

eBulletin

TO: Milwaukee's
Business
Community

FROM: Mayor
Tom
Barrett

DATE: 2/16/07

A Comprehensive Transit Strategy for Milwaukee

Dear Friends:

A comprehensive transit strategy that connects workers to jobs, helps the environment and improves citywide accessibility is essential to the health and vitality of every urban community.

Unfortunately, Milwaukee is behind the times when it comes to transit. Over the past 16 years, there has been a failure to develop a unified transportation policy for our region. As a result, \$91.5 million in federal transit funds designated for our area continue to go unused.

If we are to succeed as a region, we cannot wait any longer. I have a transportation plan that effectively utilizes these federal dollars and fully integrates all transit modes, strengthening our existing system and attracting new riders.

At the same time, my plan is fiscally responsible and will be paid for without further burdening the Milwaukee property taxpayer.

Consider these key features of my **Comprehensive Transit Strategy for Milwaukee**:

A Central Hub

My plan includes an Intermodal Station at the center point of the entire system. Located at the current site of the Amtrak Station downtown, which is already undergoing a \$10 million renovation, riders will be able to get key information and transfer with ease to multiple transit options.

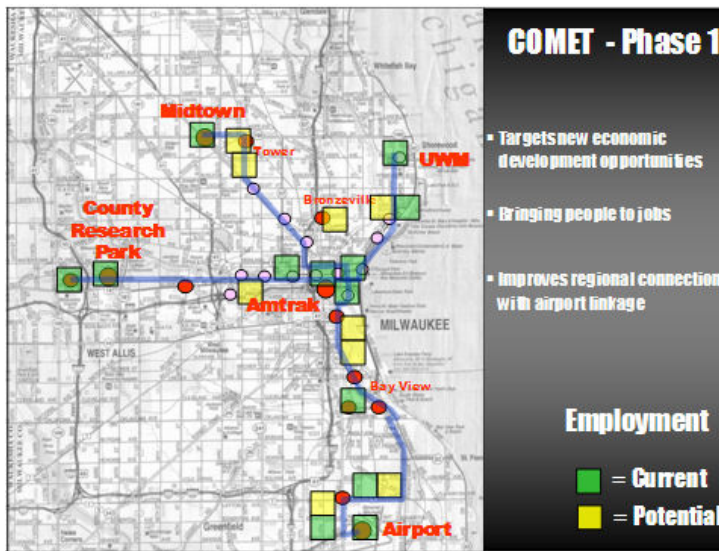
COMET

My plan introduces Bus Rapid Transit through the County of Milwaukee Express Transit (COMET). Augmenting and upgrading the buses of the Milwaukee County Transit System, COMET offers comfortable, competitive, high-quality rides and utilizes state-of-the-art technology. COMET also meets the needs of the 23% Milwaukeeans who do not own a car by linking two highly critical employer based routes.

The East-West route connects the Milwaukee County Research Park, the Medical College of Wisconsin, Froedert, Children's Hospital, Miller Park, Marquette University, downtown, MSOE, Columbia-St. Mary's and UWM.

The North-South route links Midtown, Tower, North Avenue, Fond du Lac Ave, Bronzeville, downtown, Solvay Coke, Bay View and General Mitchell Airport.

COMET will show how a complete, modern transit system can connect the workforce and the workplace.

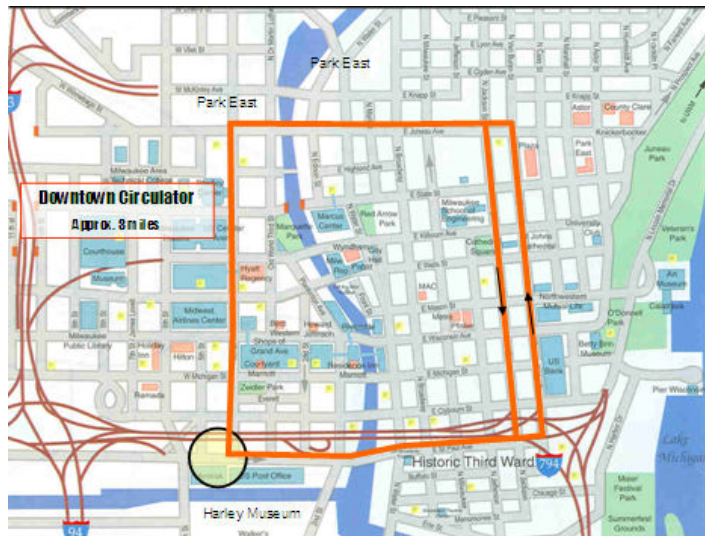


Downtown Circulator

Recent years have witnessed an incredible revitalization of Milwaukee’s downtown, and now nearly 15,000 people make their home in the growing neighborhood.

That is why my transit plan introduces the Downtown Circulator, a rail-based system that will vastly improve movement around all major employment centers and attractions downtown, such as the Midwest Airlines Center, the Milwaukee Public Market, the Maier Festival Grounds, the Lakefront, Cathedral Square, Park East, and the Bradley Center.

The Circulator will further stimulate economic growth and provide a critical link between our local transit system and regional services.

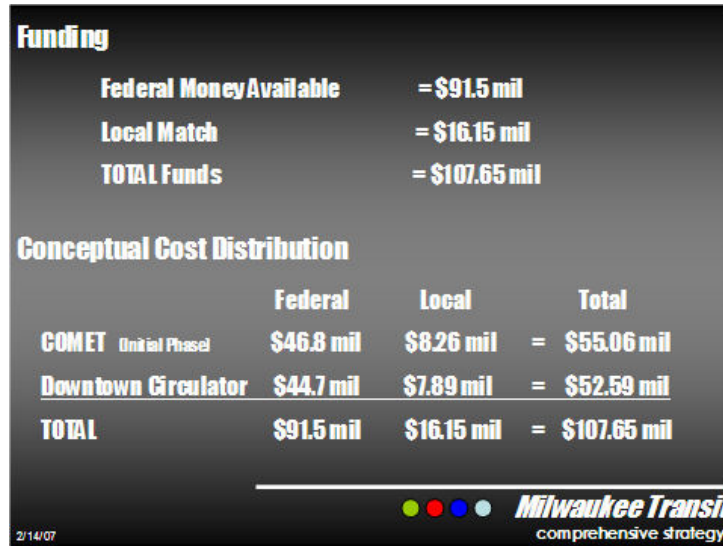


Heavy Rail

In 2006, more than 588,000 riders traveled between Milwaukee and Chicago on the Amtrak train – a new record. This route will be incorporated into the Intermodal hub downtown, and will be joined by the proposed K-R-M commuter rail linking Milwaukee service to the Kenosha and Racine areas.

Fiscally Responsible

And I am pleased to report that my plan improves local transit service for Milwaukee residents and visitors **without** increasing property taxes.



Milwaukee demands a **Comprehensive Transit Strategy** that creates jobs, meets the various demands of different users and provides seamless connectivity. My plan accomplishes these critical goals and moves Milwaukee forward, and I am proud to share this vision with you.

Mayor