

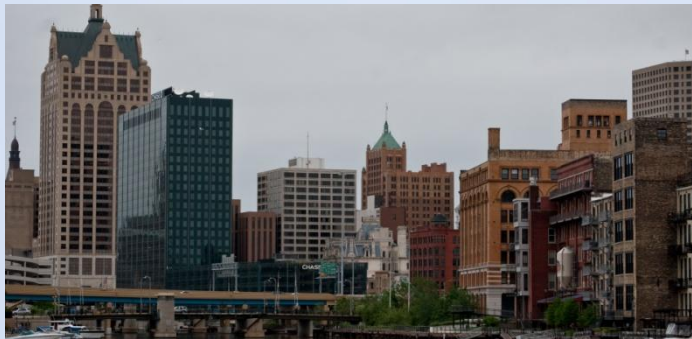
the milwaukee STREETCAR

# The Milwaukee Streetcar

Steering and Rules Committee  
July 14, 2011



# Project Update Meeting



- Project progress
- Streetcar system details
- Streetcar benefits
- Next steps

# Project Progress

- February 2009: Streetcar and BRT public scoping meetings
- March 2009: 60/40 congressional split of \$91.5 million
- October 2009: Streetcar route alternatives public meeting
- May 2010: LPA approved by Steering Committee





# Project Timeline



**SPRING 2010**

Locally Preferred Alternative approved



**FALL 2011**

Environmental documentation finalized



**FALL 2012**

Final design completed



**FALL 2014**

Streetcar operation begins

**SUMMER 2013**

Delivery of vehicles begins



**SPRING 2011**

30% design completed

▼ WE ARE HERE



**SUMMER 2011**

Council consideration



**FALL 2012**

Construction begins on track



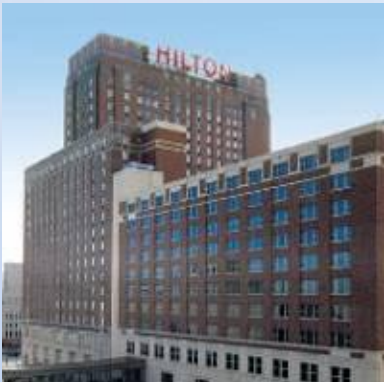
**FALL 2014**

Construction completed

# Recent Project Activities

- 2010 to 2011
  - 30% design plans
  - Environmental assessment
  - Utility coordination
  - Ridership analysis
  - Finance analysis
  - Vehicle analysis
  - Operations planning and cost
  - Capital cost estimates
  - Public involvement

# Why Start Downtown?



- 80,000 employees
- 25,000 residents
- 1.4 million Intermodal Station passengers annually
- 5.5 million visitors per year
- 726,500 annual hotel stays
- 2% of City land but 13.3% of City tax base

# Project Goals

- Promote transit-oriented development.
- Improve city's transit utilization.
- Circulate people around downtown and neighborhoods.
- Connect Intermodal Station with key destinations.
- Enhance ParkOnce program.
- Provide more transit choices for dense residential areas.
- Provide an easy-to-use system integrated with other modes.
- Create an expandable starter system.



# The Starter System



- Fixed guideway rail system
- Modern vehicles
- Stops every one to three blocks
- 10-minute minimum frequency
- Preserves most on-street parking
- Over 1 million annual riders





# Streetcar Vehicles



# Vehicle Features

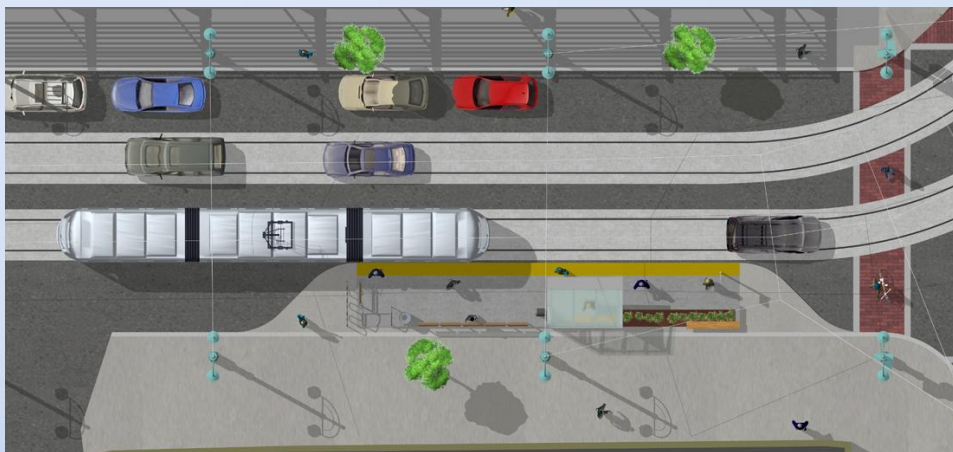
- Low-floor and level boarding
- More capacity than a bus
- Electric power operations
- On-board bicycle access
- Multiple doors for fast boarding
- Comfortable and quiet ride





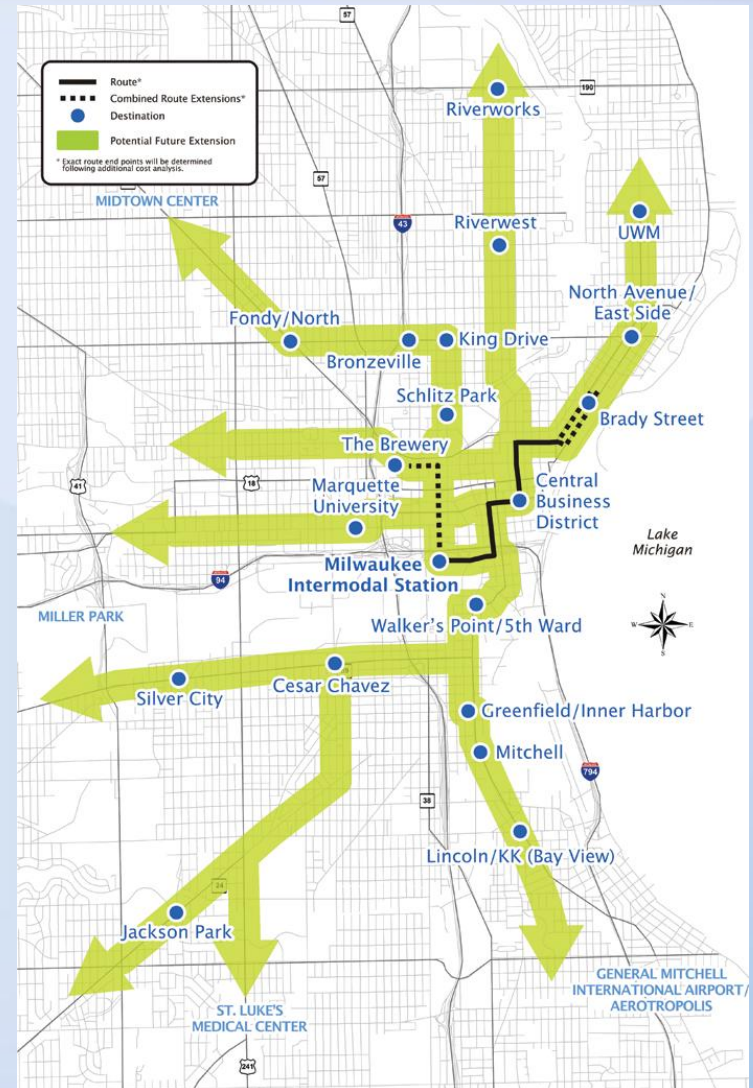
# Streetcar Stops

- Simple stops include:
  - Shelter
  - Raised platform
  - ADA provisions
  - Off-vehicle fare collection
  - Information displays with vehicle arrival information



# Starter Route and Potential Extensions

- A successful starter system is the foundation for future route extensions
  - Starter system could be expanded to nearby destinations and neighborhoods
  - Map shows potential extensions that build off the starter system





# Streetcar Route

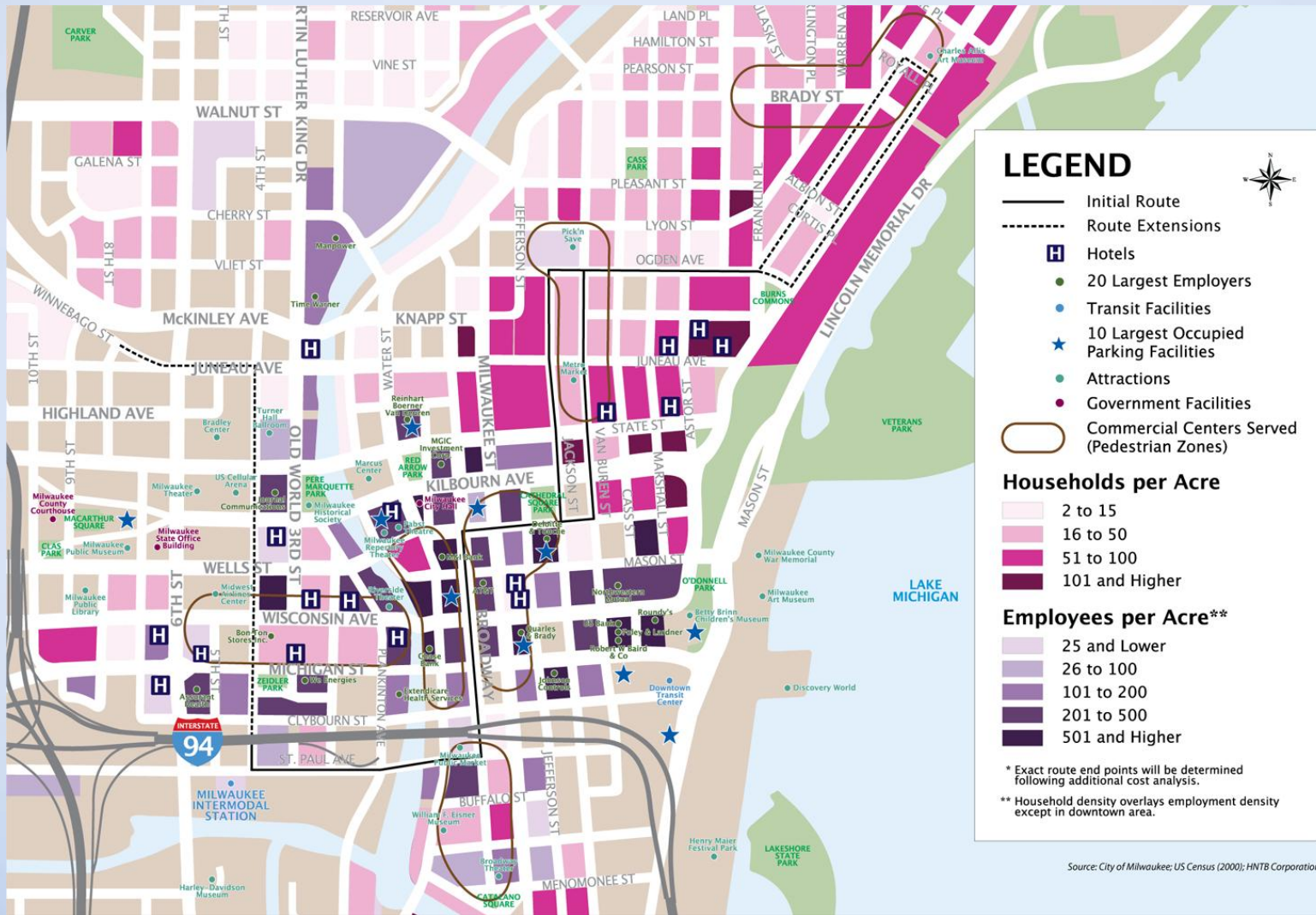


**LEGEND**

- Initial Route
- Route Extensions

Source: City of Milwaukee; HNTB Corporation

# Activity Generators



# Route Connections

- Within a quarter-mile of the route the starter system will connect:
  - 100% of downtown hotel rooms
  - 91% of occupied first floor retail space
  - 90% of occupied office space
  - 77% of downtown housing units
  - 77% of downtown parking facilities
  - Lakefront and Riverwalk attractions



# Streetcar Operations

- The Streetcar would operate seven days per week with the most frequent service during the weekdays and somewhat less frequent service during early morning, late night and weekends.

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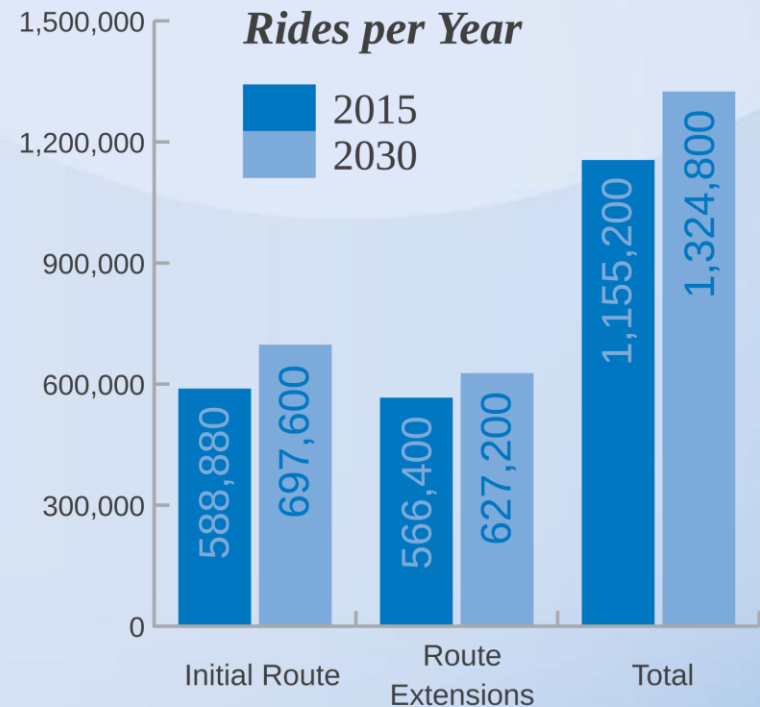
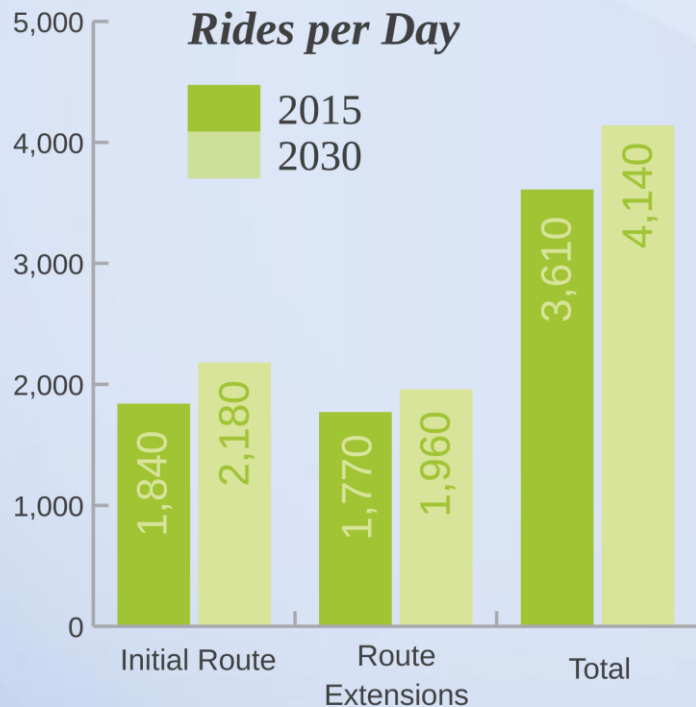
## OPERATING HOURS *and* HEADWAYS

Day (s)	Operating Hours	Headways
Monday-Friday	5 a.m. to 7 a.m.	15 minutes
	7 a.m. to 10 p.m.	10 minutes
	10 p.m. to 12 a.m.	15 minutes
Saturday	7 a.m. to 12 a.m.	15 minutes
Sunday	7 a.m. to 10 p.m.	15 minutes



# Ridership

- The Streetcar is expected to generate close to 600,000 rides per year for the initial route and over 1.3 million rides per year on the full system during its first year of operations.



# Capital Cost

- The capital costs for the initial route are estimated at \$64.6 million. The route extensions would add approximately \$40.2 million for a total of \$104.8 million.

## INITIAL ROUTE

### Cost in Millions of (2011) Dollars

Construction	\$30.7
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Vehicles / Vehicle Cost	4 vehicles / \$16.5
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Project Management / Contingency	\$15.5
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Escalation (2013 Midpoint)	\$1.9
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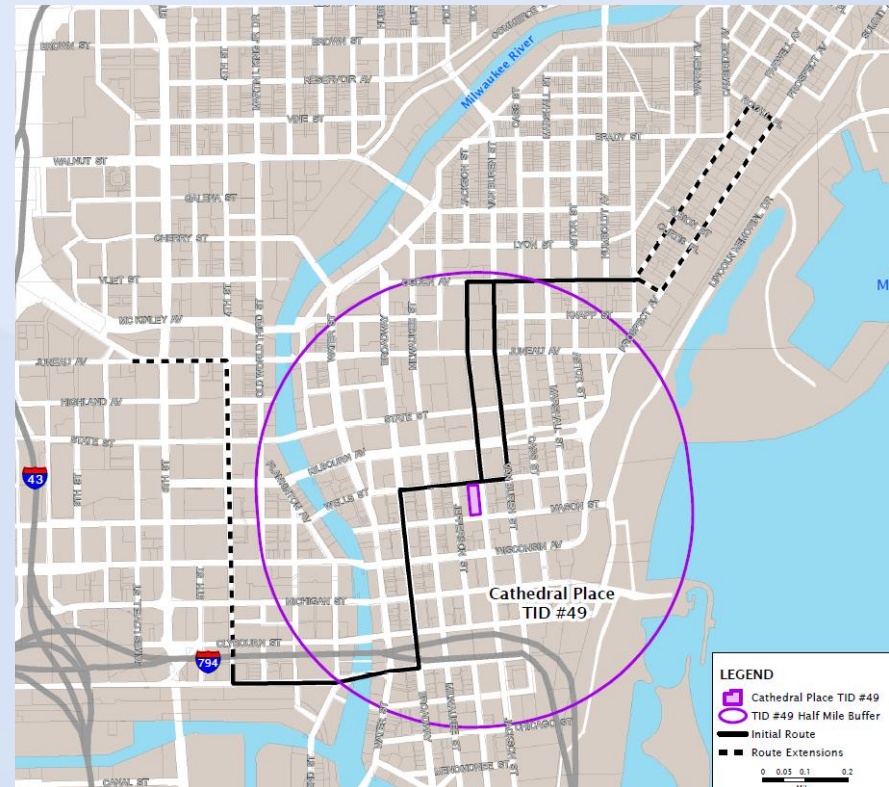
<b>Total Capital</b>	<b>\$64.6</b>
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Federal Government	\$54.9
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Local Share	\$9.7
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# TID 49: Cathedral Square

- Amendment adds \$9.7m in expenditures to TID 49 for infrastructure related to the Milwaukee Streetcar
- Currently \$45.6m in incremental value in the District
- \$1.1m in annual incremental tax revenue
- \$900,000 in annual parking income
- Feasibility study shows the TID will be paid off by year 2026
- Maximum legal life of the TID is 2029



# Operating Costs

- Initial route - \$2.65 million (2015 estimate)
- Operation funds may come from farebox revenue, sponsorships and the City parking fund or other revenue sources.
- The project assumes a fixed fare policy of \$1 per ride.

## FARE POLICIES

	Fixed Fare	Daily Pass	Weekly Pass	Monthly Pass	Annual Pass
<b>COST</b>	\$1.00	\$2.00	\$10.00	\$40.00	\$250.00
<b>TIME</b>	2 hours	24 hours	7 days	1 month	1 year



# Impact Overview

- The Draft Environmental Assessment includes details regarding project impacts and mitigation strategies. A summary of impacts include:
  - Aesthetics
  - Roadway Modifications
  - Traffic Operations
  - Parking, Driveways and Loading Zones
  - Pedestrian, Bicycle and Vehicle Safety
  - Streetcar Construction
  - Noise and Vibration



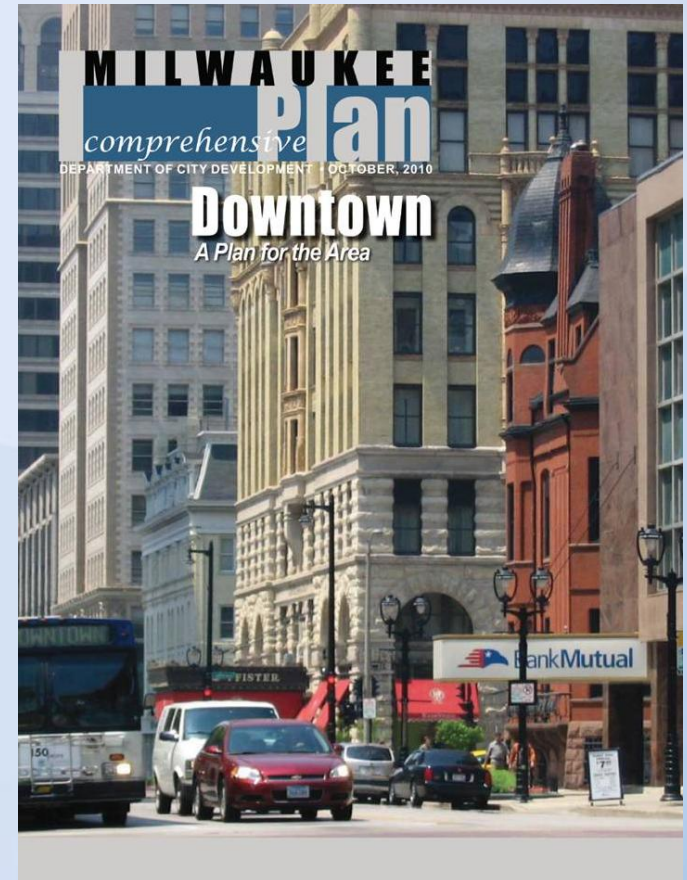
# City Building Tool

- Cities use fixed-guideway transit to support development
  - Developers feel more confident about investing near fixed-transit systems
  - Retailers benefit because streetcars extend the distance patrons are willing to travel
  - Tourist destinations benefit because visitors feel comfortable riding an easy-to-use system
  - Residents benefit from a link to the region's largest concentration of jobs



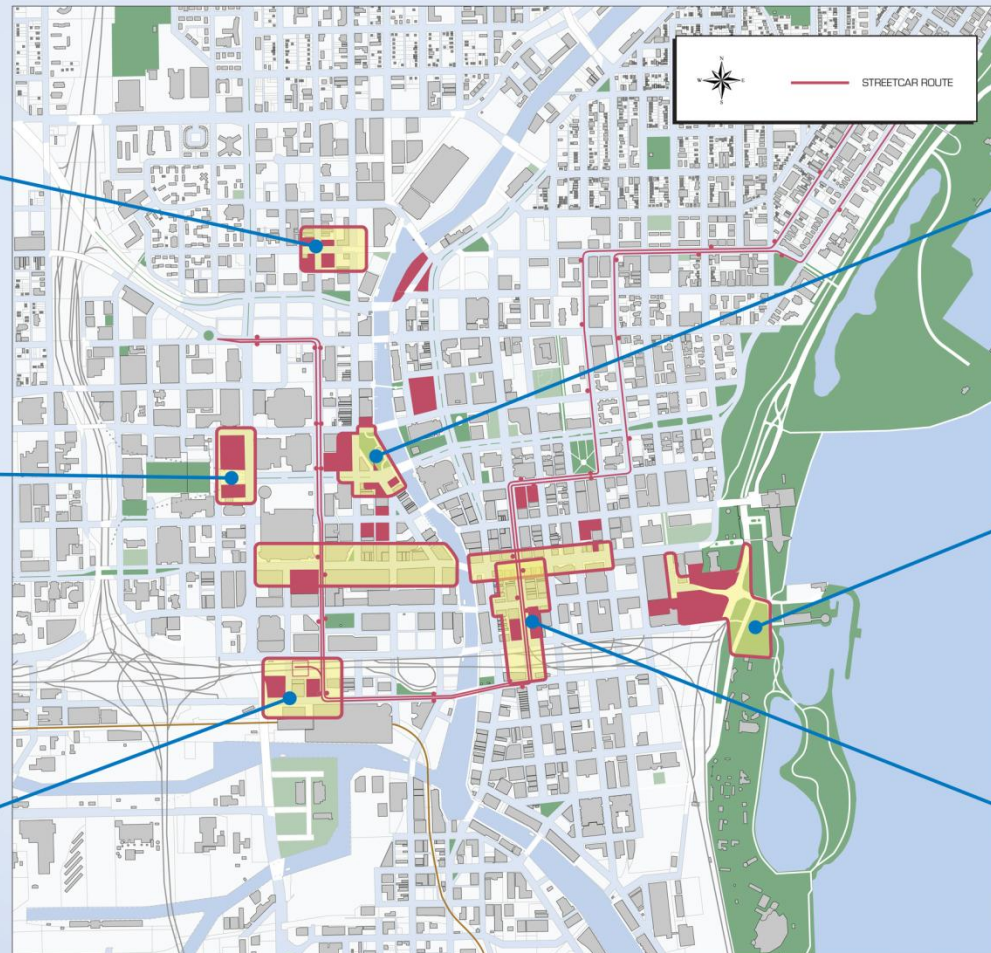
# Supports Planned Development

- Comprehensive plans call for improved transit to support development goals
  - Downtown Plan
    - Streetcar is a catalytic project
    - Build up CBD and link dispersed destinations
  - Northeast and Third Ward Plans
    - Recommend transit to encourage new development
  - Citywide Policy Plan
    - Encourages fixed transit to promote transit oriented development
- Developers anticipating streetcar
  - Influencing location decisions

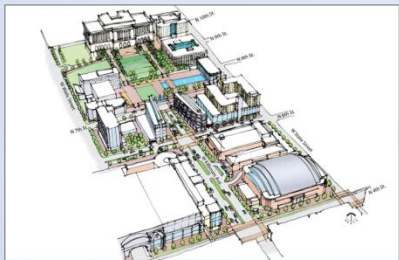




# Downtown Plan Catalytic Projects



Haymarket Square



MacArthur Square



Station Plaza



Pere Marquette Park



Downtown Lakefront



Broadway Connection



# Economic Benefits

- New development potential within a quarter-mile of the initial route and extensions over a 20 year period:
  - 9,000 new housing units: 63% increase
  - 13,500 new residents: 55% increase
  - 1 million square feet of new retail space: 31% increase
  - 4 million square feet of new office space: 28% increase
  - 20,500 new jobs: 23% increase
  - \$3.35 billion of new development

*In just three years (2018), new development could generate over \$2.5 million of new annual City tax revenue.*



# Potential Redevelopment Sites



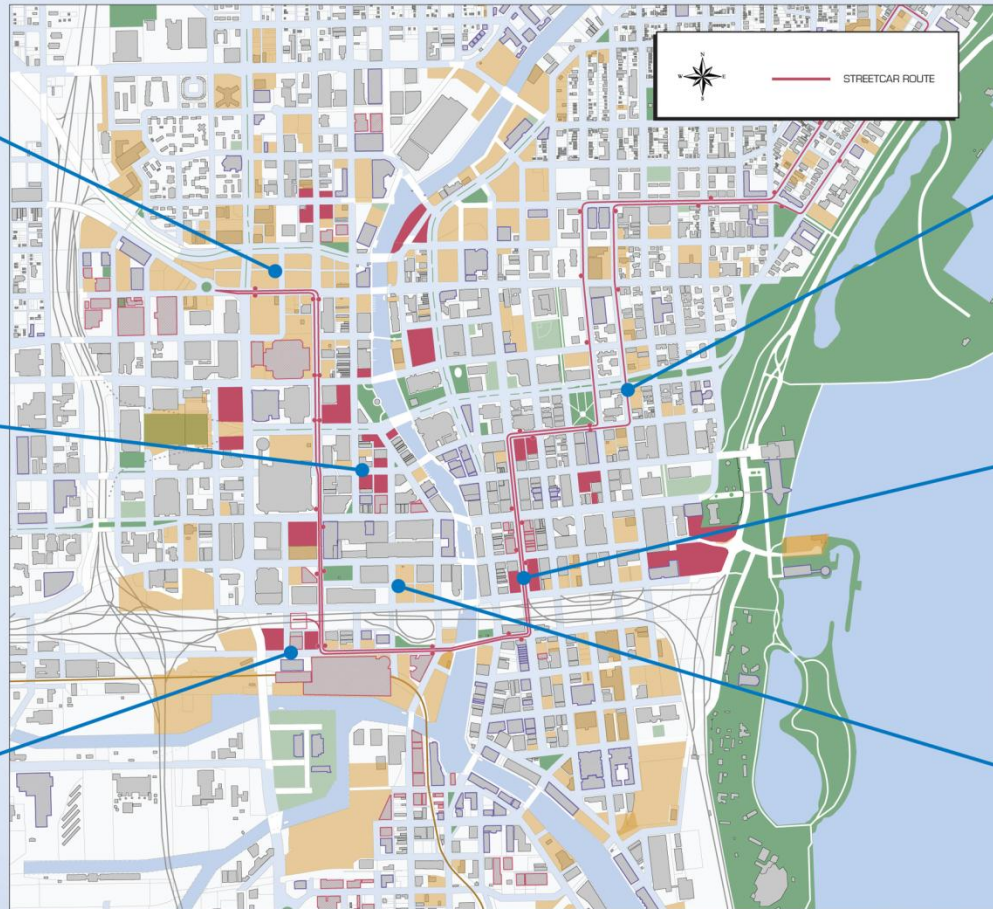
Park East



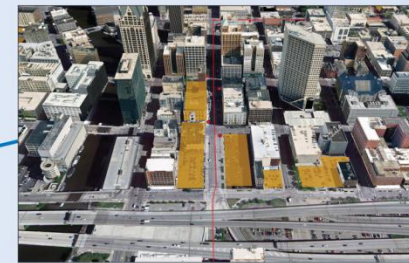
Old World Third and Wells Street



Station Plaza



Van Buren Street and Kilbourn Avenue



Broadway Connection



Grand Avenue/Second Street/Michigan Street



# Creating City-Wide Benefits

- The streetcar will project an image of a modern and forward-thinking city that will:
  - Help attract outside investment
  - Spur significant economic development
  - Increase access to jobs
  - Attract and retain young talent
  - Establish transit as an important aspect of a high quality of life
  - Shape the brand and identity of Milwaukee



# Job Benefits

- Supports 80,000 existing downtown employees
- Creates temporary construction jobs
- Generates long-term operations jobs

Type		Initial Route	Route Extensions	Total
Direct	System construction	305	170	475
	Vehicle Construction	85	65	150
	Operations and maintenance	20	15	35
Indirect	Suppliers	290	165	455
Induced	Discretionary spending	280	160	440



# Learning from Other Cities

- Minneapolis' development trends
  - Commercial activity increased
    - Existing businesses reported increased sales
    - New small retailers, restaurants and cafes opened
    - New corporate headquarters opened in downtown
    - IKEA opened near Bloomington station
  - Residential exceeded expectations
    - Original projections – 7,000 new housing units
    - First year of service – 5,400 new units completed, 7,000 permits processed
  - Property values increased by stations
    - Single-family home values increased 4.2%
    - Multi-family properties increased by \$15,500
    - **Commercial and industrial buildings increased from \$36 to \$56 per square foot**



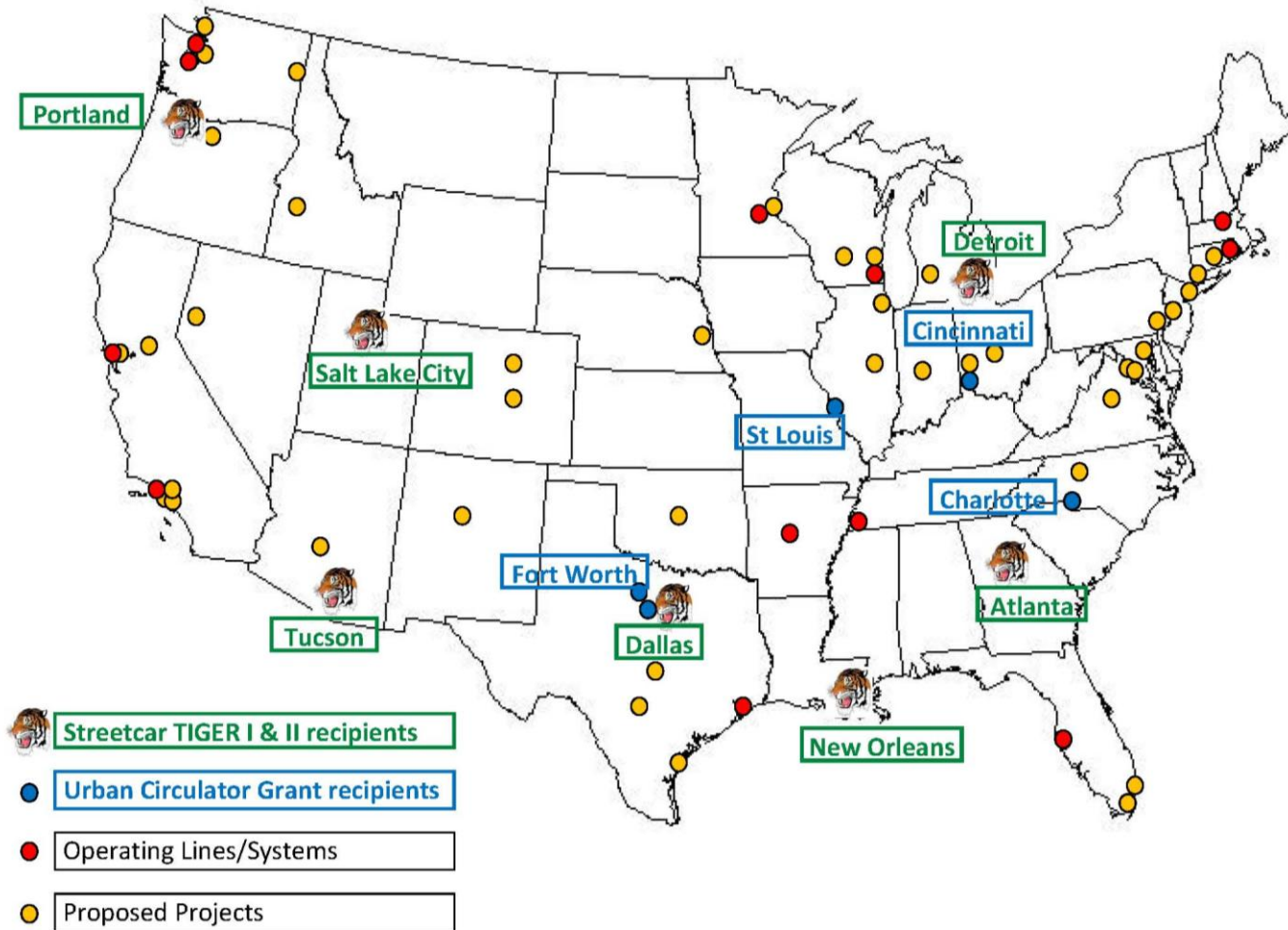
# Learning from Other Cities

- Portland's development trends
  - New development is occurring
    - 10,212 new housing units
    - 5.4 million square feet of new commercial
    - \$3.5 billion of new investment in 13 years
  - Development is concentrating around route
    - 55% of all CBD development occurred within one block of the route compared to 19% prior to 1997
  - Properties closest to the route achieve higher densities
    - New development within one block averages 90% of allowable density compared to 50% prior to 1997
  - Less parking required
    - Developers are building lower parking ratios



# Streetcar Cities

## MAP OF STREETCAR CITIES

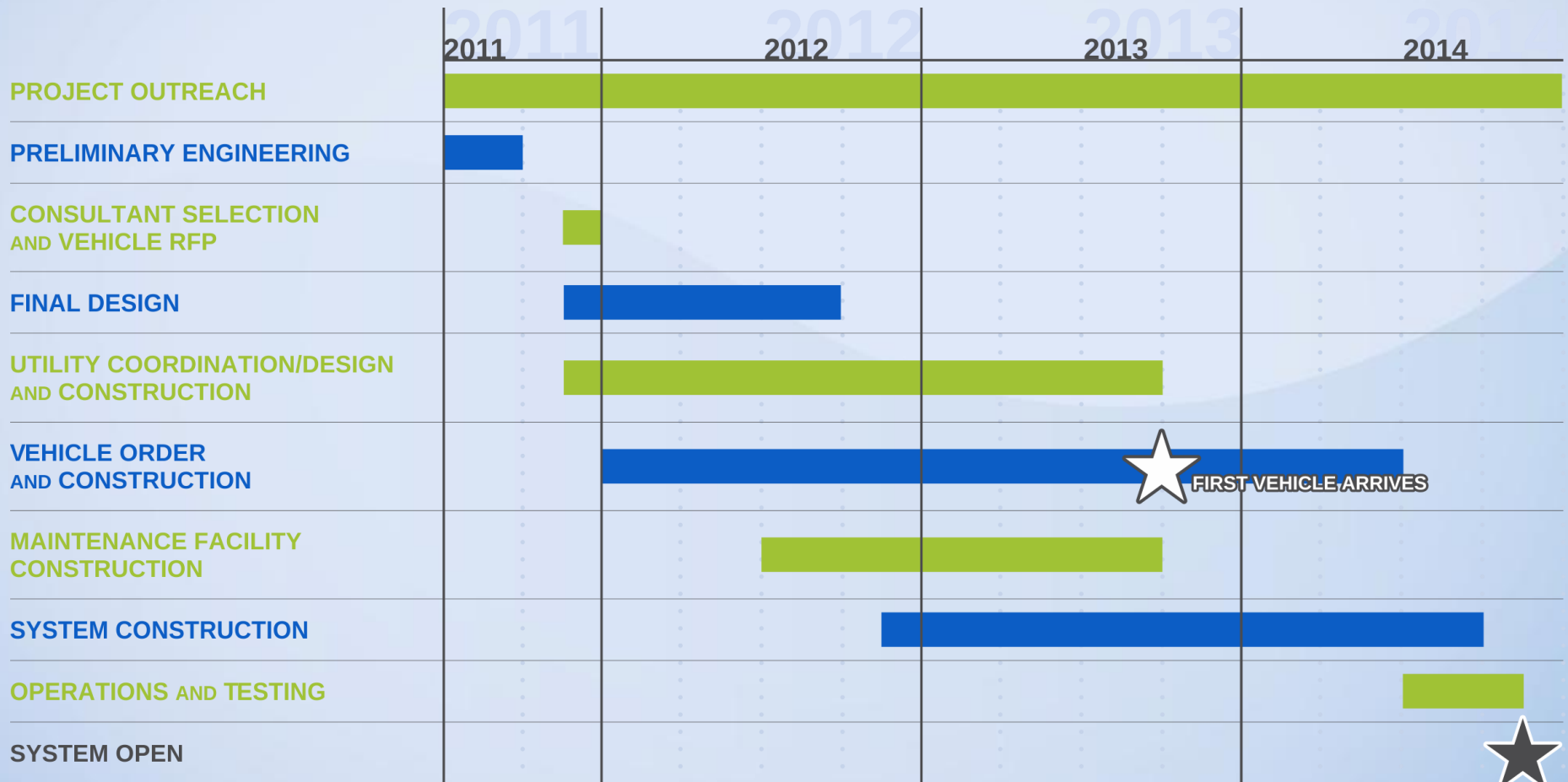


# Comparable Cities

	50 Most Populated US Cities - 2009	2009 Est. Density (Persons per sq mile)	Existing Fixed-Guideway System
1	New York	27,696	Yes
2	San Francisco	17,725	Yes
3	Boston	13,441	Yes
4	Chicago	12,561	Yes
5	Miami	12,375	Yes
6	Philadelphia	11,461	Yes
7	Washington D.C.	9,830	Yes
8	Long Beach	9,252	Yes
9	Los Angeles	8,170	Yes
10	Baltimore	7,968	Yes
11	Seattle	7,429	Yes
12	Oakland	7,307	Yes
13	Minneapolis	7,137	Yes
14	Detroit	6,601	Monorail
<b>15</b>	<b>Milwaukee</b>	<b>6,302</b>	<b>No</b>

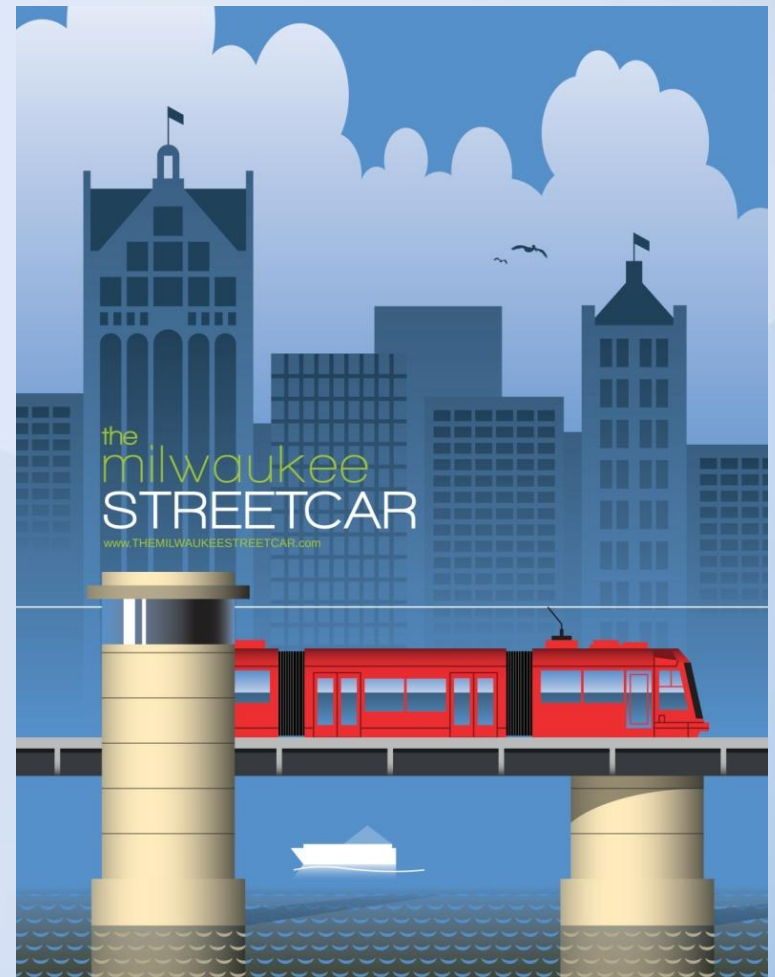


# Project Sequencing



# Next Steps

- Ongoing Public Outreach
  - Summer 2011 – Fall 2014
- Environmental Documentation and PE completed
  - Fall 2011
- Final Design complete
  - Fall 2012
- Construction completed
  - Fall 2014
- Goal: Service begins
  - Fall 2014



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For more information visit:

[WWW.THEMILWAUKEESTREETCAR.COM](http://WWW.THEMILWAUKEESTREETCAR.COM)

