Waukesha County
Business Alliance

POLICY AGENDA
2020
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 2020 areas of focus:

- **Workforce Development.** Talent is the number one issue facing Waukesha County, the region and the state. An Alliance survey found that 84 percent of Waukesha County employers plan to expand their workforce in the next three years. We are committed to developing, identifying and supporting policy solutions that strengthen the talent pipeline.

- **Education.** We support Waukesha County students in being both college and career ready and helping families and educators understand job opportunities in the marketplace today and in the future. We recognize that high quality schools are critical to developing educated citizens and a strong future workforce.

- **Infrastructure.** Waukesha County’s economic vitality depends on modern, safe and efficient infrastructure networks, from our transportation systems, to technology, to our water supply. The effective flow of goods, services and people is fundamental to business growth and a vibrant economy.

- **Economic Development.** The Alliance is a key partner in promoting economic development in Waukesha County. We advocate for local, state and federal policies that support business growth and allow Wisconsin to remain competitive with other states.

- **Government Efficiency.** 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 serve as a connector between the public and private sectors to facilitate best practice sharing and problem solving.

If you are interested in learning more about how we’re driving economic growth in Waukesha County, please contact us.

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Workforce development is the number one issue facing Waukesha County, the Milwaukee 7 region and our state. An Alliance survey found that 84 percent of Waukesha County employers plan to expand their workforce in the next three years, yet 76 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.

Support programs that assist targeted populations to enter or re-enter the workforce.

Expand availability of Wisconsin Department of Workforce Development training grants.

Support cost-effective, efficient, flexible transportation to connect employees with jobs in Waukesha County.

Advocate for the state’s apprenticeship program.

Collaborate to find solutions to the shortage of housing in Waukesha County for workers and young families.

Identify and promote innovative employee retention solutions.

Support a state and regional talent attraction program.

Educate businesses on policy changes and private sector solutions that impact delivery and cost of health care.

We Energies donates a van to enhance transportation for the Joseph Project; November 2018.
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 helping families and educators understand job opportunities.

1. Support programs that help students, parents and educators 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.

3. Expand school accountability beyond traditional measures to include workforce development outcomes.

4. Support collaboration among K-12 institutions to maximize course offerings and replicate best practices.

5. Advocate for increasing Science, Technology, Engineering, Arts and Math (STEAM) education, including expansion of the Wisconsin’s Fabrication Laboratories (Fab Labs) Grant Program.

6. Support expansion of innovative post-secondary academic offerings in Waukesha County and the region.

7. Support transferable credits among higher education institutions.

8. Advocate for effective and flexible programs to address the teacher shortage.

Students from Waukesha South attend a Schools2Skills™ tour; December 2019.
Our strong business / education partnerships ensure that students are informed consumers of education through awareness and engagement of all available post-secondary options. By preparing students to be successful in the job opportunities that exist in the marketplace, we are able to provide businesses with a pipeline of skilled talent to support the economic vitality of our region.

If you’re a business that wants to get plugged in at any point in the funnel, contact us.

If you’re a school that wants to learn more about getting students involved, contact us.

262-542-4249
Waukesha County’s economic vitality depends on modern, safe and efficient infrastructure networks, from our transportation systems, to technology, 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 cost-effective, efficient, flexible transportation to connect employees with jobs in Waukesha County.
4. Support the evaluation of intermodal facilities for Wisconsin that could enhance freight rail service for Wisconsin shippers.
5. Advocate for policies that support and streamline the deployment of 5G (5th generation) networks and educate municipal leaders on the benefits of 5G to businesses and the economy.
6. Support the City of Waukesha in the implementation of borrowing and returning water from Lake Michigan.

The I-94 East-West corridor carries between 140,000 and 160,000 vehicles per day.
The Alliance is a key partner in promoting economic development in Waukesha County. To enhance the work of the Waukesha County Center for Growth, the county’s economic development organization, we advocate for local, state and federal policies that support business growth and allow Wisconsin to remain competitive with other states. Waukesha County’s economy is inextricably linked to Milwaukee and the broader region – as such the Alliance is also an active participant in the efforts of the Milwaukee 7 to build a vibrant regional economy.

1. Monitor Wisconsin Economic Development Corporation (WEDC) initiatives to drive economic growth and share business growth opportunities with Waukesha County suppliers and service providers.

2. Advocate for pro-business tax and regulatory measures that allow Wisconsin to be competitive.

3. Promote the use of Tax Increment Financing (TIF) as an economic development tool for local municipalities.

4. Advocate for policies and programs that increase exports and improve trade for Wisconsin businesses.

5. Support policies that help companies automate, implement new technology and prepare for a digital economy.

6. Promote entrepreneurship by connecting start-ups to regional resources.

7. Serve as an advisor and advocate for the Waukesha County Center for Growth and promote the organization’s GROW Fund.

Governor Tony Evers visits with local leaders at Metal-Era to discuss priorities for WEDC; November 2019.
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 to remove state and federal barriers that prevent schools from being flexible and responsive in meeting the changing needs of area employers.

5. Advocate for greater government transparency.

The Waukesha County Communications (WCC) fields 9-1-1 calls from municipalities throughout the county.