

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.

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.

3

Planting more trees along our waterways.

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.

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.

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.



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.

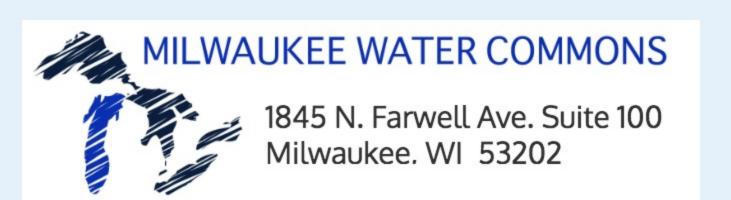


Initiatives

Create a Green Infrastructure Service Center (GISC).

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





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