

Building on our momentum

the milwaukee
STREETCAR

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Building on our momentum



¹ Indicates properties where an investment value was estimated based on an average of several comparable properties most recent assessed value from the City of Milwaukee.

² Indicates properties where the investment value was not found and the current assessed valuation from the City of Milwaukee was used as an alternative.

Three questions

1. Why this?
2. Why downtown?
3. Why now?


Why a modern streetcar?



A red trolley with the number 004 and destination 'NW 23RD AVE.' is traveling down a city street. The street is lined with green trees and has tram tracks. Several cars are parked along the right side of the road. A modern glass-fronted building is visible in the background. A blue text box is overlaid on the left side of the image.

Why?

Investment and
growth along
and near the
route.

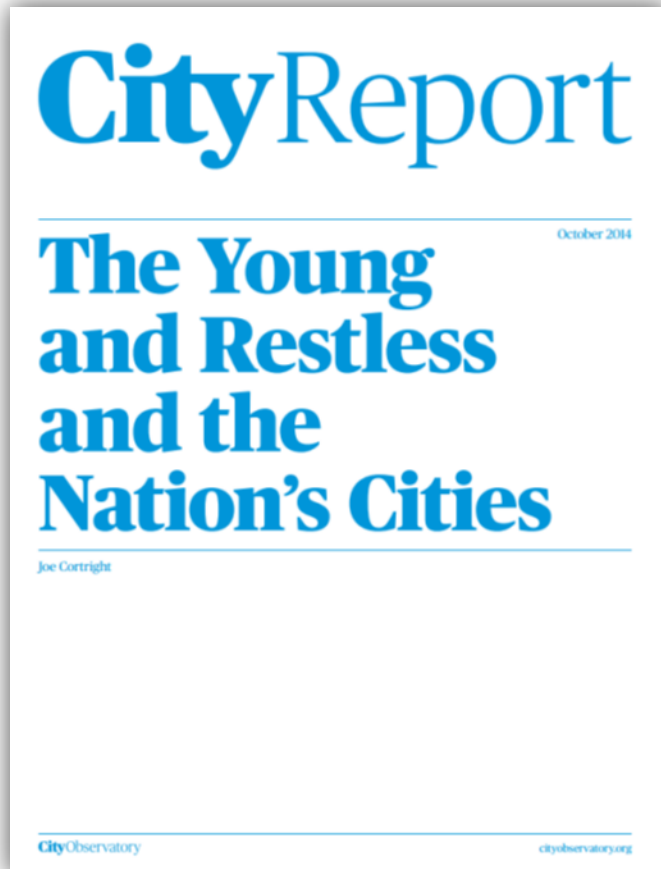
A photograph of the interior of a crowded public transit vehicle, likely a bus or light rail car. The vehicle is filled with passengers of various ages and ethnicities. Many people are standing and holding onto overhead metal poles and handrails for stability. In the foreground, a man in a grey suit and a black fedora hat is seen from the back, holding a pole. To his right, a woman with long dark hair and sunglasses on her head is looking towards the camera. Next to her, a woman with short dark hair is also looking forward. In the background, a man in a white shirt and a woman in a red shirt are visible. The vehicle has large windows on the right side, showing a glimpse of the outside world. A map of the transit system is visible on the wall in the upper right corner. The overall atmosphere is one of a busy, everyday mode of public transportation.

Why? Attract and retain business and talent.

Why? Millennials are less likely to own cars. They demand transit alternatives, prefer fixed transit.



Attitudes/location preferences of young adults



The Young and Restless:

- 25 to 34 year olds with a bachelor's degree or higher level of education,
- Increasingly moving to the close-in neighborhoods of the nation's large metropolitan areas
- This migration is fueling economic growth and urban revitalization.

Attitudes and location preferences of young adults

Change in
Young and
Restless in
Close-in
Neighborhoods,
by Metro

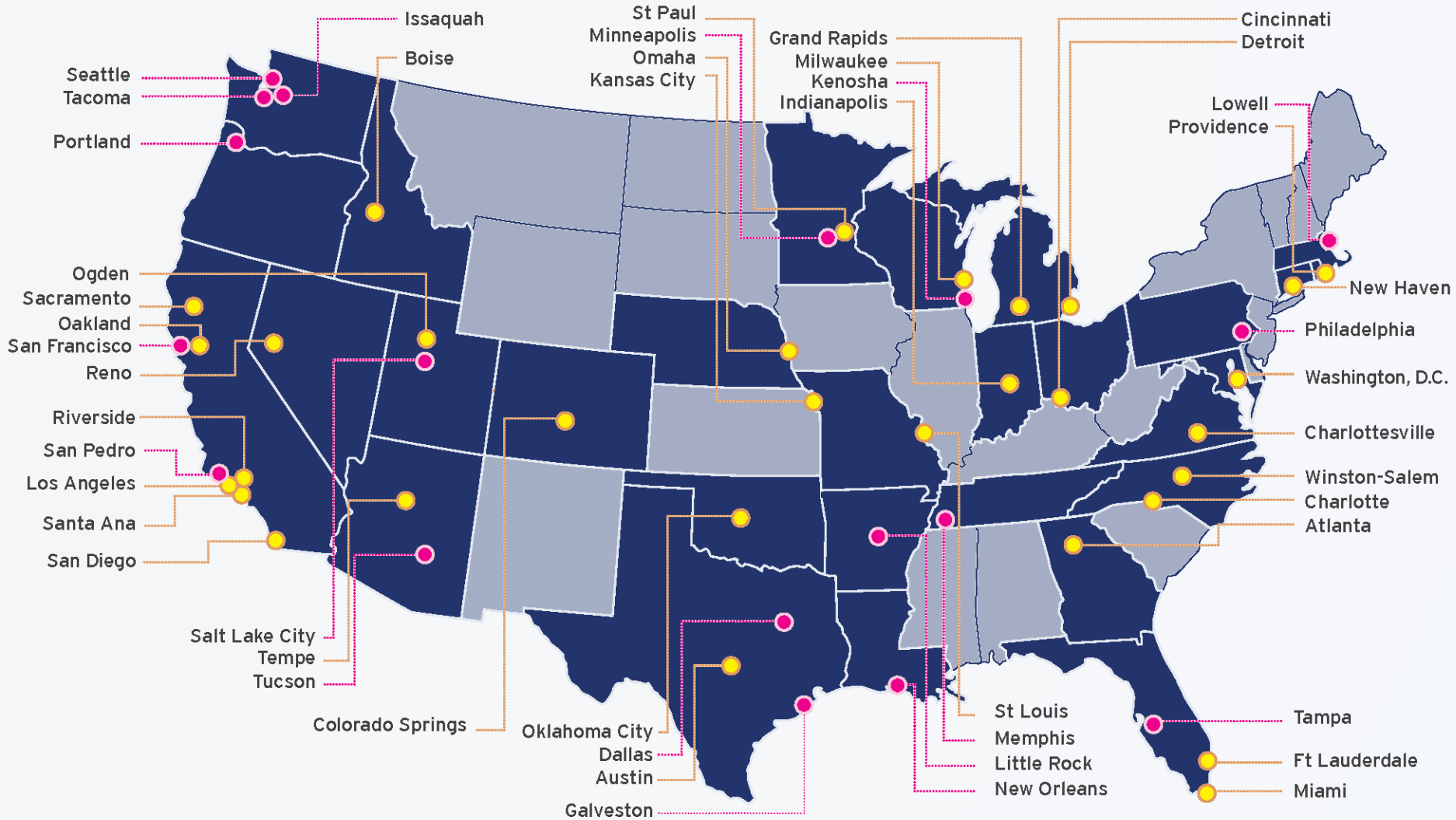


Metropolitan Area	2000	2010	Change	Pct. Change
New York-Northern New Jersey-Long Island, NY-NJ-PA	198,447	228,505	30,058	15%
San Francisco-Oakland-Fremont, CA	84,425	91,035	6,610	8%
Washington-Arlington-Alexandria, DC-VA-MD-WV	44,405	77,651	33,246	75%
Chicago-Naperville-Joliet, IL-IN-WI	48,889	75,738	26,849	55%
Boston-Cambridge-Quincy, MA-NH	51,367	70,090	18,723	36%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	28,317	50,273	21,956	78%
Denver-Aurora, CO Combined Statistical Area	20,985	31,678	10,693	51%
Seattle-Tacoma-Bellevue, WA	23,446	31,655	8,209	35%
Baltimore-Towson, MD	13,170	25,223	12,053	92%
Minneapolis-St. Paul-Bloomington, MN-WI	18,433	25,156	6,723	36%
Portland-Vancouver-Beaverton, OR-WA	18,297	24,860	6,563	36%
Atlanta-Sandy Springs-Marietta, GA	16,098	22,326	6,228	39%
Los Angeles-Long Beach-Santa Ana, CA	10,380	20,161	9,781	94%
San Diego-Carlsbad-San Marcos, CA	10,437	19,918	9,481	91%
Austin-Round Rock, TX	15,638	19,537	3,899	25%
Houston-Sugar Land-Baytown, TX	10,639	18,845	8,206	77%
Dallas-Fort Worth-Arlington, TX	9,150	17,256	8,106	89%
San Jose-Sunnyvale-Santa Clara, CA	11,821	16,015	4,194	35%
Miami-Fort Lauderdale-Pompano Beach, FL	6,428	14,001	7,573	118%
Milwaukee-Waukesha-West Allis, WI	9,557	12,614	3,057	32%
Columbus, OH	8,895	12,594	3,699	42%
New Orleans-Metairie-Kenner, LA	9,418	12,278	2,860	30%
Pittsburgh, PA	7,949	11,796	3,847	48%
Providence-New Bedford-Fall River, RI-MA	9,168	11,576	2,408	26%
Rochester, NY	9,668	11,552	1,884	19%
Salt Lake City, UT	9,111	11,543	2,432	27%
Charlotte-Gastonia-Concord, NC-SC	6,463	10,992	4,529	70%
Sacramento-Arden-Arcade-Roseville, CA	7,424	10,482	3,058	41%
Richmond, VA	6,731	9,488	2,757	41%
Cincinnati-Middletown, OH-KY-IN	7,106	8,179	1,073	15%
Raleigh-Cary, NC	5,914	7,813	1,899	32%
Tampa-St. Petersburg-Clearwater, FL	4,673	7,794	3,121	67%
Nashville-Davidson-Murfreesboro-Franklin, TN	4,794	7,720	2,926	61%
St. Louis, MO-IL	3,094	7,371	4,277	138%
Orlando-Kissimmee, FL	6,070	7,351	1,281	21%
Hartford-West Hartford-East Hartford, CT	5,417	6,816	1,399	26%
Virginia Beach-Norfolk-Newport News, VA-NC	3,841	5,906	2,065	54%
Buffalo-Niagara Falls, NY	4,162	5,752	1,590	38%
Louisville-Jefferson County, KY-IN	4,418	5,683	1,265	29%
Indianapolis-Carmel, IN	3,235	5,386	2,151	67%
Memphis, TN-MS-AR	3,746	4,886	1,140	30%
Cleveland-Elyria-Mentor, OH	2,645	4,805	2,160	82%
Birmingham-Hoover, AL	5,392	4,537	(855)	-16%
Kansas City, MO-KS	2,640	4,294	1,654	63%
Riverside-San Bernardino-Ontario, CA	2,196	3,373	1,177	54%
Detroit-Warren-Livonia, MI	3,350	3,153	(197)	-6%
Oklahoma City, OK	2,173	3,048	875	40%
San Antonio, TX	2,125	2,995	870	41%
Phoenix-Mesa-Scottsdale, AZ	2,230	2,784	554	25%
Jacksonville, FL	1,512	2,220	708	47%
Las Vegas-Paradise, NV	1,655	1,894	239	14%

Why? Further establish Milwaukee as a world-class city that competes globally.



US Streetcar Cities



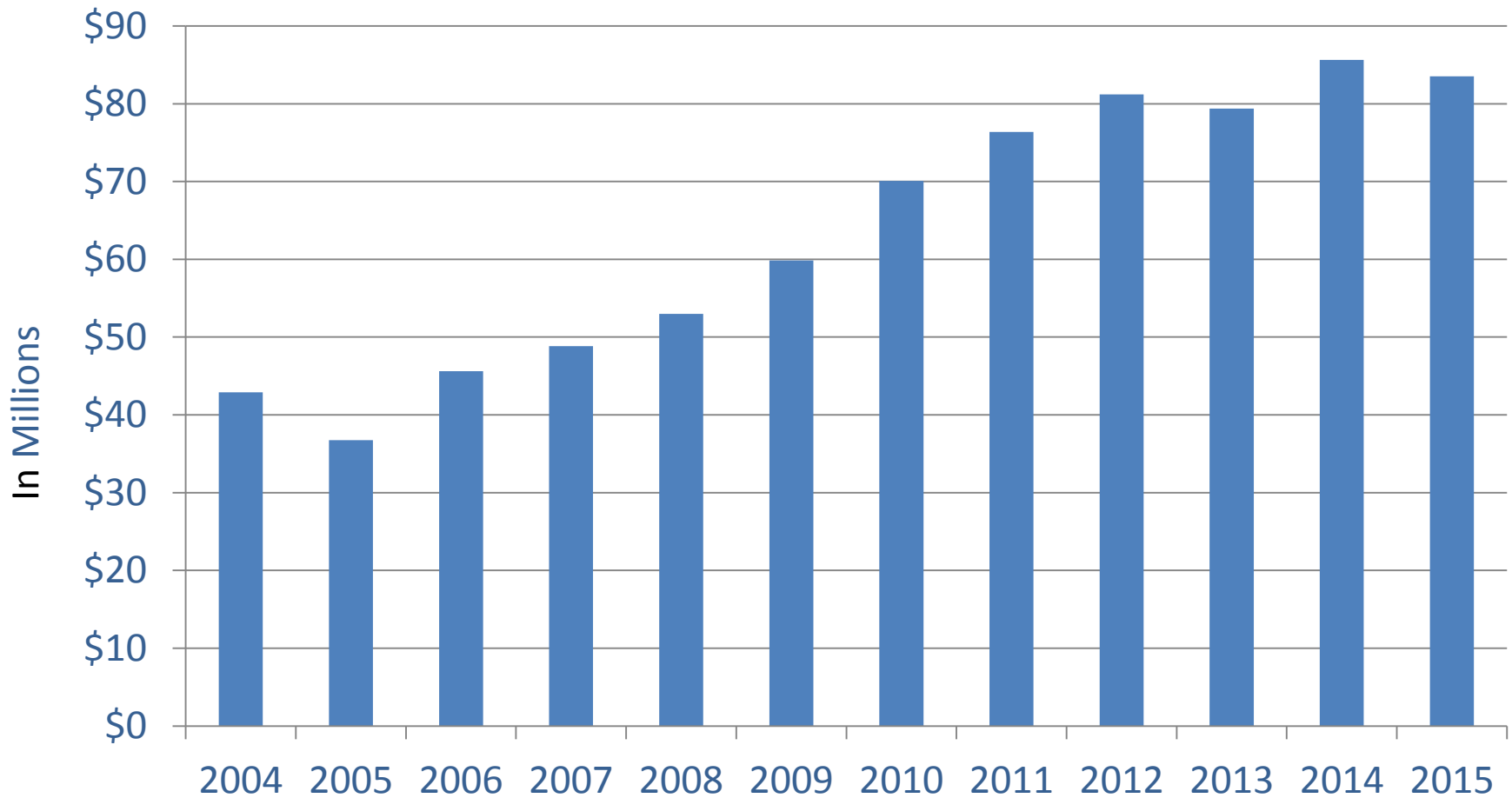
**Why? Improve
transportation/access**
Connect people to homes, jobs,
attractions.



Why? Part of a
comprehensive
transportation strategy

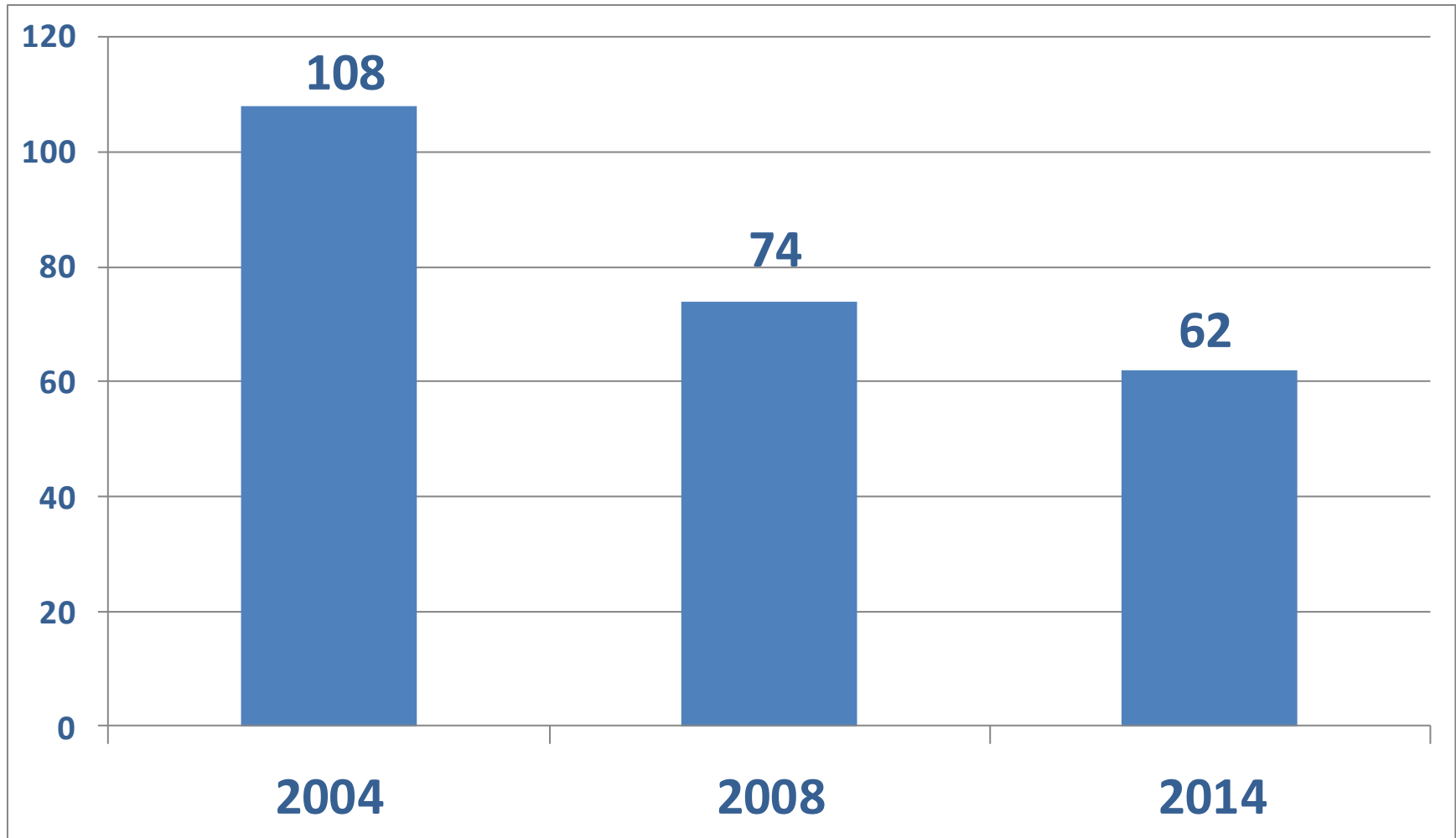


Total Capital Budget for Core Infrastructure Programs 2004 - 2015



Local Paving Replacement Cycle

Selected Years: 2004-2014



Examples of infrastructure investments that led to economic development

Commerce Street (Beerline)

\$1,800,568

*Reflects just Commerce Street,
not riverwalk or any other infrastructure.*

Canal Street (Menomonee Valley)

\$52 million

Why? 720+ jobs from
streetcar construction




**Why? Workforce
development and
training opportunities**






Commitment to Diversity



Why? Employment
from ongoing
investment along the
route

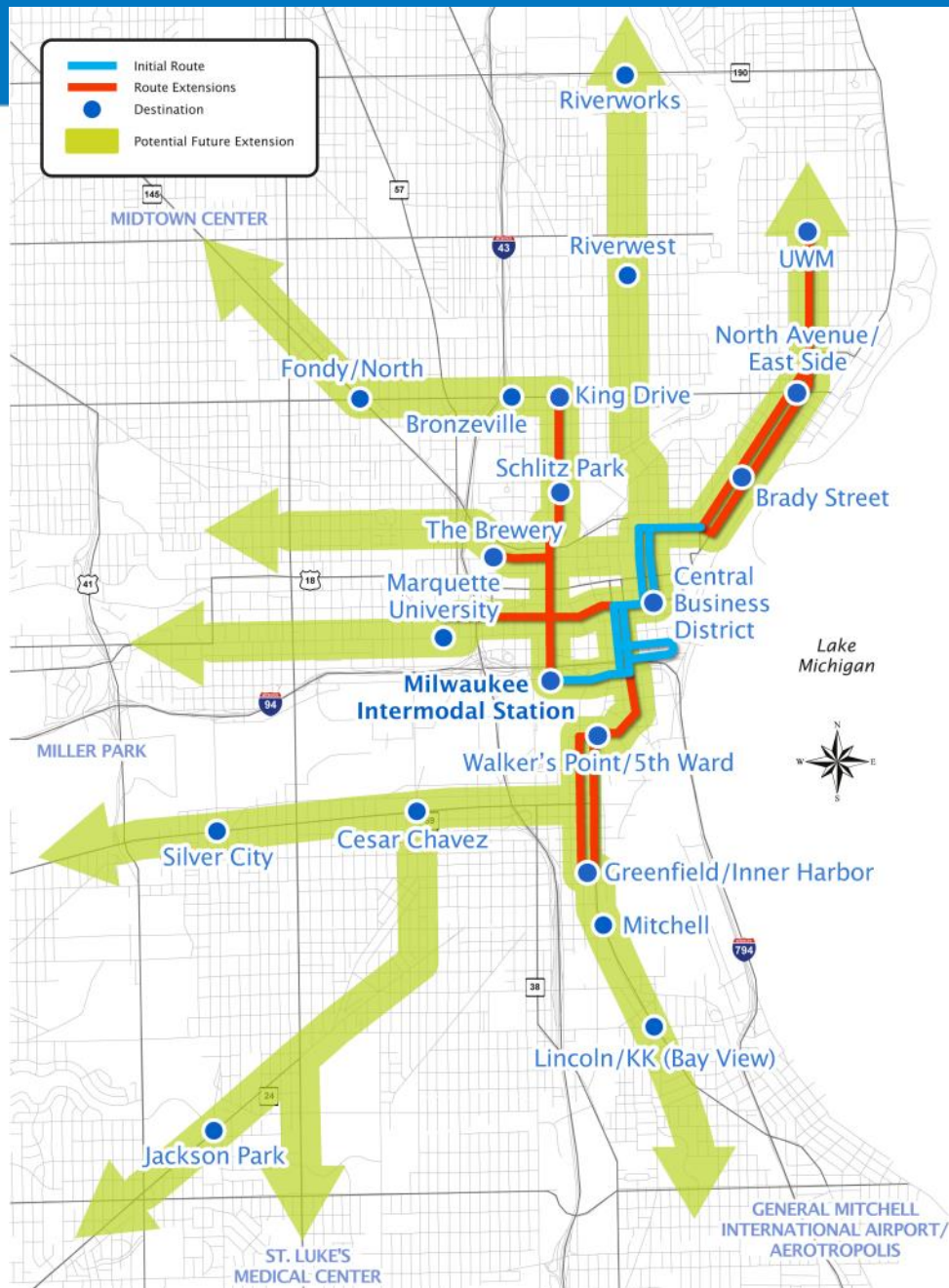
Why downtown?



An aerial photograph of downtown Milwaukee, Wisconsin, showing a dense urban landscape with various skyscrapers and buildings. A prominent white skyscraper with a grid-like facade and 'usbank' logos is visible on the left. The sky is clear and blue. A large blue rectangular box with white text is overlaid on the right side of the image.

Why downtown?
Simply put: “A
healthy downtown
with a healthy tax
base helps the
entire city.”

*Milwaukee Journal Sentinel
editorial*



Why downtown?
Expand
throughout the
community, but
must start with
the most
successful route
and highest
possible ridership.



Why downtown?

C.B.D. has:

- ✓ 80,000 workers
- ✓ 25,000 residents
- ✓ 5.5 million visitors annually

= provides the strong start.

Why downtown?

The starter route and initial extensions are within a 1/4-mile of:

- 100% hotels
- 90% occupied office
- 90% occupied retail
- 77% of parking
- 77% of housing
- 90% of major downtown attractions
- 100% of downtown's 20 largest employers

Examples of starter route lengths

In Operation/Modern

Portland:

- 2.4 miles/Phase I
- .6 miles/Riverplace Ext.
- .6 miles/Gibbs Ext.
- .4 miles/Lowell Ext.
- 4 miles/Eastside Loop

Tacoma:

- 1.6 miles/Tacoma Link

Seattle:

- 1.3 miles/Phase I
- 2 miles/Phase II

In Operation/Modern (cont')

Tucson:

- 3.9 miles/Phase I

In Operation/Vintage

- 2.4 miles/**Tampa**

- 1 mile/**Kenosha**

- 3.4 miles/**Little Rock**

Under Construction

- 1.3 miles/**Atlanta** Phase I

- 2 miles/**Wash., D.C.** Phase I

We have the density to support fixed transit:

Fixed transit in the 40 most populated U.S. cities – 2013 Census

	<u>Density</u>	<u>Fixed transit</u>		<u>Density</u>	<u>Fixed transit</u>
1 New York City	27,742	Yes	21 Las Vegas	4,437	Monorail
2 San Francisco	17,818	Yes	22 Denver	4,245	Yes
3 Boston	13,458	Yes	23 San Diego	4,172	Yes
4 Chicago	11,924	Yes	24 Arlington, TX	3,954	Yes
5 Miami	11,601	Yes	25 Columbus	3,791	In planning
6 Philadelphia	11,591	Yes	26 Dallas	3,688	Yes
7 Washington	10,598	Yes	27 Houston	3,660	Yes
8 Long Beach	9,389	Yes	28 Omaha	3,420	In planning
9 Los Angeles	8,282	Yes	29 Atlanta	3,367	Yes
10 Seattle	7,767	Yes	30 Mesa	3,365	In planning
11 Baltimore	7,680	Yes	31 San Antonio	3,056	No
12 Minneapolis	7,409	Yes	32 Raleigh	3,019	No
13 Oakland	7,255	Yes	33 Austin	2,971	Yes
14 Milwaukee	6,241	In planning	34 Albuquerque	2,960	Yes
15 San Jose	5,641	Yes	35 Phoenix	2,927	Yes
16 Cleveland	5,001	Yes	36 Charlotte	2,661	Yes
17 Detroit	4,955	Under Constr.	37 El Paso	2,645	No
18 Sacramento	4,895	Yes	38 Wichita	2,431	No
19 Portland	4,582	Yes	39 Indianapolis	2,336	Yes
20 Fresno	4,553	No	40 Fort Worth	2,332	Yes

Density = Aver. population/square mile.

Why now?



Why now?

We have the funding and, hopefully, civic and political will.

Costs	Amount
Maintenance Facility	\$7.5 m
4 Vehicles	\$17.6 m
Phase 1: Blue Line Tracks/Stops/Systems	\$73.8 m
Phase 2: Lakefront Tracks/Stops/Systems	\$25.0 m
Total Costs	\$123.9 m
Sources	Amount
Federal: ICE Funding (Existing)	\$54.9 m
Federal: TIGER application (New)	\$10.0 m
Local: Cathedral Square TID (Existing)	\$9.7 m
Local: Amend Erie St. TID 56 to 19 years (New)	\$18.3 m
Local: East Michigan TID @ 19 years (New)	\$31.0 m
Total Source of Funds	\$123.9 m

Why now?

Project held up by utility issue. State law exists – although under appeal – we are moving ahead.



Why now?

New lakefront line connects new developments in that area and across downtown.



Why now?

Milwaukee Journal Sentinel editorial:

“Milwaukee has a choice to make, and it shouldn't be a hard one: Remain a transport backwater or get on board along with many other cities that understand the benefits of a modern system. We support a streetcar line for downtown.”

Milwaukee Business Journal editorial:

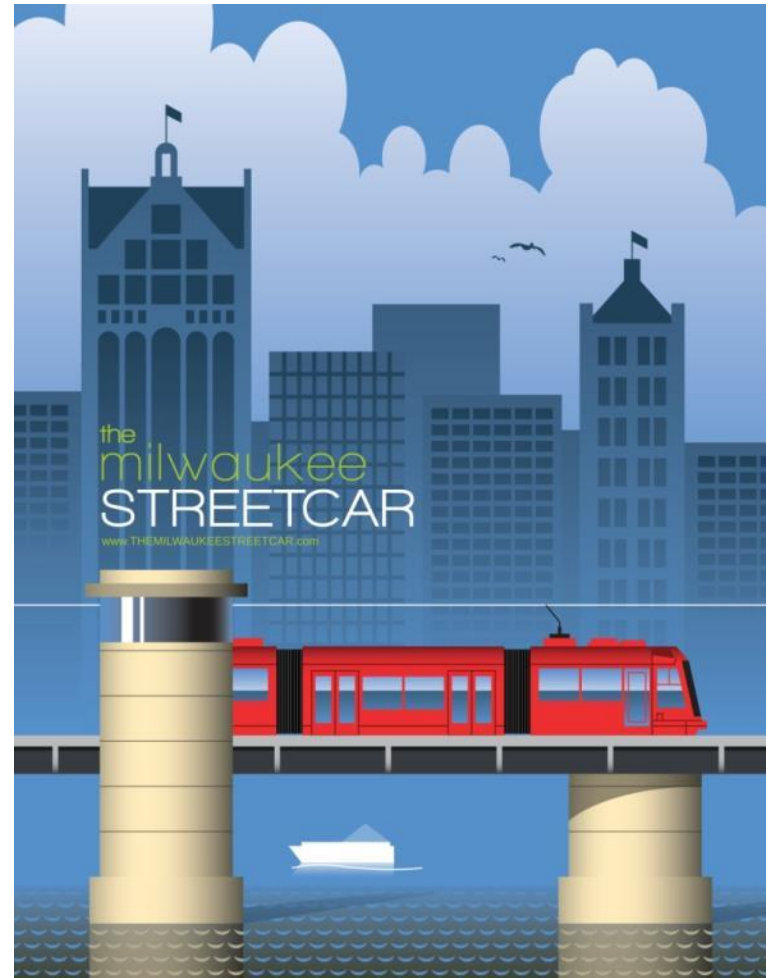
“But if Milwaukee finally wants to do something to improve its public transportation system, aldermen need to approve Barrett's request and finally get the project underway. The streetcar is not the only way to improve the region's transit system, but, as we have said before, it is a good first step and has been successful in other cities.”

Milwaukee Magazine Kurt Chandler (about a downtown boom):

“So here's to bold ideas. We're hoping the city leaders have learned from past mistakes and can overcome their long-held aversion to taking calculated risks.”

Next Steps

- Ongoing Public Outreach
- Vehicle Selection - 2015
- Final Design - 2015
- Construction – 2015-2017
- Streetcar Operations – 2018



Thank you



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