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CITY OF MILWAUKEE
MILWAUKEE.GOV/ECO





“WORKING TOGETHER, WE CAN MAKE MILWAUKEE A
WORLD CLASS ECO-CITY.”

– MAYOR TOM BARRETT

THE NEW TRIPLE BOTTOM LINE



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ReFresh Milwaukee

RefreshMKE.com

- Milwaukee's Sustainability Plan
- Stakeholder input and public outreach
- Vision & strategic plan for community sustainability
- Sets goals and targets (2013-2023)
- Eight Issue Areas



ReFresh Milwaukee Energy Goals



- Improve residential and commercial energy efficiency in Milwaukee.
- Replace fossil fuel energy use with more clean renewable energy in City of Milwaukee facilities.
- Grow Milwaukee's cluster of energy efficient and clean tech companies to create local jobs and exports.
- Increase community resilience and customer choice by removing the regulatory and institutional barriers to distributed renewable energy projects.

Energy Efficiency=Economic Development

- Energy efficiency makes buildings and cities more competitive.
- Cities need economic development tools to support existing buildings, not just new development.
- Reallocate budgets currently wasted on excess energy into building improvements that improve living conditions.
- We have an economic and moral obligation to take climate change seriously and take proactive steps to mitigate it.
- Wisconsin exports energy efficiency → economic driver for the State



Core Sustainability Programs



HOME
GR/OWN



Milwaukee
SHINES



Me²



BETTER
BUILDINGS
CHALLENGE



WATER
CENTRIC
CITY



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Me2
MILWAUKEE
ENERGY
EFFICIENCY

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Home Energy Efficiency




- 1,300+ homes improved
- 30% average energy savings
- Loan Loss Reserve leverages private lending
- SmartEnergyPays.com

 **focus on energy**
Partnering with Wisconsin utilities

Cash-Back Rewards

- insulation
- air sealing
- mechanical upgrades



 **summit**
CREDIT UNION

Low-Interest Financing

- no money down
- no home equity
- no minimum credit score




Happy Home
& Lower Bills

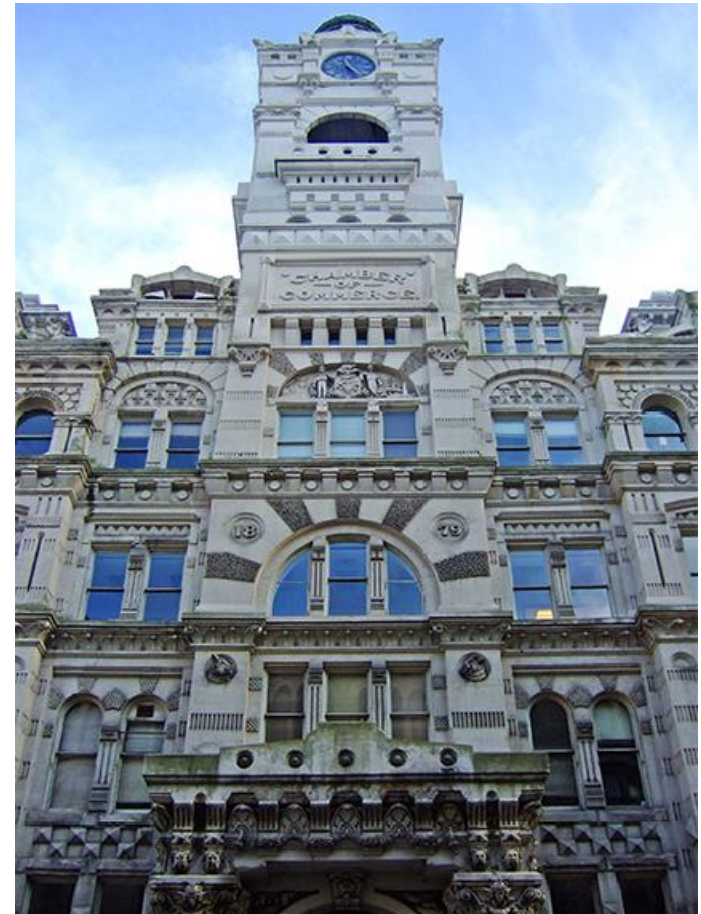


PACE
FINANCING

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Commercial Buildings

- PACE financing overcomes financial barriers for energy efficiency, renewable energy, and water efficiency projects
- US Department of Energy has named our PACE program a national “implementation model”
- 8 projects valued at over \$13 million have been approved
- Part of larger Better Buildings Challenge Program





Milwaukee
SHINES

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Clean, Renewable Energy

Milwaukee Shines is the City of Milwaukee's solar program and works to expand solar energy use through a comprehensive, citywide approach.

- Group Buys
- Renewable Energy on City Buildings
- Improved permitting, planning and zoning





WATER
CENTRIC
CITY
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Manage Stormwater for Community Resilience

- Adapt to climate change and flood risk
- The “*Green Corridor*” initiative on S. 6th St
- *Green Streets Stormwater Management Plan*
- *Milwaukee River Greenway Overlay District*
- Revitalization of Bradford Beach





HOME GR/OWN

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★ FARM FRESH ★
LOCALLY GROWN
VEGETABLES
& FRUITS



4 Eco-Industrial Districts that support industry and utilize natural eco-system services



1,300+
Jobs



60+ Acre
Stormwater Park



Sustainable Design
Guidelines



Utility Scale Solutions?

- State and PSC grants broad power to Investor Owned Utilities (IOU) in Wisconsin
- Limited investment in renewable energy by IOU utilities in WI
- Can we add a dose of democracy to our utility decisions?
- Milwaukee's intervention on Rate Cases, PSC dockets
- Utility-scale solar, community solar, and power purchase agreements are all elusive in IOU service territories.



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