

From: Jay Oliva [<mailto:jay.oliva@aloftmilwaukeedowntown.com>]
Sent: Thursday, January 08, 2015 1:29 PM
To: mayor@milwaukee.gov
Cc: mcoggs@milwaukee.gov
Subject: Streetcar Project

Please see attached letter in support of the Milwaukee Streetcar Project

Jay Oliva

Director of Sales

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1/8/15

The Honorable Tom Barrett

City of Milwaukee – Office of the Mayor

200 East Wells Street

Milwaukee, WI 53202

mayor@milwaukee.gov

Alderwoman Milele Coggs

200 E. Wells St.

Milwaukee, WI 53202

Email: mcoggs@milwaukee.gov

I am writing to indicate my support for the current plan to move forward with The Milwaukee Streetcar project.

As a hotelier, I can say that we get a lot of complaints and requests for more transportation options in the city due to the lack of parking and them not wanting to move their cars once they finally find a place to park.

The Streetcar would answer the needs of my clients:

- Improves transit mobility to and between key residential, employment and activity centers.
- Provides a Downtown / Third Ward / Lakefront / Lower East Side core starter system that can be expanded in the future to provide a larger more effective transit network (North to Bronzeville, NE to Columbia St Mary's UWM; West to Marquette; S through Walkers Point, Bay View to airport)
- Maximizes transit accessibility and choices for residents, employees, and visitors.
- Has increased transit use in general in cities where it has been added to complement the existing bus system.
- Provides an environmentally responsible transportation alternative that is energy-efficient, quiet and clean.
- Attracts and retains young talent supporting the creative class.
- Enhances Milwaukee's image as a world-class city.
- The streetcar starter system creates city-wide benefits

Again, I just wanted to express my support of this project on behalf of the Aloft Milwaukee Downtown. I know that it would be a great addition to this city and help us promote Milwaukee as a world-class city.

Sincerely,

Jay Oliva

Director of Sales

Aloft Milwaukee Downtown