



eBulletin

TO: Milwaukee's
Business
Community

FROM: Mayor
Tom
Barrett

DATE: 2/28/07

**Update:
A Comprehensive Transit Strategy for
Milwaukee**

Dear Friends:

Recently I unveiled a new vision for Milwaukee's future – [A Comprehensive Transit Strategy](#) that will improve transportation for the entire region.

My plan strengthens our struggling bus system and combines all modes of transportation to create jobs, meet the various demands of different users and provide seamless connectivity for the greater Milwaukee area.

I am pleased that my plan has received widespread applause from a broad range of leaders, groups and individuals. I encourage you to take a moment and see what people are saying about my plan, and to review for yourself my [Comprehensive Transit Strategy](#) for Milwaukee.

"Barrett's underlying premise is right on. The city's transit needs will be ill-served if the county-run system continues to spiral downward. Someone must act....Barrett deserves accolades for at least trying to rouse this community awake and keep it from missing the train."

*Milwaukee Journal-Sentinel Editorial,
February 20, 2007*

"I have long believed that 'no' is not the answer to Milwaukee's transportation needs. To that end, Mayor Barrett should be applauded for bringing his transit vision to the table. We look forward to a thorough analysis of this plan by HNTB as guided by the Connector Steering Committee to see how the Mayor's proposal may fit with our shared vision of a comprehensive transit strategy that creates jobs, connects our region and continues to move Milwaukee forward."

*Tim Sheehy, President, Metropolitan
Milwaukee Association of
Commerce*

"We applaud Mayor Barrett for taking proactive measures on behalf of Milwaukee County Transit System and are confident his visionary plan will renew life within the city and boost our image to that of first class status."

Richard Riley, President, Amalgamated Transit Union Local 998

"Having recently relocated to Milwaukee, one of the few things I miss is access to an extensive public transportation system. Milwaukee would benefit greatly from a new, modern transit system that services all parts of the community. Mayor Barrett's proposal makes sense because it connects the major job and entertainment hubs of the city quickly and efficiently."

Meagan Holman, Bay View resident

"Milwaukee's Mayor Tom Barrett just rolled out a comprehensive transit plan that would utilize a combination of streetcars (light rail), express buses and the proposed (KRM) commuter rail...Mayor Barrett gets it. Similar plans have either been implemented or are currently undergoing planning in other major cities and metro areas throughout the country...Mayor Barrett is stepping-up..."

Mobile Happenings Blogspot, February 19, 2007

"Using the [\$91.5 million in federal transit funds for the Milwaukee area] that is already available for a reasonable program is clearly on the right path. Others that I've talked to think that [Mayor Barrett's] proposal is the most reasonable, fiscally responsible one presented to date. It's also a great economic development tool...Everyone I talk to thinks [Mayor Barrett is] doing a spectacular job under trying circumstances."

Mike Neitzke, Mayor, City of Greenfield

"Mayor Tom Barrett has energized and redefined the Milwaukee area's long-stalled transit debate by proposing a three-mile downtown trolley loop, and two cross-city express bus lines targeted at workers and UW-M students...the Barrett plan would offer something new for workers, commuters, students, downtown retail customers and visitors to major tourist destinations. And break the logjam over transit expansion in Milwaukee - - a delay that has whittled away the buying power of the city's federal transit money."

The Political Environment Blogspot, February 18, 2007

"Mayor Barrett is to be commended for a bold proposal that integrates modern technologies with the existing bus system to make transit an enjoyable, convenient alternative to the automobile."

Steve Hiniker, Executive Director, 1000 Friends of Wisconsin, February 20, 2007

"Under Mayor Barrett's leadership, Milwaukee can have a transit plan that will link our entire community. His plan will connect workers to jobs and propel Milwaukee forward."

State Rep. Jon Richards, Assembly Assistant Minority Leader

"I like the direction of the new [Barrett transportation] plan mainly because it includes more parts of the city. Giving more city residents access to public transportation should be the major intent of any transportation project that has the future of Milwaukee in mind. We need to be able to get people to jobs and other destinations efficiently and at reasonable cost. I think this plan has some promise."

Willie Wade, Alderman, 7th District

"I like what I have read thus far regarding your transit plan. Keep up the good work."

Jacob A. Sonneborn, Riverwest resident

"Mayor Barrett has laid out a comprehensive plan to utilize a combination of streetcars, express buses, and the proposed KRM commuter rail to increase ridership and offer transportation needs to those who can not afford cars or choose to utilize mass transit to get to schools and jobs. His comprehensive plan would also encourage economic growth in the region and create jobs and opportunities to those that urgently need them."

Mobile Happenings Blogspot, February 22, 2007

"The Mayor's proposed plan has provided the forum for a healthy discussion to occur. If Milwaukee is going to continue on it's path of being cutting edge and the new "IT city" we need to implement a transit system that will be viable and sustainable."

Beth Nicols, Executive Director, Milwaukee Downtown Business Improvement District

"We'd like to applaud the Mayor for his efforts to better link Milwaukeeans to the region, and visitors to Milwaukee, by centralizing multi-modal transit connections in a well-coordinated system at the train station. This practical solution will create a high level of local and regional mobility and convenience, and support and increase ridership for all of the transit options as they compliment each other. The Mayor's plan is very exciting."

Transit NOW

"The Mayor has offered a complete plan that stays within the amount of funding available with local match. It is well thought out and from a transportation and development standpoint, moves this city into the 21st century. We have trailed other cities, and we would be further ahead if a plan like this, which includes East Side, Downtown, West, North and Southside routes had surfaced at the time the money became available."

Terry L. Witkowski, Alderman, 13th District

"I wanted to express my support for the comprehensive transit strategy that you have recently advocated. This strategy addresses needs that Milwaukee has today, in a manner that lays the ground work for a larger system tomorrow...Congratulations on putting out a solid policy on Milwaukee's transportation. This has done a lot to convince me that you have a vision of how to take Milwaukee to a higher level, and are therefore deserving of my support. Thank you for your representation."

Gerry Callison, Milwaukee resident



Mayor