



**MMGC**  
MAKING MILWAUKEE GREEN Coalition



## Platform Statement

We, the coalition of concerned citizens, along with local and state government and the business community, believe the city of Milwaukee must become a "green municipality." We must work collaboratively and strategically to rapidly turn Milwaukee into one of the most eco-friendly, energy efficient and healthy places in the country. We believe that there must be investments made in large infrastructure, construction and clean up projects. For instance, there must be a strategic attempt to intentionally invest in programs and projects that are locally driven, renewable and community focused, regardless of scale. Through this process our community will become healthier, more sustainable and a better environment for local entrepreneurs.

We believe that it will take many shovels to make Milwaukee green, and we believe that ours can get digging quickly if there is a strategic investment in getting us to work. We believe that this must be a locally driven process that is inclusive, diverse and focused on reinvigorating urban neighborhoods and businesses. Our coalition members have experience in retrofitting buildings, urban farming, leadership/life skills development, community building and running business. We believe that through our combined efforts, our coalition members can assist, identify and develop projects that are strategic, profitable and scaleable.

We believe that there must be large investments in organizations, institutions and individuals that prepare our friends, neighbors and loved ones to become green citizens in our green municipalities. We believe that there must be a strategic focus in identifying, recruiting, and retaining people of color to train and be trained in rebuilding and retrofitting our community. Such as, projects that not only foster urban farming but also help create a market for organic/locally grown foods. We believe that this education can take place in traditional institutions, but should also take place through popular education like town hall gatherings, brown bag lunches and public service announcements.

In addition, we believe Milwaukee is becoming a less healthy place to live. Therefore, there must be a strategic focus to invest in local and energy efficient construction retrofitting projects that can clean up brown fields, clear abandon/blighted properties, and clean our neighborhoods. We believe that local businesses, homeowners and renters must be subsidized and encouraged to become more energy efficient. Thus, we believe that people from local communities should be the ones retrofitting windows, installing solar panels, and building energy efficient and eco-friendly buildings.

We, the coalition of concerned citizens, along with local and state government and the business community are making a long-term commitment to make Milwaukee a green municipality. We acknowledge that Milwaukee has a unique history of inequality, discrimination and a lack of transparency in government, we are committed and willing to work with any group or individual that supports our platform, fight inequality, works to be inclusive, and believes in transparency.

**Making Milwaukee Green Coalition meets every Wednesday at 6pm at the Wisconsin Black Historical Society Museum - 2620 W Center St, Milwaukee, WI 53206 (corner of 27th St and Center St)  
For more information contact: Shahn Hayes 808.230.4389 or Jamila Benson 414.802.1340**