Reinventing Racine:
Being Smart in Building Our People & Places Inclusively

Cory Mason, Mayor, City of Racine
Thursday, February 14, 2019
33rd Annual DBE Workshop & Secretary’s Golden Shovel Awards
Racine: History of Innovation

• Racine actually predates the State of Wisconsin by 14 years.
• It is the 5th largest city in the state, with nearly 80,000 residents and over 4,600 businesses
• Racine earned the nickname, “Invention City,” because of the number of products that were invented there and literally positively impacted the quality of life for millions of people
  • Blender
  • Hair Dryer
  • Hair Clippers
  • Malted Milk
  • Gasoline-driven Lawnmower
Racine: Equity & Inclusion

Family-Supporting Jobs, the Great Equilizer...

- Case (CNHI)
- S.C. Johnson
- Twin Disc
- Modine
- Andis
- Massey Ferguson
- Western Publishing
- Racine Steel
- Hamilton Beach
Racine: Reclaiming Innovation

Foxconn Technology Group’s arrival sparked discussions about technology:

• as a new industry
• jobs being created
• Suppliers

How could Racine be intentional in leveraging technology to create greater equity and inclusion?
What is a Smart City?

A Smart City is a community that uses new technology to accelerate the delivery of benefits to city residents by improving livability, equity, workability, and sustainability.
Racine: Reclaiming Innovation

What does a Smart City look like?

- New, Integrated Public Infrastructure
- Public-Private Partnerships
- Sustainable (Re)development
- Greater Access to Local Government & Data
- Innovative Mobility Solutions
- Community-wide Connectivity/Eliminating Digital Divide
Racine: Building Smart Cities

How is Racine preparing its population?

• Gateway Technical College
• University of Wisconsin-Parkside

Racine Works

• New city ordinance: Construction contracts over $200,000 requires 20% of project hours be performed by underemployed Racine residents having completed construction pre-apprenticeship training
• New penalty: 2.5% of total contract award for failure to comply
• First time City of Racine allocated $500,000 for training
• State of Wisconsin & Gateway Foundation provided $500,000