

Milwaukee County Parks
2021 Workforce Program Summary
April 9, 2021

Milwaukee County Parks will leverage partnerships with Milwaukee Metropolitan Sewerage District and Cream City Conservation to offer three workforce programs in 2021.

- **Fresh Coast Fresh Start** – The FCFS program connects underrepresented individuals to careers in green infrastructure maintenance – of which Parks has over 190 distinct green infrastructure features – land management, vegetation management and establishment, construction, and trades.
 - Intended for unemployed, underemployed, career changing, or reentering individuals (ages 21+).
 - Up to 23 placements, including three crew leaders.
 - Will result in over 100 “crew days” of field work with Parks between April and October, including experience and career exposure to: field operations, golf operations, forestry, natural areas, trails, trades, and customer service.
 - To provide employment continuity, Parks will extend up to three placements from November to February and offer opportunity for additional skills, such CDL training, snow removal, and other parks maintenance experience.
 - Due to the long-term and cyclical nature of the Fresh Coast Fresh Start program, participants will receive a continuity of employment while being well positioned for job openings at Parks as they arise.
 - UpLift funding will support employment extensions, tools, equipment, and project supplies.
 - Crew members also receive family-supporting wages; CPR and First Aid, OSHA 40, Forklift, and National Green Infrastructure Certifications; career counseling, financial literacy and planning, wellbeing coaching, mentoring, job readiness training, and connections to further education and employment.
 - Three-way partnership between Milwaukee Metropolitan Sewerage District, Cream City Conservation, and Milwaukee County Parks, with additional support for other partners.

- **Fresh Coast Ambassadors** – The Ambassadors program connects young adults to “blue green careers” while promoting personal and professional development.
 - Intended for underrepresented youth and young adults (ages 17+).
 - Up to 15 placements, including two crew leaders.
 - Will result in 20 crew days of field work with Parks between June and September with a focus on green infrastructure maintenance, community service, and environmental outreach.

- Crew members also receive CPR, First Aid, and National Green Infrastructure Certifications; career counseling, financial literacy and planning, wellbeing coaching, mentoring, job readiness training, and connections to further education and employment.
- Three-way partnership between Milwaukee Metropolitan Sewerage District, Cream City Conservation, and Milwaukee County Parks, with additional support for other partners.

- **Trails and Conservation Crew** – The Trails and Conservation program connects high school students to “blue green careers” while promoting personal and professional development.
 - Intended for underrepresented youth (ages 15+).
 - Up to 10 placements, including two crew leaders.
 - Will result in 7-weeks of work experience with Parks over summer, with a focus on trails maintenance and environmental conservation.
 - Crew members also receive CPR and First Aid certifications, career counseling, financial literacy and planning, wellbeing coaching, mentoring, and connections to further education and employment.
 - Partnership between Cream City Conservation and Milwaukee County Parks, with additional support from other partners.