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January 8, 2015

Mayor Barrett and the Common Council  
City of Milwaukee  
200 E Wells Street  
Milwaukee, WI 53202

Re: The upcoming Streetcar vote

Dear Leaders of the City of Milwaukee:

This letter comes to you at a critical time for the City of Milwaukee. Invest in our future or not.

**The time is now** because (1) the city needs more jobs, (2) the streetcar can and will attract employers to the City of Milwaukee, (3) the Federal funds reserved for this project are available now and will be lost if not used, (4) the TID opportunity to make this public infrastructure investment is available now.

Site Selector Magazine, the nation's industry leading publication for those who decide where companies will locate, has said that Transportation Infrastructure ranks #2 on the top 10 Most Important Site Selection Criteria for employers. This ranks second only to tax scheme, and more important than land prices, ease of permitting, and available workforce. This tells us that those who choose where to put the jobs, are choosing based on infrastructure exactly like the streetcar.

Ranking 5<sup>th</sup> on this same list is the existing workforce. People will live where the jobs are. Our incredible University system (nearly touched by the route) produces the educated workforce these employers need. Over 2,500 new residential units are slated to come on line within a 5 minute walk of the streetcar route by the time the project will be complete. Absent job opportunities, those we educate at our universities move to cities that have jobs and out of Milwaukee. Absent viable mass transit, these young people will move out of the city. A recent study determined that "60% of young people surveyed said they'd be more likely to stay in Wisconsin after graduating if they could live somewhere that didn't require driving." Quoting an article by Shaun Jacobson.

As a resident of the City of Milwaukee, employer of City of Milwaukee residents, and operator of commercial real estate downtown, that is home to nearly 1,000 more people who also work in the City, I urge you to allow the streetcar project to proceed. Help us attract more employers to Milwaukee.

Sincerely,

Sheldon Oppermann  
Executive Vice President