

Office of Equity

2024 Annual Report to the Milwaukee County
Board of Supervisors



MILWAUKEE
COUNTY

Who We Are & What We Do

The Office of Equity has the unique role of providing support for all Milwaukee County government departments while also having the advantage of being a direct link to external systems, organizations, resident-based leaders and community members.

Our services:

- Research
- Community Engagement
- Technical Assistance
- Policy Advocacy for Systems Change
- Strategic Partnership

Strategic Plan Alignment

MILWAUKEE COUNTY GOALS

Create Intentional Inclusion

1A

Reflect the full diversity of Milwaukee County at every level of county government.

1B

Create and nurture an inclusive culture across Milwaukee County.

1C

Increase the number of Milwaukee County contracts awarded to minority and women-owned businesses.

Bridge The Gap

2A

Determine what, where and how we deliver services based on the resolution of health disparities.

2B

Break down silos across Milwaukee County government to maximize access and quality of services offered.

2C

Apply a racial equity lens to all decisions.

Invest in Equity

3A

Invest "upstream" to address root causes of health disparities.

3B

Enhance Milwaukee County's fiscal health and sustainability.

3C

Dismantle barriers to diverse and inclusive communities.

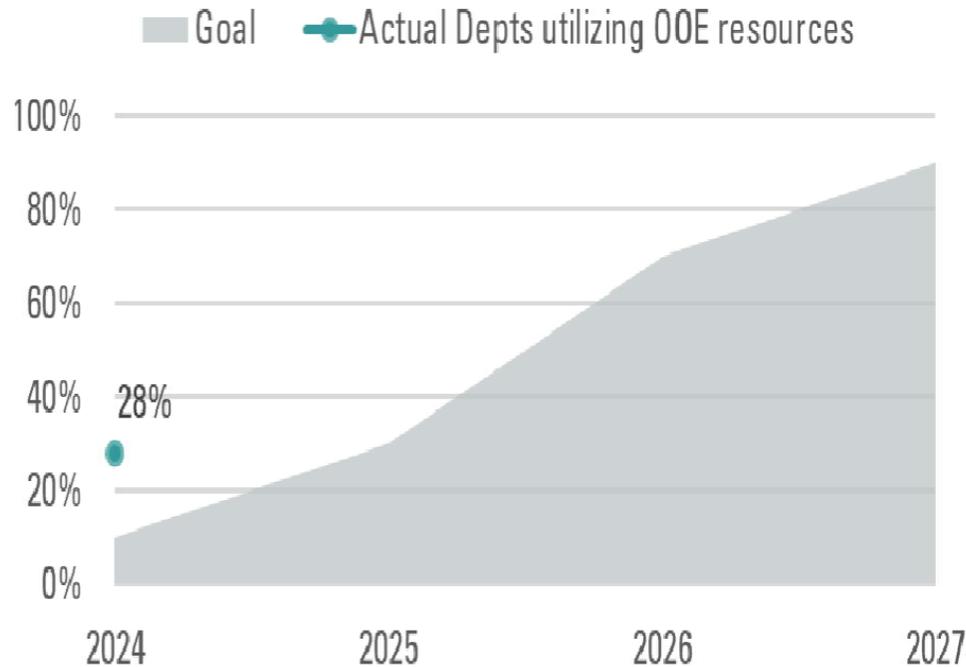
Goal 1:

Integrate best practice frameworks that address racism and promote equity across MKE County



Key Performance Indicator #1

County departments' adoption of equity-centered tools and frameworks



- *By 2027, 90% of County departments supported by OOE will have adopted at least one equity-centered tool, policy, or decision-making framework.*
- *As of 2024, 28% of the departments have adopted OOE's tools and frameworks.*

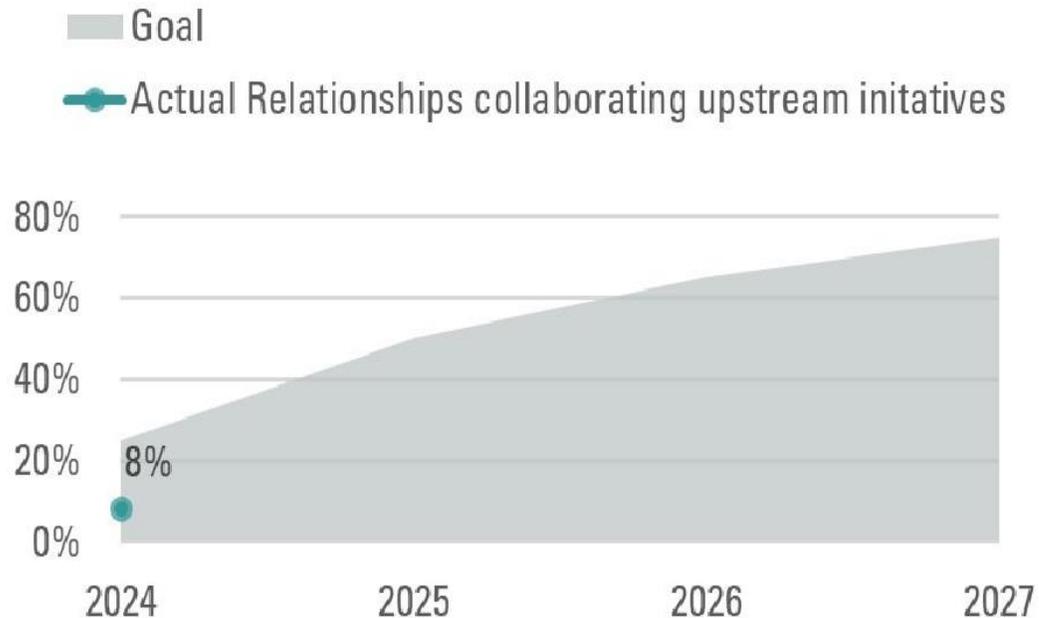
Goal 2:

Implement Strategies for Internal and external accountability to increase civic trust



Key Performance Indicator #2

Strategic Partnerships Engaged in Upstream Initiatives



- *By 2027, 75% of identified strategic partnerships have engaged in at least one joint project, policy initiative, or resource-sharing effort.*
- *In 2024, OOE prioritized partnerships that promoted "upstream" impact.*

Key Performance Indicator #3

OOE sustainability plan complete.

Goal target completion date
12/31/2027

Office of Equity (OOE) will develop a sustainability plan that benefits those most affected by the social determinants of health.

Seven Areas of Sustainability:

- Fiscal planning
- Policy change
- Community investment
- Internal infrastructure
- Partnership
- Core Values
- Data and Results

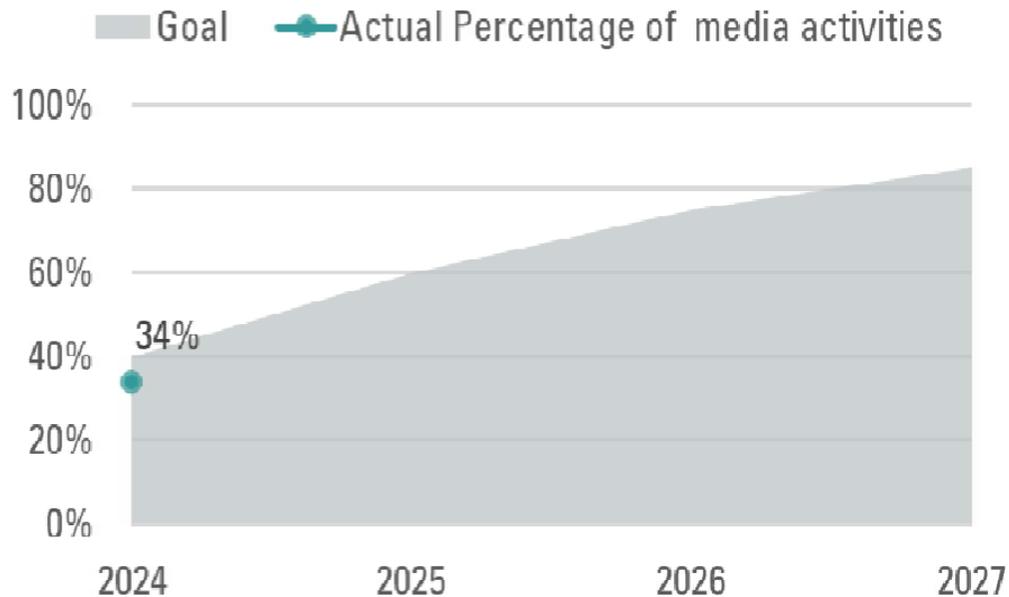
Goal 3:

Increase community leaders in decision-making processes in Milwaukee County to grow resident-based power



Key Performance Indicator #4

Community informed Media and Outreach Activities



- *By 2027, 85% of OOE-led media activities, including events, stories, and public segments-will be developed in direct collaboration with community members and community-based organizations.*

- *As of 2024, 34% of these activities are informed by community.*

- *We currently partner with 12 media outlets (print, radio and television) Our annual reach is approximately 450,000 people across MKE County.*

A notable success was the collaboration with Nō Studios and DHHS to showcase the Credible Messengers program on WISN12's 'Project CommUNITY.'





Community Partnership and Co-governance

- Leveraging ARPA funding, OOE supported over 30 community-based partners and engaged thousands of residents through place-based events.

Looking forward to 2025



Economic Development

- Launch the Wealth Building Blueprint to expand access to financial resources.
- Develop referral pathways to support underserved communities through targeted outreach and culturally responsive events.

Research & Community Engagement

- Implement targeted research to identify barriers and opportunities for communities.
- Implement strategies to strengthen engagement and advocacy pathways.

Language Access

- Curate and promote multilingual resources to enhance equitable access to County services.
- Foster inclusive communication to ensure all residents can meaningfully engage with County programs.



**MILWAUKEE
COUNTY**