

# WAUKESHA COUNTY BUSINESS ALLIANCE

ADVOCATE

DEVELOP

ENGAGE

GROW



## POLICY AGENDA 2026





# LOCAL PRIORITIES

The Alliance remains focused on the issues that directly impact our communities, employers, and workforce. A strong business climate is essential to Waukesha County's continued success. We advocate for practical, right-sized solutions that reflect the "Waukesha Way," lean government, fiscal responsibility, and collaboration between the public and private sectors. Together with local, state, and federal leaders, we are committed to policies that keep Waukesha County moving forward.

- 1 Advance I-94 Expansion in Waukesha County**  
Support completion and modernization of the I-94 corridor to improve safety, mobility, and regional economic growth.
- 2 Advance Targeted Ozone Regulatory Solutions**  
Support state and federal policies that recognize Wisconsin's unique ozone challenges and promote fair, data-driven solutions that protect both air quality and economic growth.
- 3 Increase Local Funding Flexibility**  
Advocate for legislation allowing counties the option to implement a local sales tax of less than 0.5%, providing flexibility to address community and infrastructure needs.
- 4 Strengthen Local Court Systems**  
Promote innovation, efficiency, and increased state support to ensure local courts can meet rising caseloads and maintain timely access to justice.
- 5 Address Spillover Crime and Public Safety Costs**  
Advocate for additional state resources to help counties manage the financial and operational impact of housing jail populations originating from outside the county.



# ECONOMIC DEVELOPMENT

1

## **Foster a Competitive and Pro-Business Climate**

Advocate for tax and regulatory policies that keep Wisconsin competitive, promote government efficiency at all levels, and create an environment where businesses can thrive.

2

## **Strengthen Economic Growth and Investment**

Support programs through the Wisconsin Economic Development Corporation (WEDC) and the Waukesha County Center for Growth that drive local and regional investment, encourage innovation, and expand access to the GROW Fund.

3

## **Address Workforce and Housing Needs**

Drive solutions that increase the attainability all types of housing and align economic incentives with strategies to address talent shortages.

4

## **Protect and Expand Key Economic Tools**

Defend Wisconsin's Manufacturing and Agriculture Tax Credit and promote the continued use, expansion, and improvement of Tax Increment Financing (TIF) to support business and community development.

5

## **Encourage Entrepreneurship and Global Competitiveness**

Support entrepreneurs, start-ups, and small businesses by connecting them to resources, expanding export opportunities, and strengthening Wisconsin's and Waukesha County's presence in the global marketplace.



# TALENT & WORKFORCE DEVELOPMENT

- 1 Attract and Retain Talent**  
Advocate for state investment in talent attraction and innovative strategies to help individuals enter, re-enter, and remain in Wisconsin's workforce.
- 2 Strengthen Education and Career Pathways**  
Support transferable credits, dual enrollment, youth apprenticeship, and credit for prior learning to help students gain career skills and higher education credentials efficiently.
- 3 Advance Apprenticeship and Workforce Training**  
Advocate for strong state apprenticeship programs and seamless bridges between youth and registered apprenticeships to meet evolving industry needs.
- 4 Align Education with Workforce Demand**  
Promote innovative post-secondary offerings, capital projects, and STEAM education, including Wisconsin's Fab Labs Grant Program, that prepare students for high-demand careers.
- 5 Foster Collaboration and Innovation in Education**  
Support partnerships among K-12, higher education, and employers to expand course offerings, share best practices, address educator staffing shortages, and modernize credentialing.



# INFRASTRUCTURE

- 1 Modernize I-94 for Regional Growth**  
Advocate for completion of the I-94 East-West corridor between 16th Street and 70th Street, and support expansion of I-94 West through Waukesha and Jefferson Counties to enhance safety, mobility, and regional economic growth.
- 2 Improve Regional Connectivity and Workforce Access**  
Support cost-effective, efficient, and flexible transportation that connects employees to jobs and strengthens Waukesha County's workforce mobility.
- 3 Secure Sustainable, Long-Term Transportation Funding**  
Advocate for statewide, dedicated transportation funding solutions that ensure reliable maintenance, modernization, and targeted expansion of Wisconsin's infrastructure network.
- 4 Modernize Energy and Utility Infrastructure**  
Promote grid modernization and the development of resilient, technology-driven utility systems to meet future energy and connectivity demands.
- 5 Ensure Sustainable Water Infrastructure for Future Growth**  
Support long-term planning, regional collaboration, and investment in water infrastructure, wastewater, and stormwater systems to sustain residential and business expansion.

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

