



December 9, 2014

City of Milwaukee Common Council

Alderman Ashanti Hamilton, 1st District
Alderman Joe Davis, Sr., 2nd District
Alderman Nik Kovac, 3rd District
Alderman Robert J. Bauman, 4th District
Alderman James A. Bohl, Jr., 5th District
Alderdwoman Milele Coggs, 6th District
Alderman Willie C. Wade, 7th District
Alderman Robert G. Donovan, 8th District

Alderman Robert W. Puente, 9th District
Alderman Michael J. Murphy, 10th District
Alderman Joe Dudzik, 11th District
Alderman José G. Pérez, 12th District
Alderman Terry L. Witkowski, 13th District
Alderman Tony Zielinski, 14th District
Alderman Russell W. Stamper, II, 15th District

Dear Members of the Common Council,

I am writing to indicate my support of the efforts to move forward with the Milwaukee Streetcar project. As Executive Director of the Urban Economic Development Association of Wisconsin, Inc. (UEDA), I am acutely aware of the economic benefits that will derive from the implementation of this project, including but not limited to, economic development and job creation.

Cities that use fixed-guideway transit like streetcars as building tools to focus and direct economic development see significant growth. For example, Seattle, Minneapolis and Portland have all seen substantial development occur within close proximity of their systems. The City of Milwaukee's investment will leverage over \$54 million in Federal funding, over \$2.6 billion in completed downtown development in the last five years, \$980 million in current construction and nearly \$1.3 billion in proposed downtown investment. As property values increase due to economic growth around the system, they will generate new revenue to help support other city services.

Additionally, the Milwaukee Streetcar will support over 80,000 employees and 5.5 million visitors in downtown Milwaukee, providing a convenient link between offices, services and entertainment destinations. The construction is estimated to create 400-500 jobs, plus 150 jobs related to manufacturing the vehicles and 35 permanent operation/maintenance jobs. Also, approximately 455 indirect jobs would be supported or created by companies that will supply materials for the project and another 440 jobs will be induced by discretionary spending on the project.

Lastly, the Milwaukee Streetcar is intended to be a starter system, with extensions planned to connect other neighborhoods in Milwaukee. The initial route is designed to complement the existing bus system, providing important connections to job opportunities throughout Milwaukee.

Those of us who are concerned with the economic vitality of this City should support this effort to bring needed jobs and economic growth to the City. We thank you for your ongoing leadership and appreciate your consideration and support of this important investment in Milwaukee.

Sincerely,

A handwritten signature in black ink, appearing to read 'William Johnson', is written over a horizontal line.

William Johnson
Executive Director