

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.

The Route





Why?

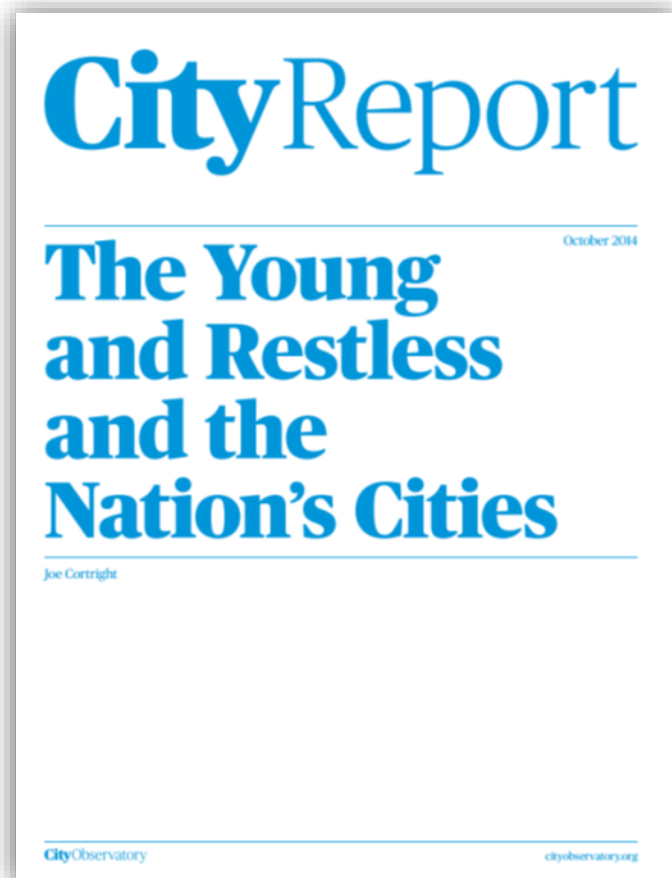
Investment and growth along and near the route.



Why? Attract and retain business and talent.

ROSS

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



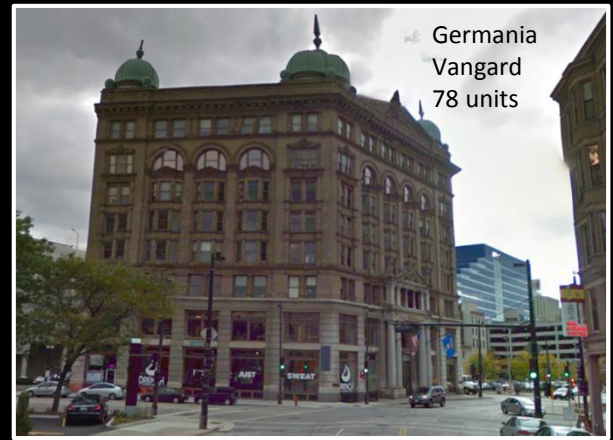
Metropolitan Area	2000	2010	Change	Pct. Change
New York-Northern New Jersey-Long Island, NY-NJ-PA	198,447	228,505	30,058	15%
San Francisco-Oakland-Fremont, CA	84,425	91,035	6,610	8%
Washington-Arlington-Alexandria, DC-VA-MD-WV	44,405	77,651	33,246	75%
Chicago-Naperville-Joliet, IL-IN-WI	48,889	75,738	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%



Pabst Bottling House
Blue Ribbon Management
150 units



The 401
John Mangel
188 units



Germania
Vangard
78 units



Avenir
Wangard Partners
104 units



North End 3
Mandel Group
160 units



Pabst Malt House
Whitehouse Realty
118 units



Frederick Lofts
Gorman & Company
100 units




Posner
HKS Holdings
105 units

Why? Further establish Milwaukee as a forward-thinking, environmentally conscious city.



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





Why? Jobs from ongoing investment along the route

Why? 720+ jobs from streetcar construction



**Why? Workforce
development and
training opportunities**



Why? Part of a
comprehensive
transportation strategy



Examples of Tax Incremental Financing investments that produced economic development

Commerce Street (TID # 22)

Infrastructure investment	\$20,467,693
Incremental value	\$172,623,100

Menomonee Valley (TID # 53)

Infrastructure investment	\$19,479,846
Incremental value	\$65,610,900

Why downtown?

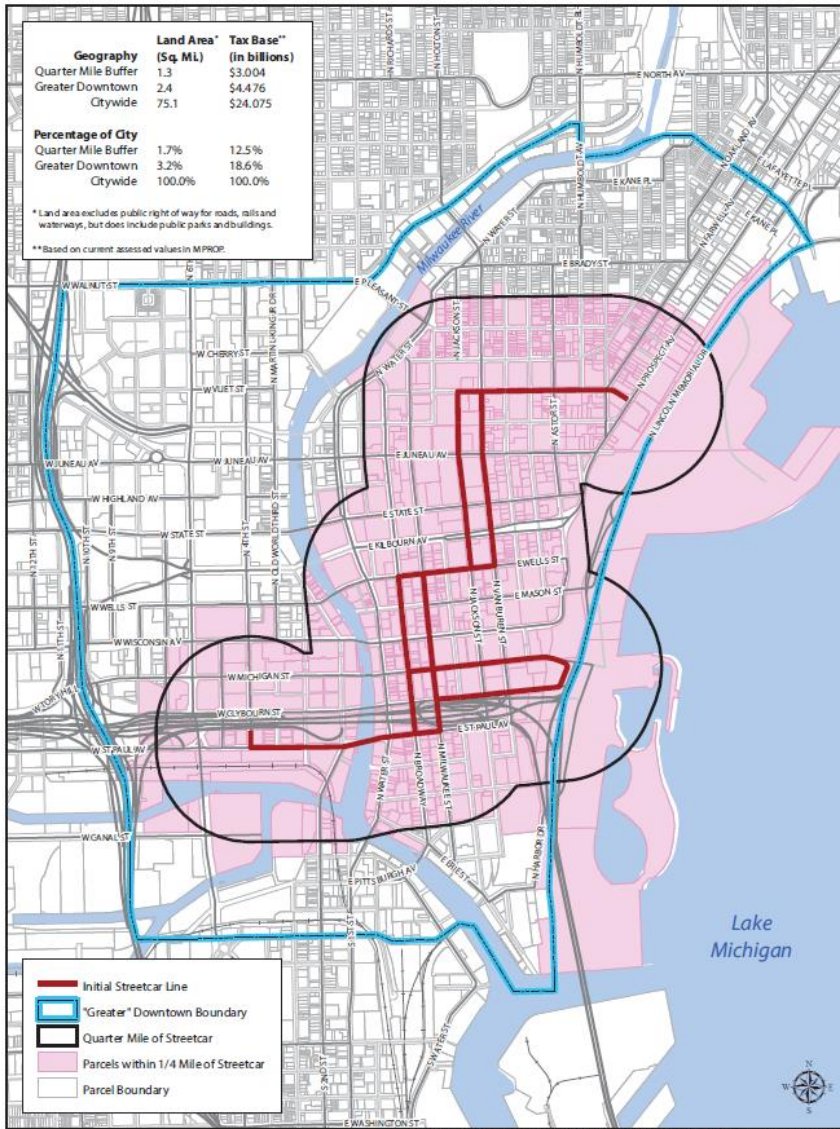




Why downtown?
Simply put: “A
healthy downtown
with a healthy tax
base helps the
entire city.”

*Milwaukee Journal Sentinel
editorial*

Downtown Area and Tax Base



Downtown has 3.2% of the City's land area and 18.6% of the tax base.

Within ¼ mile of the streetcar is 1.7% of the City's land area and 12.5% of the tax base.



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

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	No
20 Fresno	4,553	No	40 Fort Worth	2,332	Yes

Density = Aver. population/square mile.

Why now?



Why now?

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



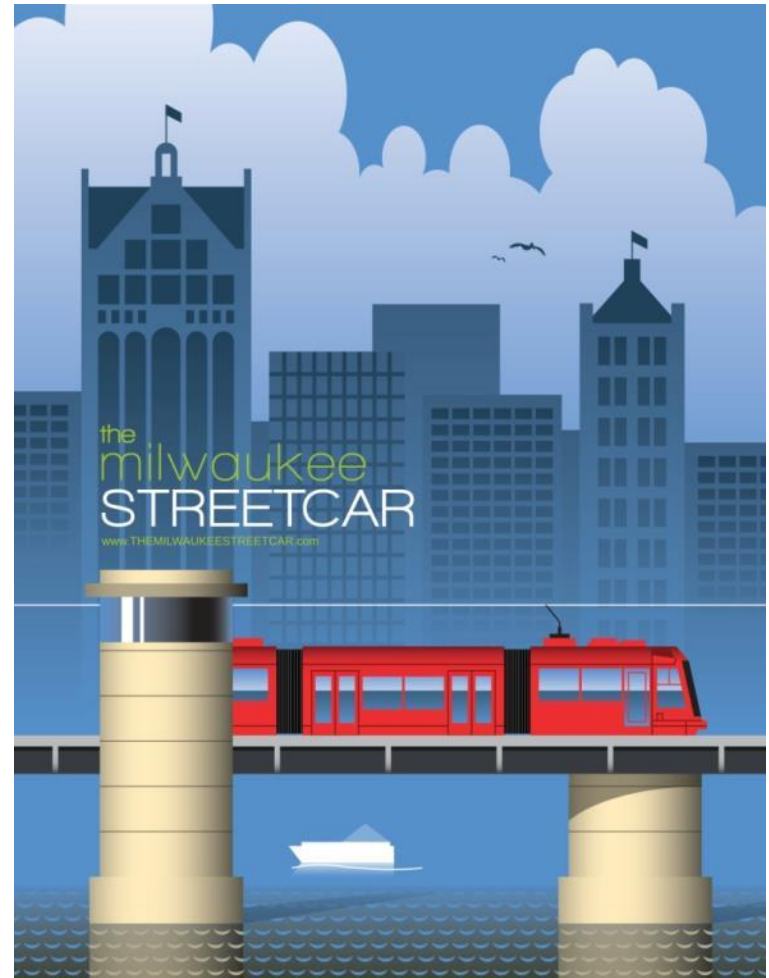
Project Budget

Sources	Amount
Federal: ICE Funding (Existing)	\$54.9 m
Federal: TIGER application (New)	\$10.0 m
Local: Cathedral Square TID	\$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	\$123.9m

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

Next Steps

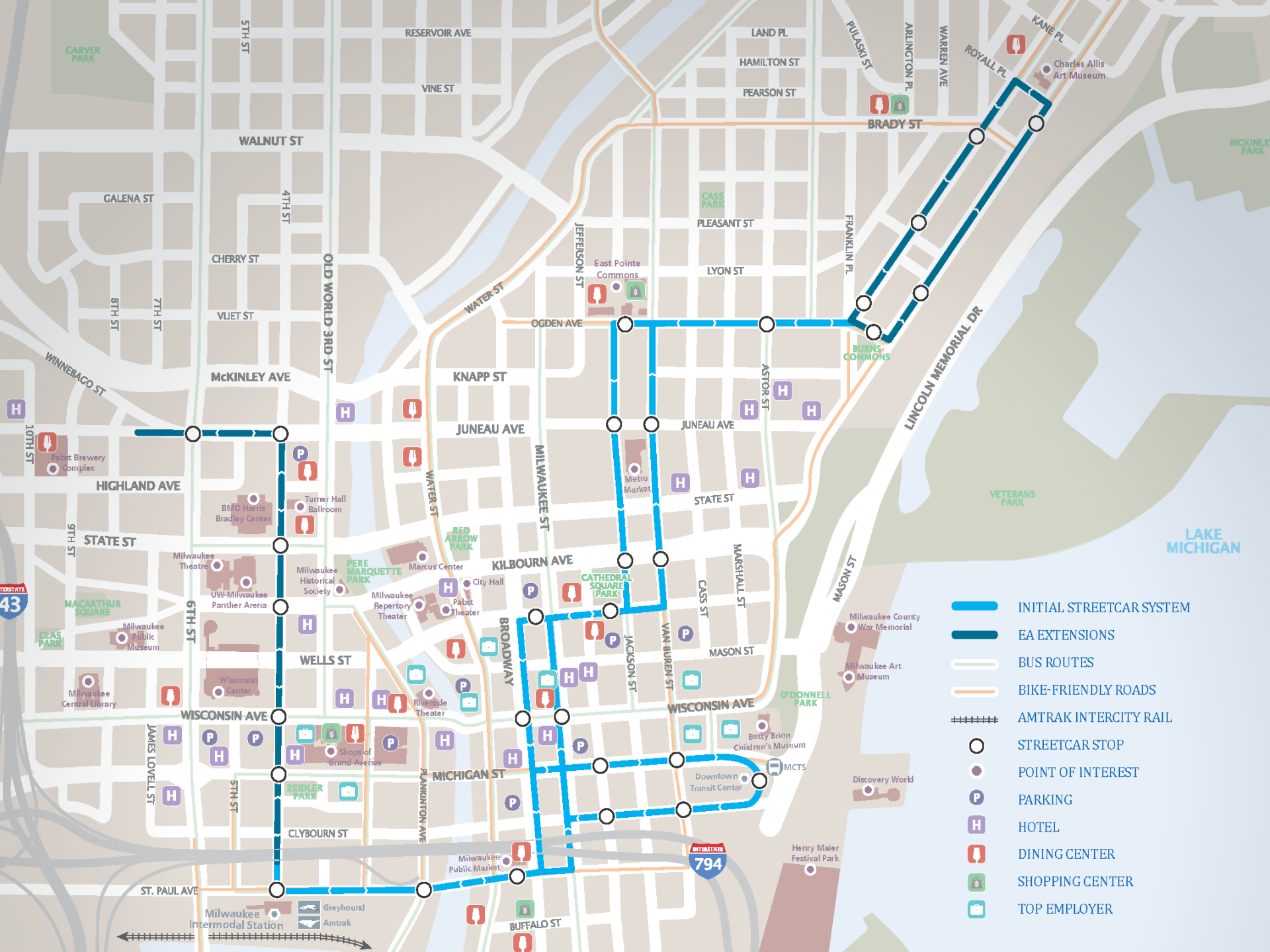
- Ongoing Public Outreach
- Vehicle Selection - 2015
- Final Design - 2015
- Construction – 2015-2017
- Streetcar Operations – 2018















Thank you



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-  EA EXTENSIONS
-  BUS ROUTES
-  BIKE-FRIENDLY ROADS
-  AMTRAK INTERCITY RAIL
-  STREETCAR STOP
-  POINT OF INTEREST
-  PARKING
-  HOTEL
-  DINING CENTER
-  SHOPPING CENTER
-  TOP EMPLOYER