jobs.

### Goal

*Milwaukee is a national leader in blue-green jobs.*

2

## WATER QUALITY

### Challenge

Milwaukee has waterways that are neither fishable or swimmable and continues to have beach closures due to poor water quality.

### Initiatives

Involve area businesses in raising funds and awareness toward naturalizing rivers and greenways.

Planting more trees along our waterways.

### Goal

*Fishable & swimmable waterways.*

3

## DRINKING WATER

### Challenge

Many properties utilize lead pipes for water distribution, potentially exposing the residents to significant health risks.

### Initiatives

Education, testing, and filtration to ensure public safety.  
Transparent process for funding and removal of lead pipes.

### Goal

*Safe, clean & affordable tap water for all*

4

## ARTS & CULTURE

### Challenge

Milwaukee, a city of festivals, does not have a sustained and significant arts or cultural focus on water.

### Initiatives

Increase funding, sponsorship and partners for We Are Water celebration.

Create a visual brand and logo for Milwaukee as a Water City.

### Goal

*Milwaukee hosts a major water festival.*

5

## EDUCATION & RECREATION

### Challenge

Many Milwaukeeans don't know how to swim and don't use the waterways for recreation. Many Milwaukee Citizens haven't been able to develop a relationship with water

### Initiatives

Develop water curriculum and project-based learning for students.

Teach every child in Milwaukee how to swim.

### Goal

*Every Milwaukeean has meaningful water experiences.*

6

## GREEN INFRASTRUCTURE

### Challenge

There are no requirements for new developments to integrate a stormwater management plan. Due to climate change, Milwaukee may experience heavier rain events that cause flooding and sewer overflows.

### Initiatives

Create a Green Infrastructure Service Center (GISC).

Launch a "Green First" campaign making green infrastructure the new norm.

### Goal

*Green Infrastructure advances throughout the city.*

