



**Milwaukee Energy Efficiency (Me2)
Center on Wisconsin Strategy (COWS)
Milwaukee, WI**

COWS is developing Me2 – a program that would allow property owners and renters to implement energy efficiency measures with immediate savings and no upfront costs – along with the City of Milwaukee and other partners. Participants would pay the cost of retrofits over time via a charge on a utility bill or a city bill. The goal of the program is to retrofit all buildings in the City of Milwaukee that have opportunities for cost-effective improvements. A program at that scale will create thousands of jobs and we want to ensure those are good jobs with opportunities for advancement.

This case study is current as of May 2009. For more information, visit www.cows.org/me2. You can also contact Elissa Berger at eberger@cows.org, or Joel Rogers, jrogers@cows.org.

Timeline	The first stakeholder meeting was in the summer of 2007. We invited labor, community, and business leaders, and state and local officials, to the table and got general support to move ahead with a program. We partnered with the City of Milwaukee’s Office of Environmental Sustainability and, in the spring and summer of 2008, began regular meetings with the utility and Focus on Energy (the statewide energy efficiency program funded by state law from utility revenues). We are now working on legislation to enable both the utility and the city to bill for energy efficiency improvements, beginning to design a small pilot in the Milwaukee area (Racine, WI) to test city billing and connections to a pre-apprenticeship program, and launching a pilot in Milwaukee that will test certain aspects of program delivery. We hope legislation will pass this summer to enable a Milwaukee program in 2009.
Region	Milwaukee
Objective	Retrofit the buildings in Milwaukee, resulting in energy savings, good green jobs for city residents, and other benefits to be captured by the city.
Partners/Allies	The City of Milwaukee has partnered with COWS in planning and advocating for the program. The City of Racine (neighboring Milwaukee) is also partnering with COWS to launch a pilot to test the model. Labor, community, and environmental organizations

**This case study is meant to give a snapshot of the program profiled here.
For the most up to date information on this program, please visit their website**

	<p>have been supportive as well.</p> <p>Throughout, COWS has been working with the Wisconsin Regional Training Partnership/ Big Step (WRTP). WRTP is a workforce intermediary with a history in the construction trades and a long-standing relationship with labor. WRTP works with workers, unions, employers, workforce investment boards, technical colleges, caseworkers, and community organizations. Job-training will likely go through WRTP.</p> <p>A successful program will require a partnership with an entity to do the billing with a “follow the meter/property” authority (either the utility or the city). The City has that authority and is already on board.</p> <p>Focus on Energy is partnering with COWS on a pilot to test certain aspects of the Me2 program delivery.</p>
Constituents	<p>Milwaukeeans looking for jobs and career advancement; Community members looking for neighborhood stability and improvement; Owners and occupants of buildings in the city looking for reduced energy bills and building benefits.</p>
What is the source of capital/financing?	<p>Financing for the program will be secured once the billing mechanism (city or utility) is in place. Private and public moneys are possible. (In Racine, the pilot will be financed by funds borrowed from a private bank.)</p>
What is the payback mechanism?	<p>There are three possibilities: utility charge (on the utility bill), city municipal services charge (on a government bill), or special assessment charge (also on a government bill).</p>
Job training/creation	<p>Contractors participating would have to meet basic standards including those relating to job quality (providing training opportunities, minimum pay and benefits, etc.)</p> <p>Classroom training might last two days to four weeks, depending on the workers’ existing skills and the job needs. On-the-job training will be on-going, likely part of apprenticeship or pre-apprenticeship programs.</p>
Challenges	<p>One challenge is getting the local utility on board and obtaining regulatory approval. While we continue to work to make that possible, we are developing a program using the city’s authority</p>

	to bill properties so that the program can run without utility participation.
Resources	For more information see www.cows.org/me2