



WISCONSIN LEGISLATURE

P. O. Box 7882 Madison, WI 53707-7882

July 25, 2011

Members of the Milwaukee Common Council
City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

Dear Common Council Members,

We write to urge you to support the Milwaukee Streetcar project proposed by Mayor Barrett and members of the Common Council.

Milwaukee Streetcar has strong support from Milwaukee business and community leaders, who understand that this project will create jobs, spur economic development and further revitalize the city's downtown area. Building a fixed transit network in the city also has the added benefit of taking cars off our streets, which will reduce traffic congestion and encourage walking and biking.

The Milwaukee Streetcar project will encourage significant economic development because the infrastructure created by a fixed route provides a framework for making investment decisions, as experienced in every city that has built a streetcar system.

The Streetcar project is a direct investment of \$65 million to help provide for the future success of Milwaukee. The immediate benefits of approving this plan will be the creation of at least 305 new construction jobs. Many of these jobs will go to friends, neighbors and constituents in our community who have been struggling to find work due to the economic downturn. At a time when so many of our residents are struggling to find work, we hope the members of the Common Council will seize on this opportunity to create jobs.

Furthermore, it is estimated that over the next 20 years the economic development potential within the quarter-mile buffer of the initial route and extensions could generate approximately:

- 20,500 new jobs (23% increase)
- \$3.35 billion in new tax base
- 13,500 new residents (55% increase)
- 9,000 new housing units (63% increase)
- 1,000,000 square feet of new occupied retail space (31% increase)
- 4,000,000 square feet of new occupied office space (28% increase)

Completion of the project will strengthen and promote downtown Milwaukee as the premier office and business location in the region, creating and providing access to jobs for Milwaukee residents while expanding the tax base through new development, new and expanded businesses and higher occupancy rates, resulting in a lower tax burden for everyone and allowing important city services to continue. The increase in overall economic activity in downtown Milwaukee will boost demand for hotels, retail, office and housing, as experienced in every city that has built a streetcar system.

We also are encouraged by the opportunity to provide our city and citizens an environmentally friendly transportation alternative that is energy-efficient, quiet, clean, and comfortable and has the potential to use renewable, locally-created energy sources.

Supporting and establishing this successful initial streetcar system will allow for practical expansions in the future as funding allows and market demand dictates. Without this start, a modern, fixed-rail transit system that connects people to jobs and daily needs will never expand city wide.

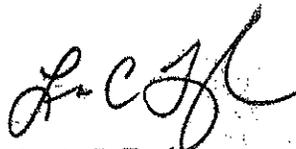
The Milwaukee Streetcar project will allow us to shape the brand and identity of Milwaukee, which has been established as an important city-wide priority and will attract residents, businesses, visitors and investors. This project will be a positive addition to the city, creating jobs, spurring economic development and enhancing Milwaukee's image as a forward-thinking city.

We strongly urge you to support this project. Thank you for your consideration.

Sincerely,



Chris Larson
State Senator
4th District



Lena C. Taylor
State Senator
7th District



Jon Richards
State Representative
19th District



Christine Sinicki
State Representative
20th District

CC: Mayor Tom Barrett, City of Milwaukee



WISCONSIN LEGISLATURE

P.O. BOX 8952 • MADISON, WI 53708

July 22, 2011

Milwaukee Common Council
City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

Dear Common Council Members,

We write to urge you to support the Milwaukee Streetcar project proposed by Mayor Barrett, as well as the extension proposed by UWM Chancellor Michael Lovell to add another half mile to the line along N. Prospect Ave. and N. Farwell Ave. to North Avenue.

Milwaukee Streetcar has strong support from Milwaukee business and community leaders, who understand that this project will create jobs, spur economic development and further revitalize the city's downtown area. Building a fixed transit network in the city also has the added benefit of taking cars off our streets, which will reduce traffic congestion and encourage walking and biking.

Extending the Milwaukee Streetcar line to North Avenue would result in a major increase in ridership and help link the line to UWM. There are several major ridership generators within close proximity of the block of North Avenue between Prospect and Farwell, including the new Columbia St. Mary's, Whole Foods, the Professional Medical Arts Facility, and numerous restaurants and entertainment venues. UWM also has a large and growing presence on North Avenue. The university recently added two new university housing facilities on the river that house over 1,000 students. The renovated Kenilworth building, which houses 300 students, the Peck School of the Arts and retail shops, is also located nearby. All of these buildings are connected to UWM's Kenwood campus by 24-hour shuttle buses, providing the Milwaukee Streetcar access to the campus without building tracks to it.

Milwaukee Streetcar, with an extended line to North Avenue, will be a positive addition to the city, creating jobs, spurring economic development and enhancing Milwaukee's image as a forward-thinking city. We strongly urge you to support this project. Thanks for your consideration.

Sincerely,

Jon Richards
State Representative
Assembly District 19

Chris Larson
State Senator
Senate District 7