

# Building on our momentum

the milwaukee  
STREETCAR

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# Building on our momentum



\* 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.  
 † 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 on a city street. The street is lined with green trees and modern buildings. A dark grey car with license plate 430-BR8 is parked on the right side of the street. A blue text box is overlaid on the left side of the image.

**Why?**

Investment and  
growth along  
and near the  
route.



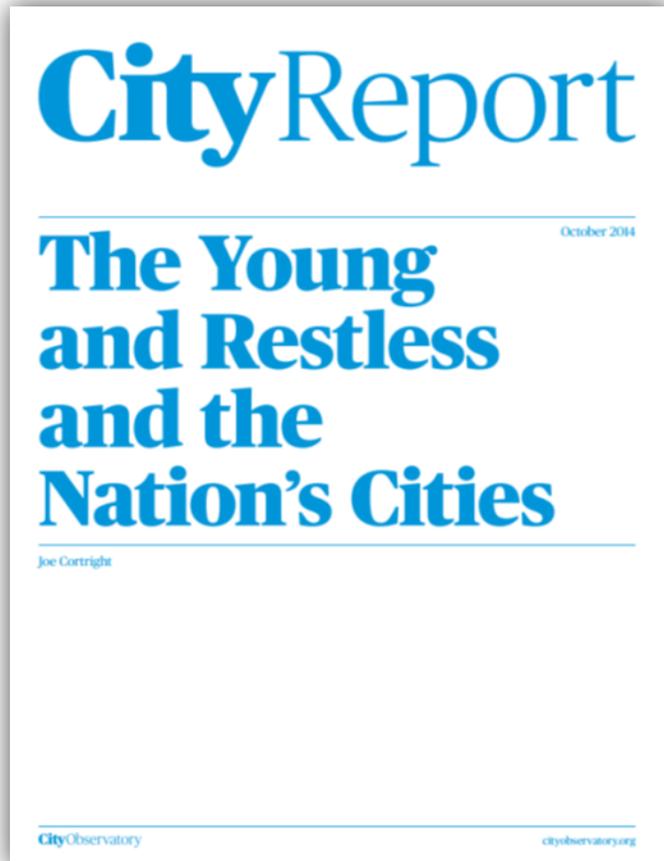
**Why? Attract and retain business and talent.**

ROSS

**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.





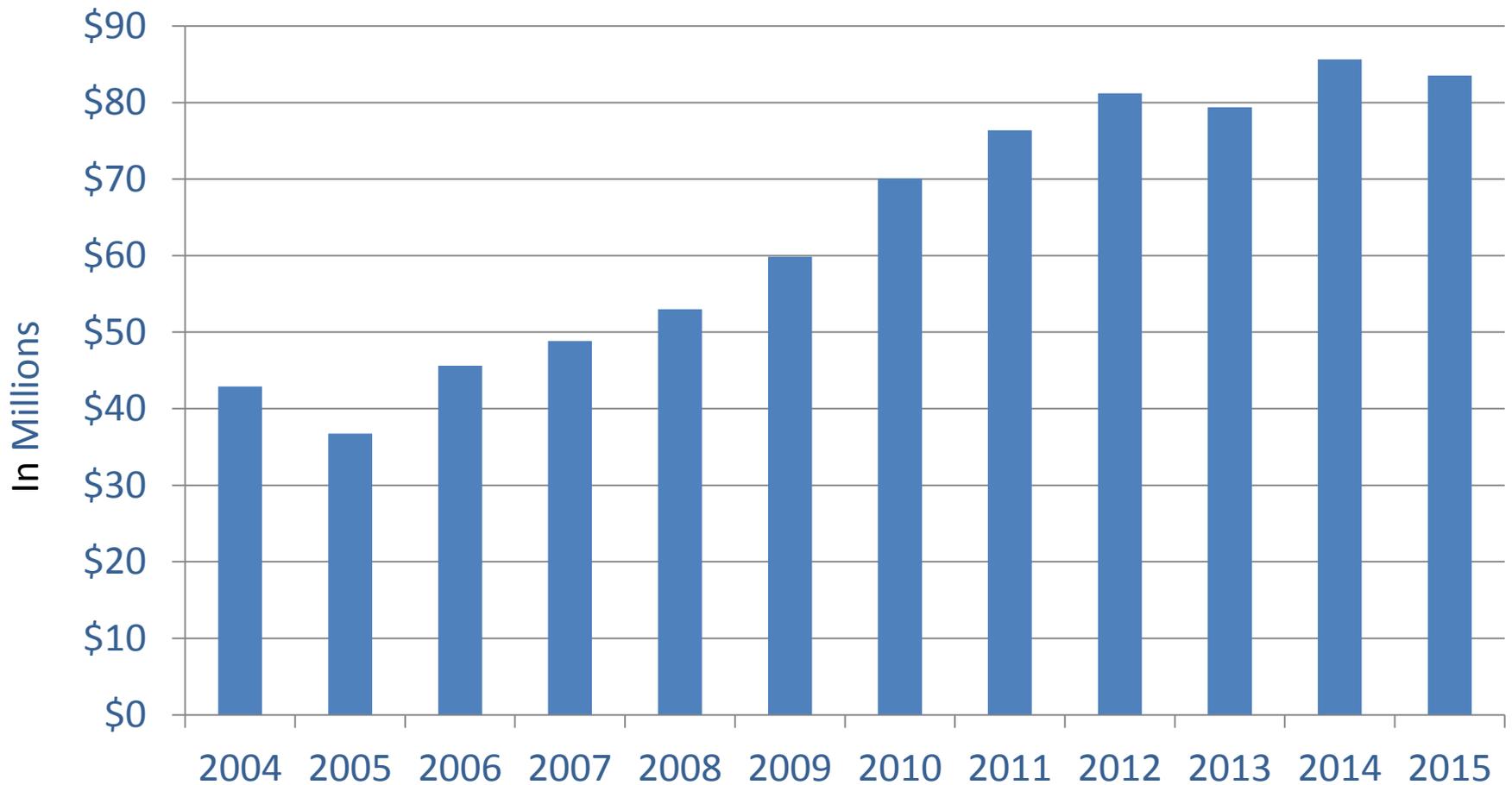
**Why? Improve  
transportation/access**  
Connect people to homes, jobs,  
attractions.



Why? Part of a  
comprehensive  
transportation strategy

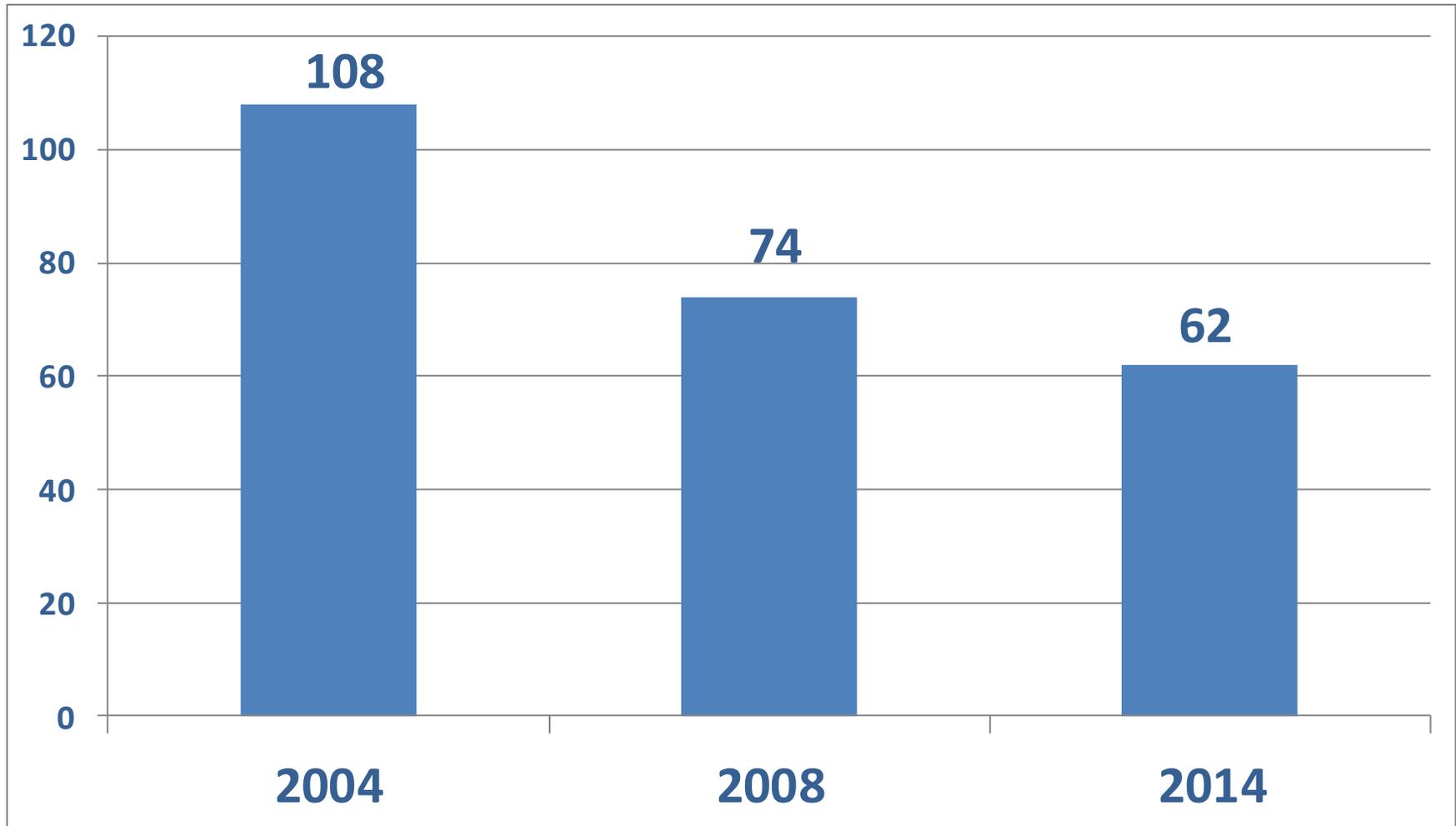


# Total Capital Budget for Core Infrastructure Programs 2004 - 2015



# 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**



A close-up photograph of a person's hands and torso. The person is wearing a bright yellow hard hat and yellow work gloves. They are holding a white tool bag with a black strap. The background is a blurred industrial or construction setting.

**Commitment to  
Diversity**



**Why?** Employment from ongoing investment along the route

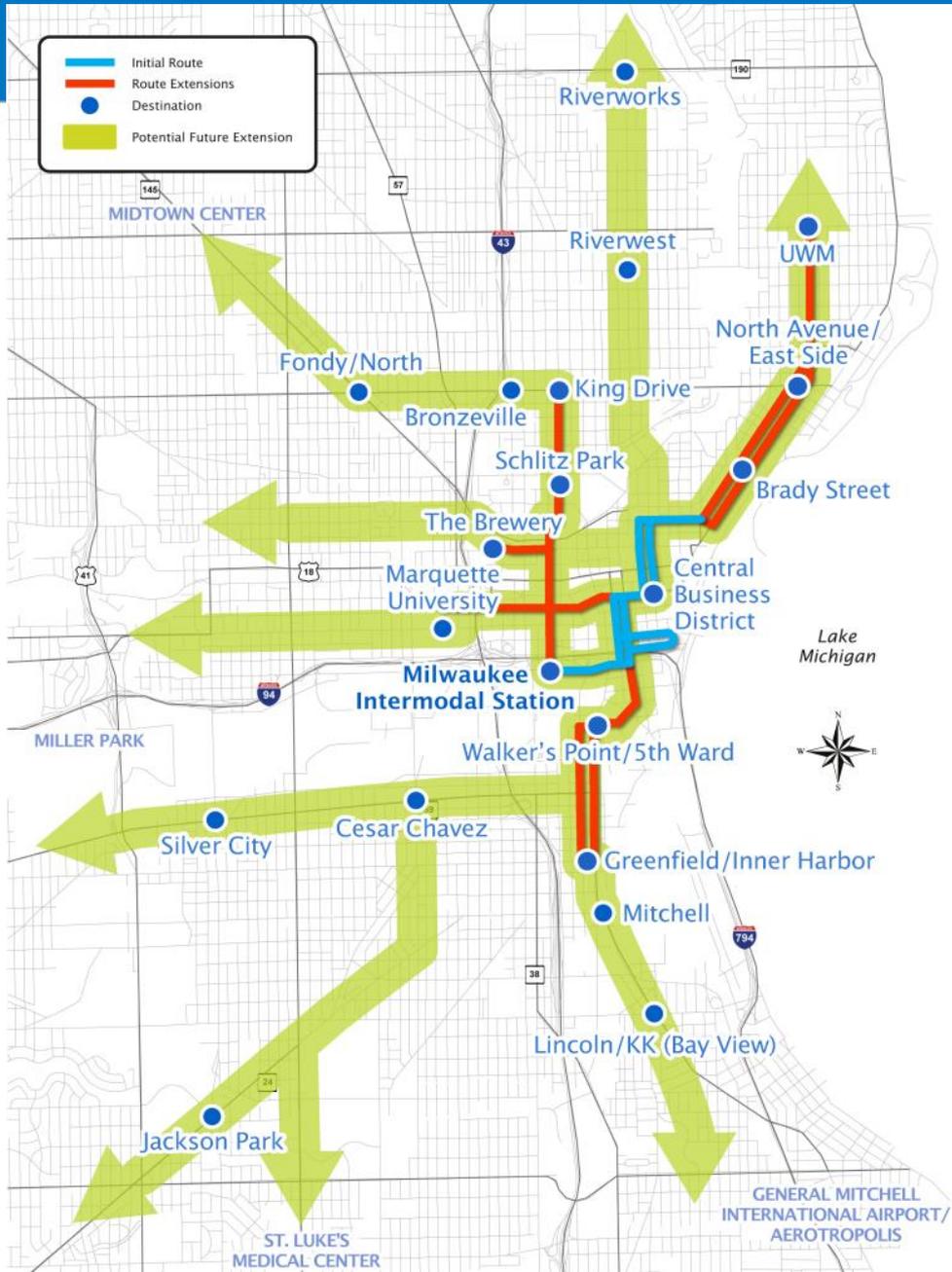
# Why downtown?





**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
<b>14 Milwaukee</b>	<b>6,241</b>	<b>In planning</b>	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.

<b>Costs</b>	<b>Amount</b>
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
<b>Total Costs</b>	<b>\$123.9 m</b>
<b>Sources</b>	<b>Amount</b>
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
<b>Total Source of Funds</b>	<b>\$123.9 m</b>

A photograph of a city street during construction. The street is lined with multi-story brick buildings. In the foreground, a series of orange traffic cones with reflective white stripes are placed along the edge of the road. The road surface is partially covered with a grid of metal reinforcement bars (rebar) and concrete. A blue text box is overlaid on the right side of the image, containing white text. In the background, a car is visible on the street, and a red stop sign is partially visible on the right. The sky is overcast.

## 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:

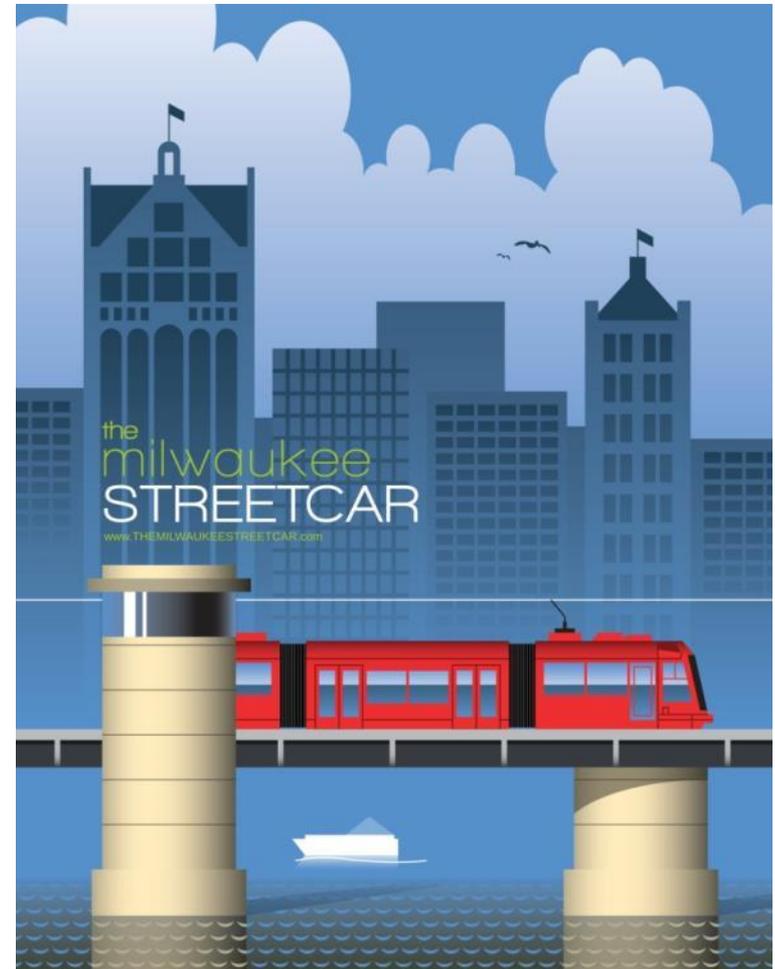
“But if Milwaukee finally wants to do something to improve its public transportation system, aldermen need to approve Barrett's request and finally get the project underway. The streetcar is not the only way to improve the region's transit system, but, as we have said before, it is a good first step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