



WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote

POLICY AGENDA 2019



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The Alliance provides a clear and persuasive voice for the business community and advocates for business-friendly legislation at local, state and federal levels.



The Waukesha County Business Alliance provides a clear and persuasive voice for the business community and advocates for business-friendly legislation at local, state and federal levels. Here are our five policy areas of focus for 2019:

Workforce development is the number one issue facing Waukesha County, the Milwaukee 7 region and our state. An Alliance survey found that more than 85 percent of Waukesha County employers plan to expand their workforce in the next three years, yet 82 percent are unable to find enough qualified workers. The Alliance is committed to developing, identifying and supporting policy solutions that strengthen our region's talent pipeline.

Recognizing that high quality schools are critical to developing educated citizens and a strong future workforce, the Alliance is focused on fostering effective business-**education** partnerships at all levels. We support Waukesha County students in being both college and career ready and help families and educators understand job opportunities in the marketplace today and in the future.

Waukesha County's economic vitality depends on modern, safe and efficient **infrastructure** networks, from our transportation systems to our water supply. In particular, we recognize the need for a sustainable funding solution to meet the critical transportation infrastructure needs of our state. The effective flow of goods, services and people is fundamental to business growth and a vibrant economy.

To enhance the work of the Waukesha County Center for Growth, our county's two-year-old economic development organization, the Alliance advocates for local, state and federal policies that support **economic development**, foster business growth and allow Wisconsin to remain competitive with other states. Because Waukesha County's economy is inextricably linked to Milwaukee and the broader region, the Alliance is also an active participant in the efforts of the Milwaukee 7 to build a vibrant regional economy.

To ensure adequate resources are available to meet our most critical public needs, the Alliance supports policies that promote and increase **government efficiencies and collaboration** at all levels. We strive to serve as a resource that connects the public and private sectors in order to facilitate best practice sharing and problem solving.

If you are interested in joining our efforts to ensure a strong, pro-business climate, please contact us.

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WORKFORCE DEVELOPMENT

Workforce development is the number one issue facing Waukesha County, the Milwaukee 7 region and our state. An Alliance survey found that more than 85 percent of Waukesha County employers plan to expand their workforce in the next three years, yet 82 percent are unable to find enough qualified workers. The Alliance is committed to developing, identifying and supporting policy solutions that strengthen our region's talent pipeline.

- 1** Support programs that assist targeted populations in entering or re-entering the workforce.
- 2** Support state and regional efforts to implement a talent attraction program.
- 3** Expand availability of Wisconsin Department of Workforce Development training grants.
- 4** Continue to evaluate cost-effective, efficient, flexible transportation options that connect people looking for work with jobs available in Waukesha County.
- 5** Continue to advocate for the state's apprenticeship program.
- 6** Collaborate with other partners to find solutions to the shortage of affordable housing in Waukesha County for workers and young families.
- 7** Identify and promote innovative employee retention solutions such as the Employee Resource Network (ERN) model.
- 8** Educate members on the regulatory and legislative policy changes that impact delivery and cost of health care.

A - The Alliance's Young Professionals of Waukesha County group has fun with a photo booth, November 2018; B - A high school student tries welding at the M.A.D.E. Career Pathways Expo, October 2018; C - A Milwaukee resident interviews for a job at a hiring event in partnership with The Joseph Project, February 2018.



A



B



C

EDUCATION

Recognizing that high quality schools are critical to developing educated citizens and a strong future workforce, the Alliance is focused on fostering effective business-education partnerships at all levels. We support Waukesha County students in being both college and career ready and help families and educators understand job opportunities in the marketplace today and in the future.

- 1 Support regional and state programs that help students, parents and educators better understand career opportunities and pathways.
- 2 Promote expansion of youth apprenticeship, dual enrollment and other programs that help students obtain career skills and experience and/or receive higher education credits that reduce the time and cost of obtaining a post-secondary degree.
- 3 Expand school accountability beyond traditional measures to include workforce development outcomes.
- 4 Advocate for increasing Science, Technology, Engineering and Math (STEM) education at the K-12 level.
- 5 Support expansion of innovative post-secondary academic offerings in Waukesha County and the region.
- 6 Support policies that encourage collaboration among Waukesha County K-12 institutions to maximize course offerings and replicate best practices.
- 7 Support transferable credits among higher education institutions.
- 8 Advocate for effective and flexible programs to address the teacher shortage.

4 *A - A high school student tries welding at the M.A.D.E. Career Pathways Expo, October 2018; B - Catholic Memorial High School students present to the Alliance's Education Steering Council, September 2018; C - Educators tour KHS Manufacturing as part of a Careers Uncovered program, October 2018.*



INFRASTRUCTURE & ENVIRONMENT

Waukesha County's economic vitality depends on modern, safe and efficient infrastructure networks, from our transportation systems to our water supply. In particular, we recognize the need for a sustainable funding solution to meet the critical transportation infrastructure needs of our state. The effective flow of goods, services and people is fundamental to business growth and a vibrant economy.

- 1** Advocate for statewide, sustainable, long-term transportation funding solutions.
- 2** Advocate for completion of the I-94 East-West corridor between 16th Street and 70th Street.
- 3** Support the completion of the West Waukesha Bypass.
- 4** Continue to evaluate cost-effective, efficient, flexible transportation options that connect people looking for work with jobs available in Waukesha County.
- 5** Support the City of Waukesha in the implementation of borrowing and returning water from Lake Michigan.

A - The Alliance presents a van to The Joseph Project, April 2017; B - The City of Waukesha announces an agreement to receive Lake Michigan water from the City of Milwaukee, October 2017; C - The Bluemound Road corridor in Brookfield remains one of the economic epicenters of Waukesha County.



A



B



C

ECONOMIC DEVELOPMENT

To enhance the work of the Waukesha County Center for Growth, the Alliance advocates for local, state and federal policies that support economic development, foster business growth and allow Wisconsin to remain competitive with other states. Because Waukesha County's economy is inextricably linked to Milwaukee and the broader region, the Alliance is also an active participant in the efforts of the Milwaukee 7 to build a vibrant regional economy.

- 1 Support the Wisconsin Economic Development Corporation and its efforts to drive economic growth throughout the state.
- 2 Advocate for tax and regulatory measures that promote business expansion and retention and allow Wisconsin to be nationally and globally competitive.
- 3 Support preservation of Wisconsin's Manufacturing and Agriculture Tax Credit.
- 4 Continue to support the Foxconn project and seek opportunities for potential Waukesha County suppliers.
- 5 Promote the use of Tax Increment Financing (TIF) as an economic development tool available to local municipalities.
- 6 Support and promote the launch of the Waukesha County Center for Growth's Collaborative Loan Fund.
- 7 Serve as an advisor and advocate for the Waukesha County Center for Growth.
- 8 Promote expanded utilization of programs such as the Wisconsin Manufacturing Extension Partnership's ExporTech program to increase exports from Waukesha County and southeastern Wisconsin.

6 *A - Firestone Building Products celebrates purchasing Gaco Western in Waukesha, August 2018; B - The Waukesha County Center for Growth is Waukesha County's economic development organization; C - Foxconn celebrates the groundbreaking of its Mount Pleasant campus, June 2018.*



GOVERNMENT EFFICIENCY, COLLABORATION & TRANSPARENCY

To ensure adequate resources are available to meet our most critical public needs, the Alliance supports policies that promote and increase government efficiencies and collaboration at all levels. We strive to serve as a resource that connects the public and private sectors in order to facilitate best practice sharing and problem solving.

- 1** Advance efforts to promote government efficiencies between various agencies at the state, county and municipal levels.
- 2** Increase transparency for residents of their Emergency Medical Services (EMS) by advocating for publicly-available countywide data that shares level of EMS service, responding entity and cost.
- 3** Support the continued advancement of municipal service consolidation among Waukesha County communities.
- 4** Advocate for greater government transparency.

A - The Waukesha County Communications (WCC) fields 9-1-1 calls from municipalities all over the county; B - Cathy Stepp with the United States Environmental Protection Agency joins us at One-on-One with Public Officials, October 2018; C - Governor Tony Evers presents to the Alliance's board of directors, December 2018.

LEGISLATIVE PROCESS

1 INTRODUCTION

Bill is introduced before the Assembly or Senate (1st reading). If they support it, legislators from the same house can sign on as co-authors, while members of the opposite house sign on as co-sponsors.

2 IN COMMITTEE

The legislature usually assigns a bill to a relevant committee. While in committee, legislative service agencies research the bill to determine its impact.

Bills that involve spending state money or raising taxes are also sent to the Joint Committee on Finance to discuss the cost and financial impact. Committees also generally hold public hearings.

A committee may offer amendments to a bill. Then, it sends its analysis back to the legislature, usually with a recommendation.

3 BACK TO THE FLOOR

A bill is read again before the legislature (2nd reading). Legislators vote on individual amendments and may offer more amendments.

Then, the bill is read a third time, and legislators vote on the completed bill with any amended changes. If it passes, it's sent to the other house to undergo the same process. If amendments are made in the second house, the bill is sent back to the first house, to make sure that they agree.

4 TO THE GOVERNOR

When a bill has passed both houses, it's sent to the governor to sign it or veto it. If it's an 'appropriations bill,' (for which state money is set aside, like the state budget), the governor may veto parts of the bill, and pass the rest. The legislature may override a veto, if two-thirds of both houses vote in favor of the bill. When the bill is passed, it becomes an act, and its changes are added into the statutes as law.

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