FOR IMMEDIATE RELEASE
November 17, 2026

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State Rep. Russell Goodwin Announces Run for Milwaukee County Executive

MILWAUKEE, Wis. — State Rep. Russell Antonio Goodwin Sr., and former Milwaukee County Supervisor, today announced his candidacy for Milwaukee County Executive. Goodwin said he is running to ease the pressure of rising costs on families, make neighborhoods safer, and run county government more efficiently and openly. He will formally launch his campaign at a press conference at 6 p.m. today at Silver Mill Mall, 6111 N. Teutonia Ave., Milwaukee, Wisconsin 53209.

"I was born in the middle of a snowstorm. At the time, my parents lived at the corner of Auer and Buffum. My dad couldn't get an ambulance, so he braved the storm and got us to the hospital himself. So when I say I'm used to tough times, I mean it. I was born in a storm," Goodwin said. "My dad worked his way out of poverty and held several good-paying union jobs. My mom worked in financial services, fighting fraud and identity theft. I saw what a good job could mean for a family, and I learned why it matters to look out for people's hard-earned money."

"My great-grandfather served in World War II, and both of my grandfathers served in the Korean War. One of them came home and worked as a sharecropper. My great-grandmother earned her college degree in segregated Mississippi and went on to teach and serve on the school board," Goodwin continued. "I stand on their shoulders. My great-grandmother's story is one reason I care so much about what our young people have access to. I'm running because I want families to be able to make a good living, afford to stay in Milwaukee County, and trust that their county government is looking out for them."

The Milwaukee County Comptroller's April 2026 forecast projected a budget gap of about $76 million for 2028 without long-term fixes. Goodwin said he would start by looking for savings in county administration, opening the county's checkbook to the public, and protecting frontline jobs and services as he works to lower the county's share of the property tax bill.

Goodwin outlined his priorities for Milwaukee County.

- **Lower county property taxes and open the county's checkbook.** Goodwin will propose combining three county administrative offices to reduce overhead and will put county spending online so residents can see where their money goes. When there's a budget mistake, his administration will tell the public promptly and explain how it will fix it.
- **Fight violent crime and reckless driving.** Goodwin will work to give the Sheriff's Office and District Attorney's Office the staffing and tools they need to investigate and prosecute violent crime and support victims. He will bring cities and villages together to tackle reckless driving, building on his work in the State Assembly.
- **Make the county jails safer.** Goodwin will push for better pay and safer staffing for correctional officers, stronger suicide prevention, and timely medical and mental health care for people in custody. He will also propose independent oversight to examine jail conditions and review complaints.
- **Keep buses safe, reliable, and affordable.** Goodwin will meet directly with drivers and passengers to hear where they feel unsafe and improve how the county responds to threats. He will pursue state aid and federal grants to protect bus routes and opposes an additional wheel tax. "Passengers should feel safe getting on the bus, and drivers should feel safe going to work," Goodwin said. "People deserve a safe ride and a bus that shows up on time."
- **Take care of our parks and invest in students.** Goodwin will work with local schools and community partners to support after-school programs, mentoring, and youth mental health services. He will pursue the funding, repairs, and staffing needed to open every county pool in summer 2027. He opposes new park parking fees and the sale of public parkland. He supports preserving the Mitchell Park Domes and will

continue his work to preserve the historic Milwaukee Public Museum building and signature exhibits such as the Streets of Old Milwaukee.

“Milwaukee County will be open for business,” Goodwin said. “When you’re ready to invest here, you should know who to call, what the county requires, and when you’ll get an answer. I’ll work to cut unnecessary delays so businesses can get projects moving and put people to work right here.”

Goodwin represents Wisconsin’s 12th Assembly District. He previously served on the Milwaukee County Board of Supervisors, where he chaired the Transportation, Public Works and Transit Committee. He is a Milwaukee native, business owner, and ordained volunteer pastor.

Goodwin attended Milwaukee Public Schools, Private School, and graduated from Shorewood High School, where he enrolled through the Chapter 220 program. He participated in a precollege program at the University of Wisconsin–Milwaukee and attended Milwaukee Area Technical College, the University of Memphis, and Oral Roberts University. He most recently became a graduate of the Bowhay Institute for Legislative Leadership Development (BILLD).

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Paid for by Goodwin For Milwaukee County Executive