

SWOT Analysis of the Regional Water Supply Plan Recommendations

Strengths

- In-basin switches to lake water could improve groundwater levels
- Recharge areas could improve groundwater levels
- Water sale to Waukesha could be source of revenue for Milwaukee
- May lead to water bill relief (reduced water bill charge for residents)
- Water can be used as a tool for negotiation with over-the-divide areas
- At least there is one thing that Waukesha and other outlying communities want from Milwaukee
- "As a black woman, I have no problem with selling water to other communities. I don't think we should try to control the growth of the suburbs by manipulating their access to water"

Weaknesses

- There is not a good true healthy government relationship between communities
- Because of the way this plan is presented (i.e. data on population by race is misleading because it gives false impression that there has been progress in racial mix in the suburbs) and analyzed there is a lack of hope that there is a way to fix other issues affecting the region, e.g. race, transit, housing
- Promotes sprawl and pollution and global warming
- Promotes racial and economic segregation
- Promotes unemployment
- Violates intent and spirit of Great Lakes Compact
- Returning non-drinkable water increases MMSD procession costs
- Impact on low-income minorities
- Natural resources are being misused
- Need a longer term perspective (i.e. 100 years)

Opportunities

- Underutilized infrastructure within city should encourage more development within the city of MKE
- Ensure development occurs where there are sustainable water supplies
- Way to make money
- Additional jobs at new or expanded water treatment facilities for service areas west of the divide
- Can be used to negotiate for improved rail and other public transportation, low and moderate income housing, and jobs for Milwaukee County residents but only true if these are contractually required as *quid pro quo* for water
- Demand development of increased rainfall infiltration/collection and stormwater management infrastructure be done in areas west of the subcontinental divide
- The only opportunity is to see this as a wake up call to have leaders of vision who see far enough ahead

Threats

- Deteriorated revenue/profit if processing costs are not determined and new cost/gallon are not determined
- Perpetuates myth that SEWRPC is a competent and honest organization that helps the Milwaukee area
- The planning ignores the historical reality that regional plans have not had a high rate of compliance in the suburban and rural areas
- Milwaukee loss of jobs/industry/residences to city of Waukesha
- Milwaukee jobseekers can not get jobs in Waukesha
- Milwaukee jobseekers can not afford to live in Waukesha
- Natural resource damage from return flow
- Diversion of lake water to Waukesha will fuel sprawl and white flight
- No transit, buses or light rail
- Encourages sprawl
- Will lead to higher property tax
- Lack of jobs
- Continues to expand the haves and have-nots