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July 5, 2017

Mr. Chris Abele  
Milwaukee County Executive  
Milwaukee County Courthouse  
901 N. 9th Street, Room 306  
Milwaukee, WI 53233

Dear Chris:

Last week, we met with Alderman Murphy and a group of Milwaukee County Transit Service officials and consultants to discuss the proposed *East-West Bus Rapid Transit* program. We were absolutely shocked by the negative ramifications of this proposed plan to our employees, the local community and tax payers.

We are writing to voice our strong objection to the proposed plan, especially the following:

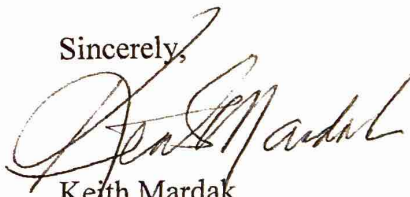
- **Reducing Bluemound Road to two lanes, half of its current capacity.** Bluemound Road near our office (between Hawley Road and Hwy 100) is already a very busy road, even with two lanes in each direction. It has become a dangerous situation for our 150 employees to pull out of our parking lot and several have been in accidents. With a dedicated bus lane and cutting down to only two lanes for cars, this situation will spiral out of control and become untenable. Today, for example, the traffic after a Brewers game is very unbearable. It's hard to imagine how much worse it would become if Bluemound was down to one lane in each direction. A simple left turn into our parking lot will back up traffic for blocks.
- **Current bus capacity is at 50% and the new plan only projects 11% growth, 600 riders per day, over 18 years.** Why in the world should \$48 million be spent to accommodate only a PROJECTED 600 additional riders 18 years from now? That is \$80,000 per rider! The current bus capacity is low and there is no pressing demand for this kind of expenditure. We know that some of this money will come from the Federal Government, but that's still our money. We all pay Federal taxes.
- **The planners' own figures only project an improvement of 3 to 7 minutes faster travel times than the current system.** Even worse, this 'improvement' is only 3-4 minutes in peak traffic times! That means the plan requires a spend of \$13,714,286 per minute gained. How is that even remotely acceptable?

We are a long-standing employer in this area and we strive to support the community. However, we believe this proposed BRT program is going to be a disaster and we can't stand by and let it be subjected on our employees, the local businesses and the surrounding community. More than one-half of our employees live west of the city. If this plan goes through, it would make sense for us to move our company outside of Milwaukee County.

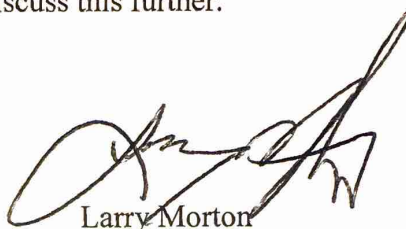
We strongly urge you to reject this plan. Under its current proposed design, it is not in the public's best interest and will be an unreasonable hardship on thousands of people who rely on Bluemound Road on a daily basis.

We are happy to meet with you in person to discuss this further.

Sincerely,



Keith Mardak  
Chairman and CEO



Larry Morton  
President

cc: Mr. Tom Barrett, Mayor, City of Milwaukee  
Mr. James Luigi Schmitt, District 6 Supervisor  
Mr. Michael Murphy, Alderman, District 10  
Mr. Tony Zielinski, Alderman, District 14