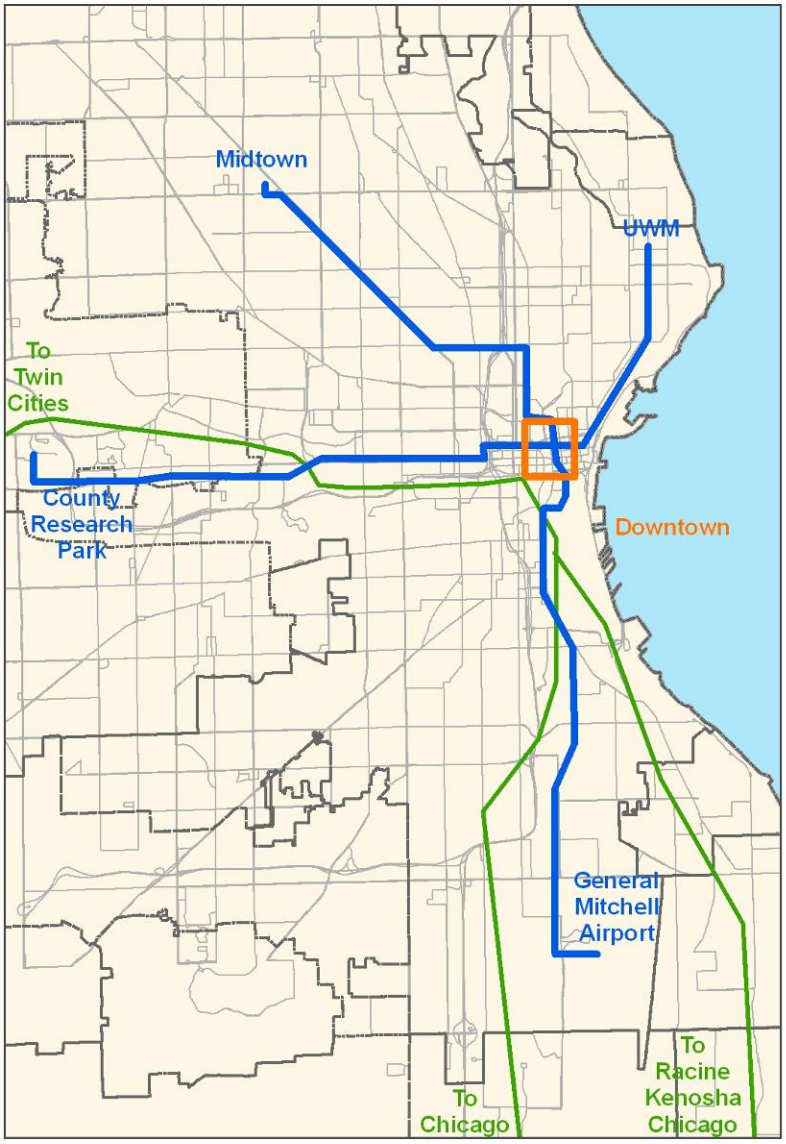
Mayor Tom Barrett's
Comprehensive Transit Strategy for Milwaukee

Milwaukee Transit
comprehensive strategy

Mayor Tom Barrett's
Comprehensive Transit Strategy for Milwaukee

Milwaukee Transit
comprehensive strategy



DOWNTOWN LOOP
Streetcar

COMET
Bus Rapid Transit

Milwaukee County
Transit System

KRM & AMTRAK
Commuter &
High-Speed Rail

A Comprehensive Vision:

- Why is transit important?
- What are the goals for Milwaukee's transit system?

How Do We Start?

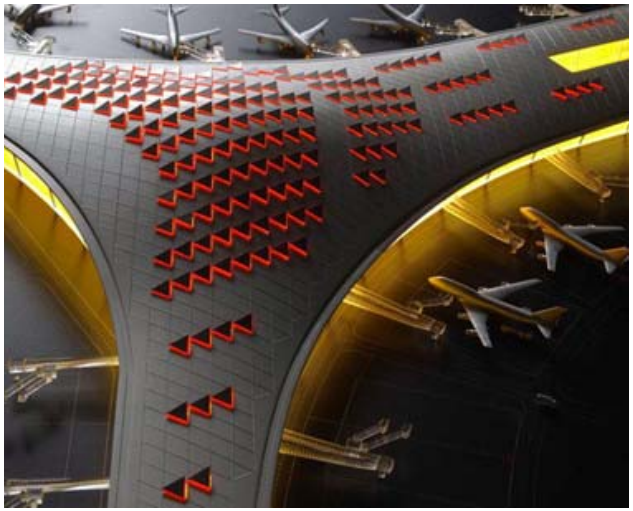
- Create a plan
- As a region, identify a funding source for a long-term transit plan
- Identify the components of a comprehensive transit vision
- Engage in ongoing efforts (Connector Study, KRM, Midwest Rail Initiative)
- Utilize the available $91.5m for a starter system

Global Cities: Culture and History

Milwaukee Transit
comprehensive strategy

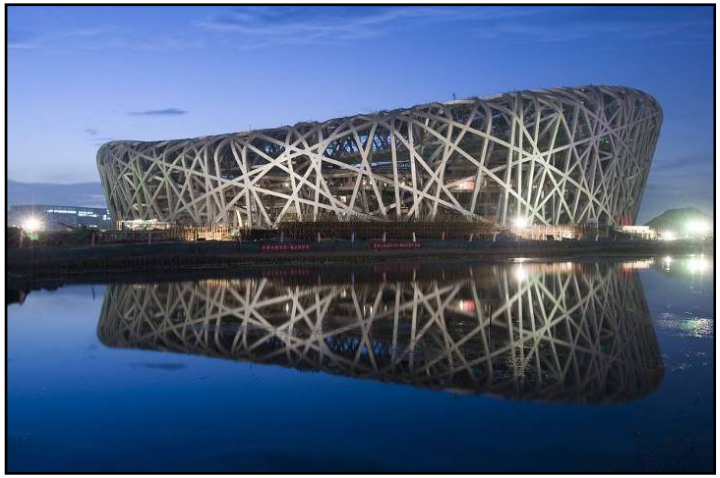
Milwaukee has world class cultural institutions and festivals, as well as a rich history

Global Cities: Dynamic Economy



Milwaukee's corporations compete on a global scale

Global Cities: Great Architecture



Milwaukee has great architecture that has received international acclaim

Global Cities: Mass Transit

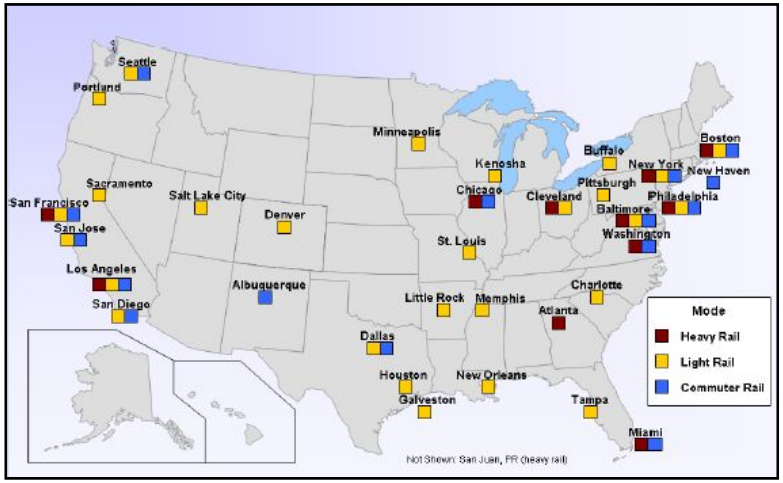
Milwaukee Transit
comprehensive strategy

Yet Milwaukee's transit infrastructure has not progressed to keep us globally competitive

Competing in the Global Economy

Milwaukee Transit
comprehensive strategy

Cities with Rail Systems



Cities Considering New or Expanded Rail Systems

Example: Cincinnati

- Proposed 3.9-mile streetcar
- $102m system
- $1.2b in expected economic development

CINCINNATI streetcar

http://www.cincystreetcar.com/

Competing in the Global Economy

Do we want to be more like Seattle?

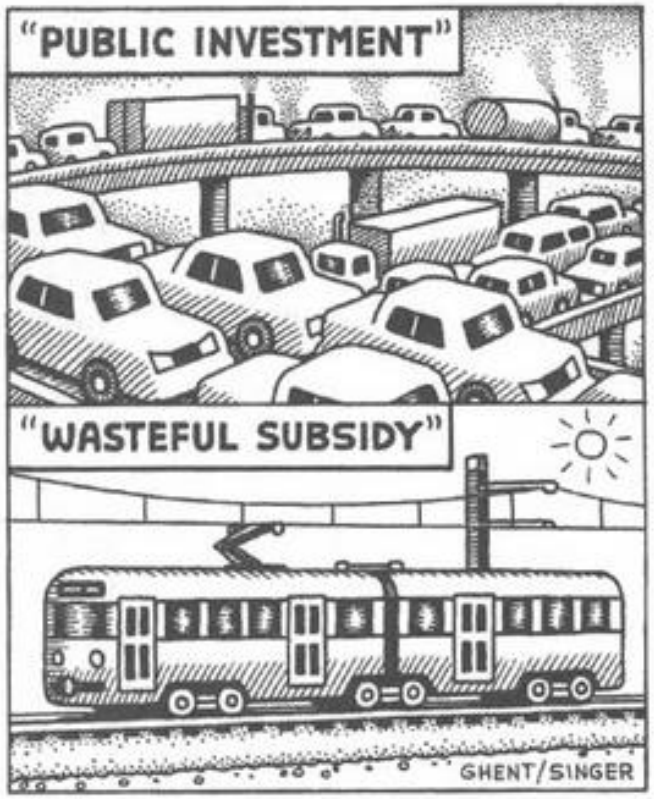
Or Toledo?

Major Cities Without Rail

- Milwaukee
- Toledo
- Columbus
- Memphis
- Des Moines
- Omaha
- San Antonio
- Nashville
- Kansas City

Transit is Infrastructure for the Global Economy

Milwaukee Transit
comprehensive strategy



Transit = Infrastructure:

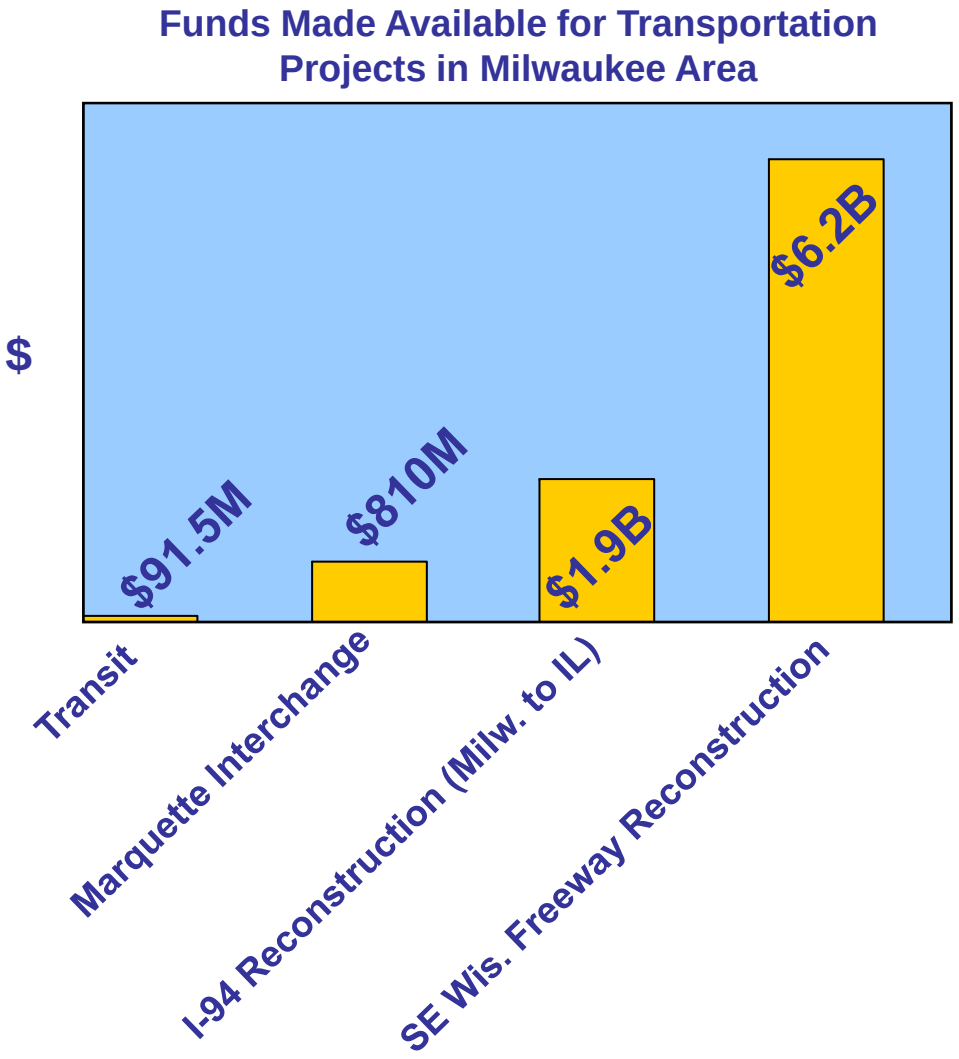
- Roads
- Broadband
- Water
- Transit

Transit = Quality of Life:

- Schools
- Parks
- Public Safety
- Transit

Transit is Infrastructure for the Global Economy

Milwaukee Transit
comprehensive strategy



- I-94 Reconstruction from Milwaukee to Illinois border costs $50m/mile
- Streetcar costs $10-30m/mile
- If just 10% of the funds being spent on freeway reconstruction were reserved for transit, there would be $620m for transit.

Goals of Milwaukee's Transportation System

Milwaukee Transit
comprehensive strategy

Connectivity:

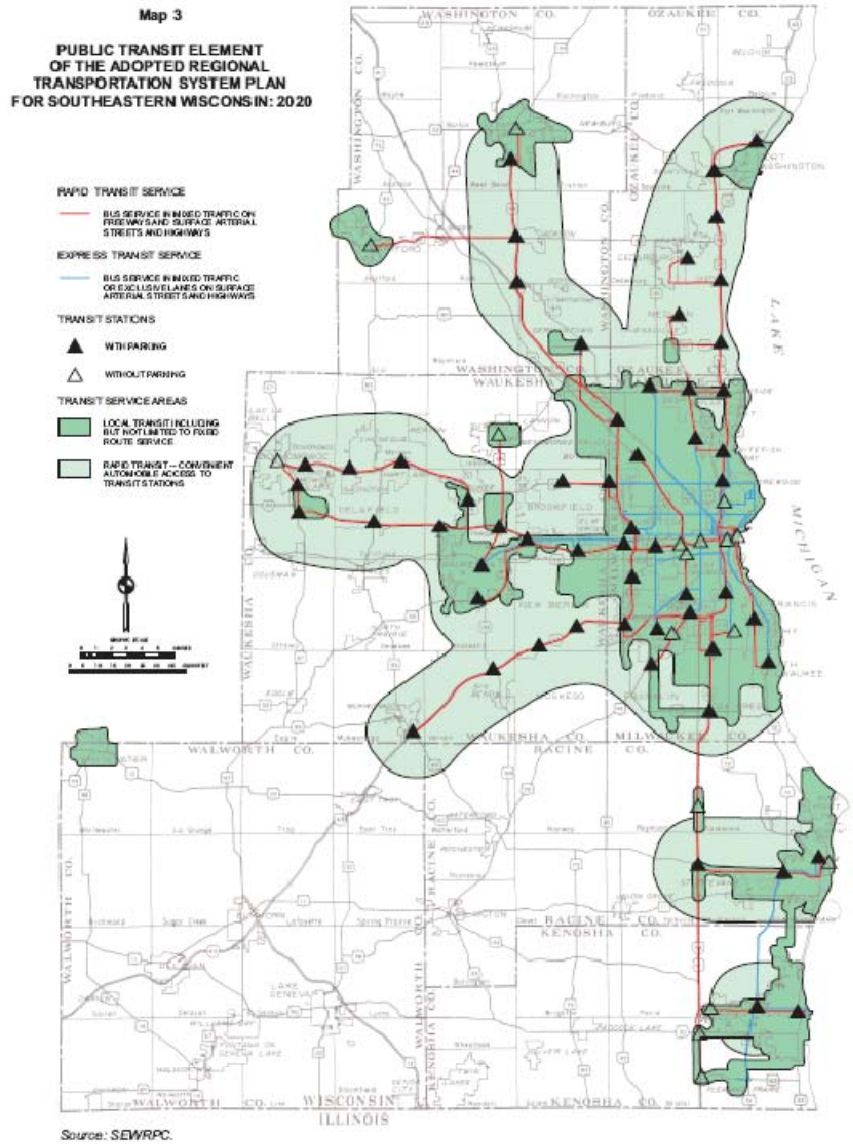
- Link All Transit Modes and Introduce Rail Technology
- Improve Metro-wide Accessibility
- Connect Workers to Jobs

Sustainability:

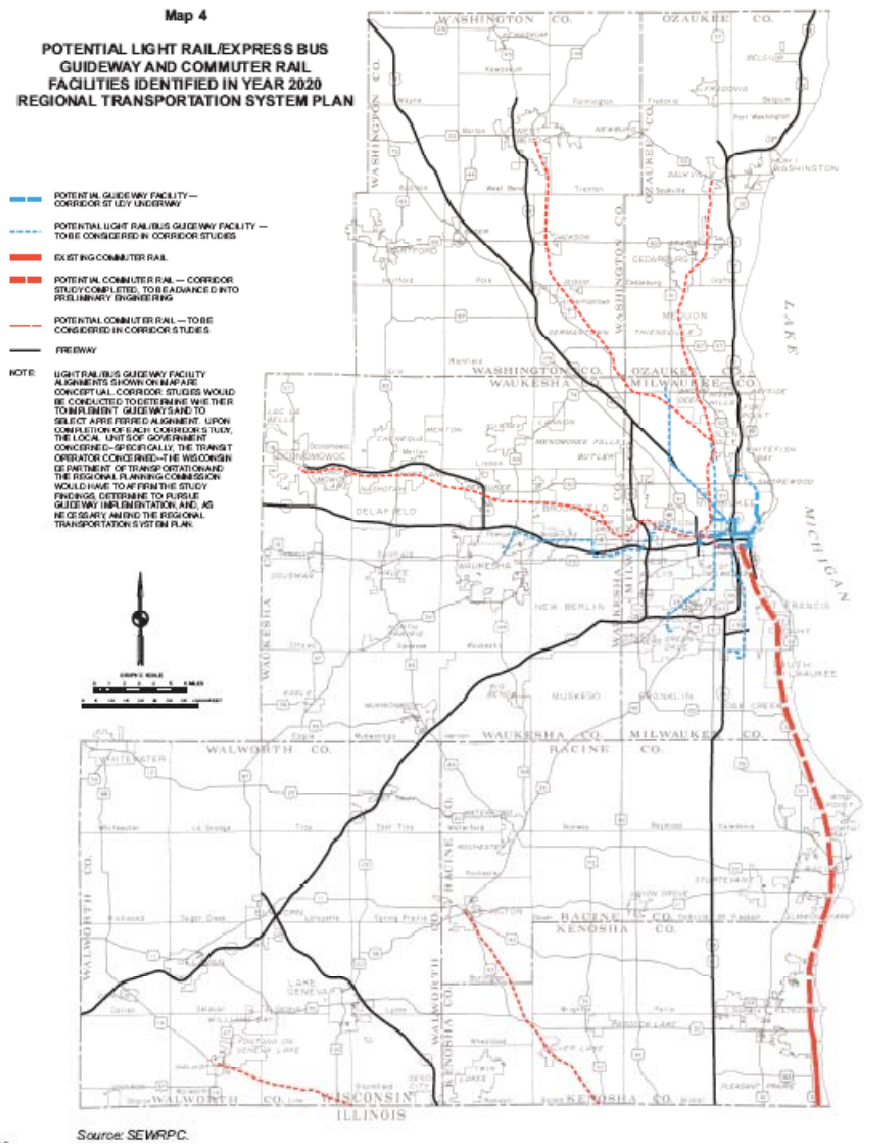
- Create New Jobs
- Attract New Riders
- Environmentally responsible transportation options
- Increase capacity of travel corridors without costly freeway expansion
- Dedicated and adequate funding stream
- Increase Milwaukee's Appeal

Create a Plan

Milwaukee Transit
comprehensive strategy



Source: SEWRPC.



Source: SEWRPC.

Coordinate local transit planning with regional transit planning

Funding Transit: Regional Transit Authorities

City	Service Area	Systems	**Funding**
Chicago	6 counties	Bus, Heavy/Commuter Rail	**0.75-1.25% sales tax**
St. Louis	1 county, parts of 2	Bus and Light Rail	**0.25% sales tax**
Denver	4 counties, parts of 3	Bus and Light Rail	**1.0% sales tax**
Cleveland	1 county, parts of 4	Bus, Heavy/Light Rail	**1.0% sales tax**
Portland	Parts of 3 counties	Bus and Light Rail	**0.6618% payroll tax**
Cincinnati	1 county, parts of 3	Bus	**0.3% payroll tax**
Kansas City	7 counties	Bus	**0.875% sales tax**

What Funding Sources Have Other Cities Used?

- Sales Tax – Charlotte, St. Louis
- New Starts Federal Funds – Denver, San Diego, Baltimore
- Parking Fees/Fund – Portland
- Sponsorships – Tampa

Current Transit Options in Milwaukee

Milwaukee Transit
comprehensive strategy

Downtown Milwaukee
(Employers, Residents and Attractions)

CBD

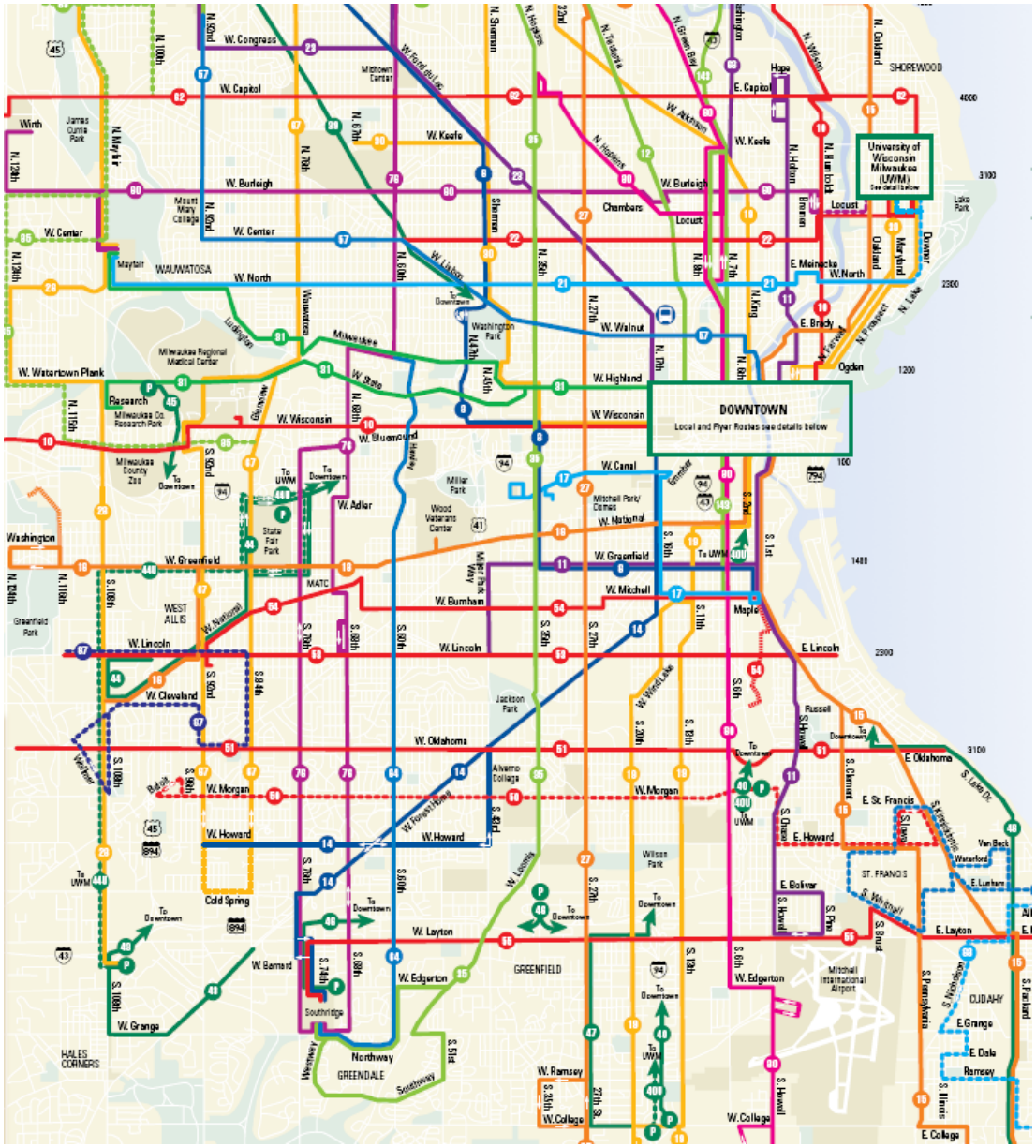
Intermodal Station

Heavy Rail
(Amtrak)

Existing Milwaukee County Transit (Local Service)

Existing Bus Service

Milwaukee Transit
comprehensive strategy



Purpose

To move County residents to jobs and connect with other systems

Stops

1-2 blocks

Frequency

10-30 minutes

Examples

Most cities

Amtrak and High Speed Rail

Milwaukee Transit
comprehensive strategy

Amtrak: **24% increase** in ridership between Milwaukee and Chicago in first 6 months of 2008

Purpose

To bring residents, workers and tourists to and from Milwaukee/Chicago/ Madison

Stops

6-40 miles

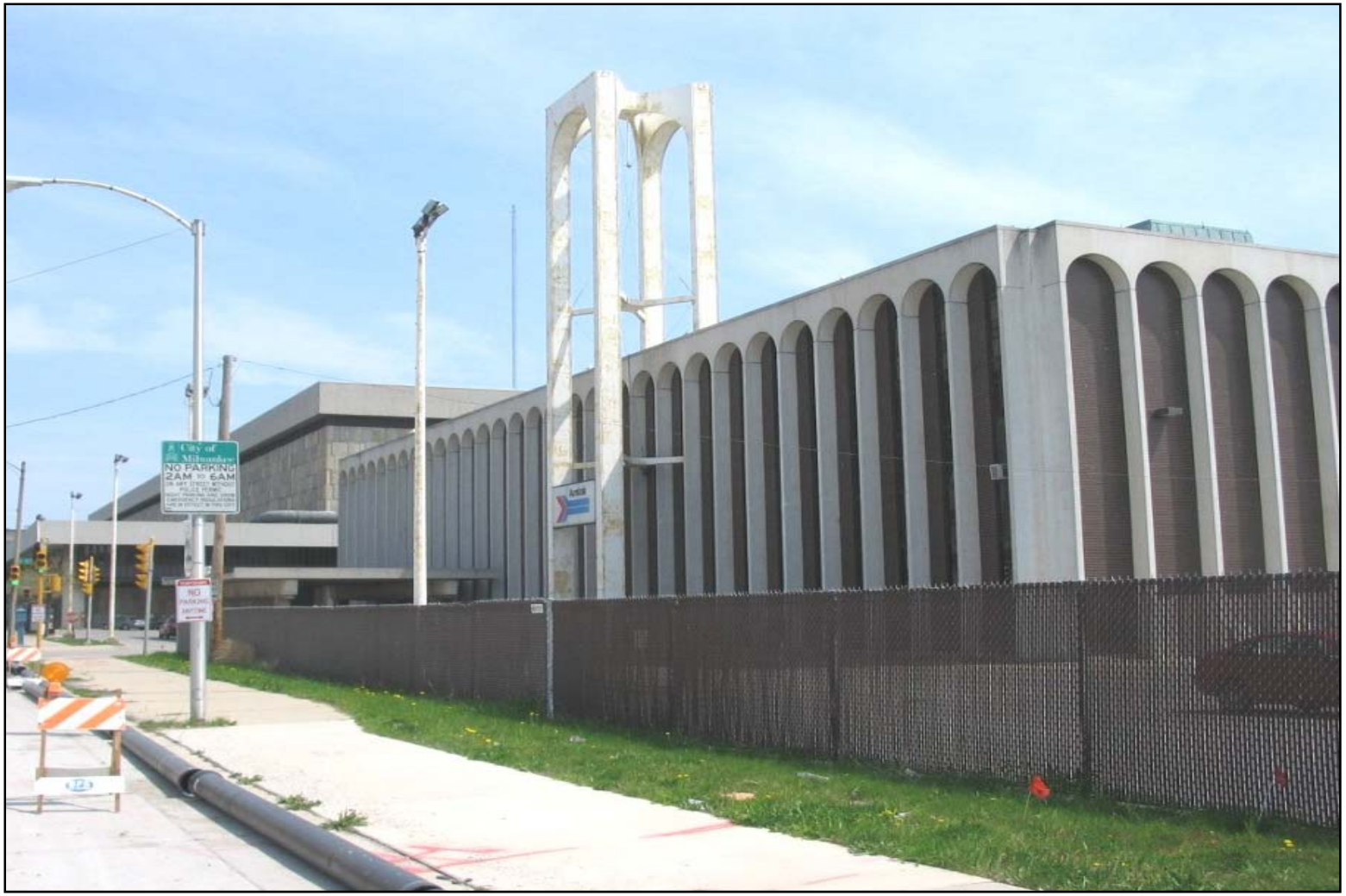
Frequency

1-2 hours

Examples

Amtrak service from Milwaukee to Chicago and Boston to Washington D.C.

A Central Hub: Milwaukee Intermodal Station

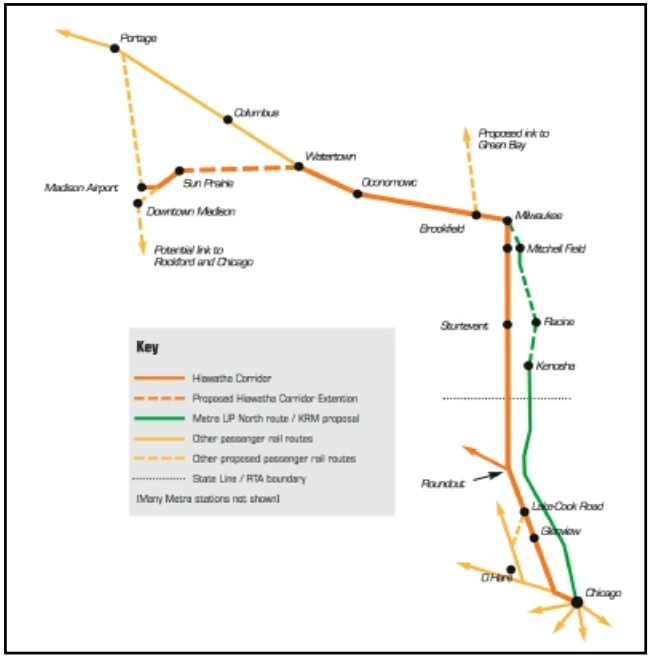


A Central Hub: Milwaukee Intermodal Station

Transit Systems in Study

Milwaukee Transit
comprehensive strategy

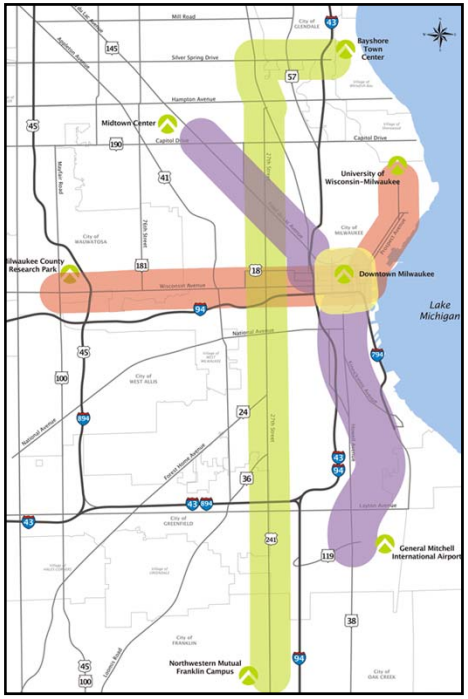
1. Midwest Rail Initiative: High-speed rail connecting Milwaukee with Chicago, Madison and other major Midwestern cities.



2. KRM: Commuter rail connecting Milwaukee with Racine, Kenosha and other suburbs.

3. Milwaukee Connector

milwaukee connector
a study of transit options for metro milwaukee



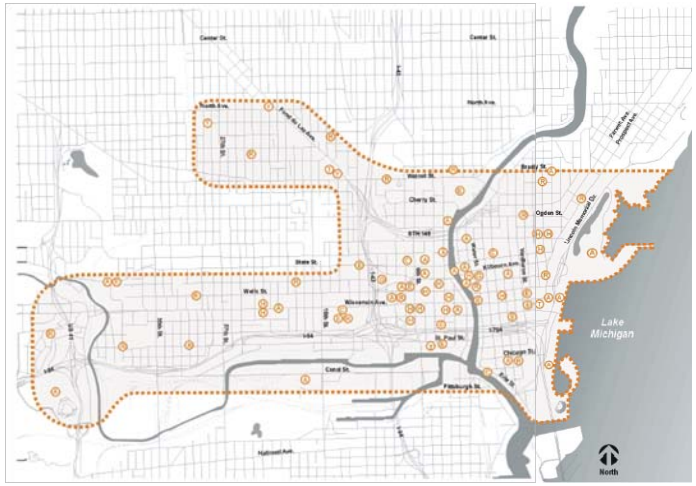
milwaukee connector
a study of transit options for metro milwaukee

Where did the $91.5m come from?

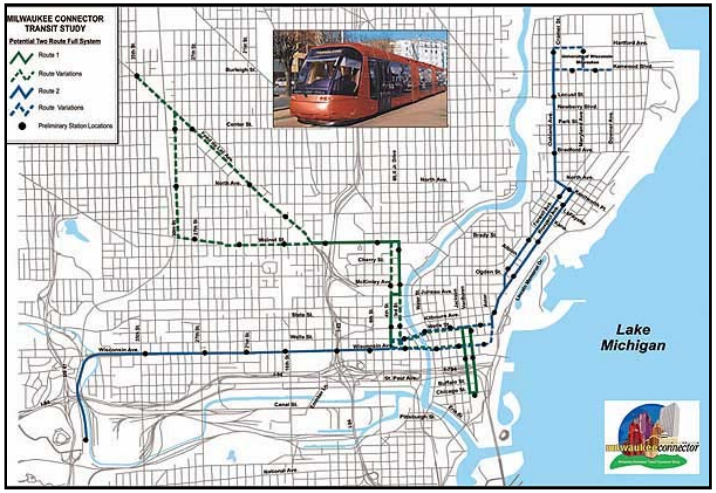
- $241m in federal funding (ISTEA) allocated to Wisconsin in 1991 for transportation improvements
- Funds were in lieu of completing a transit component of the interstate system
- Portion of the funds used for demolition of the Park East Freeway and construction of new 6th Street Viaduct
- Remaining $91.5m designated for mass transit enhancements
- The Milwaukee Connector Study: Meant to improve transit alternatives in and around **downtown**

The Milwaukee Connector Study

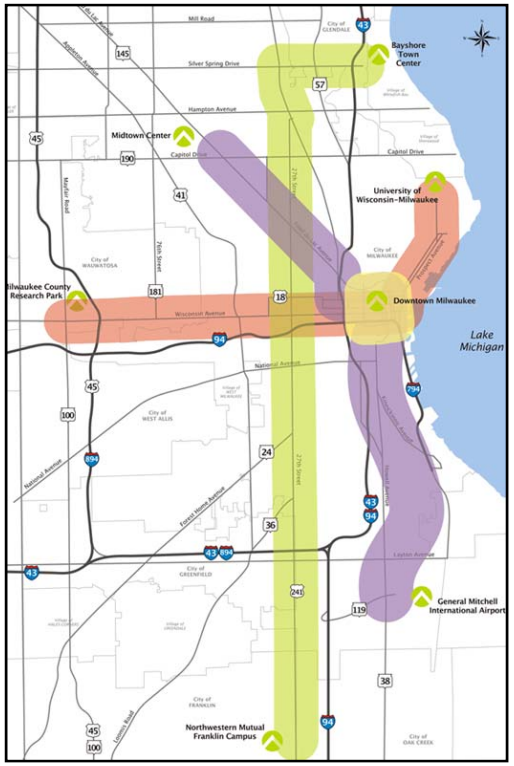
Milwaukee Transit
comprehensive strategy



2000



2005

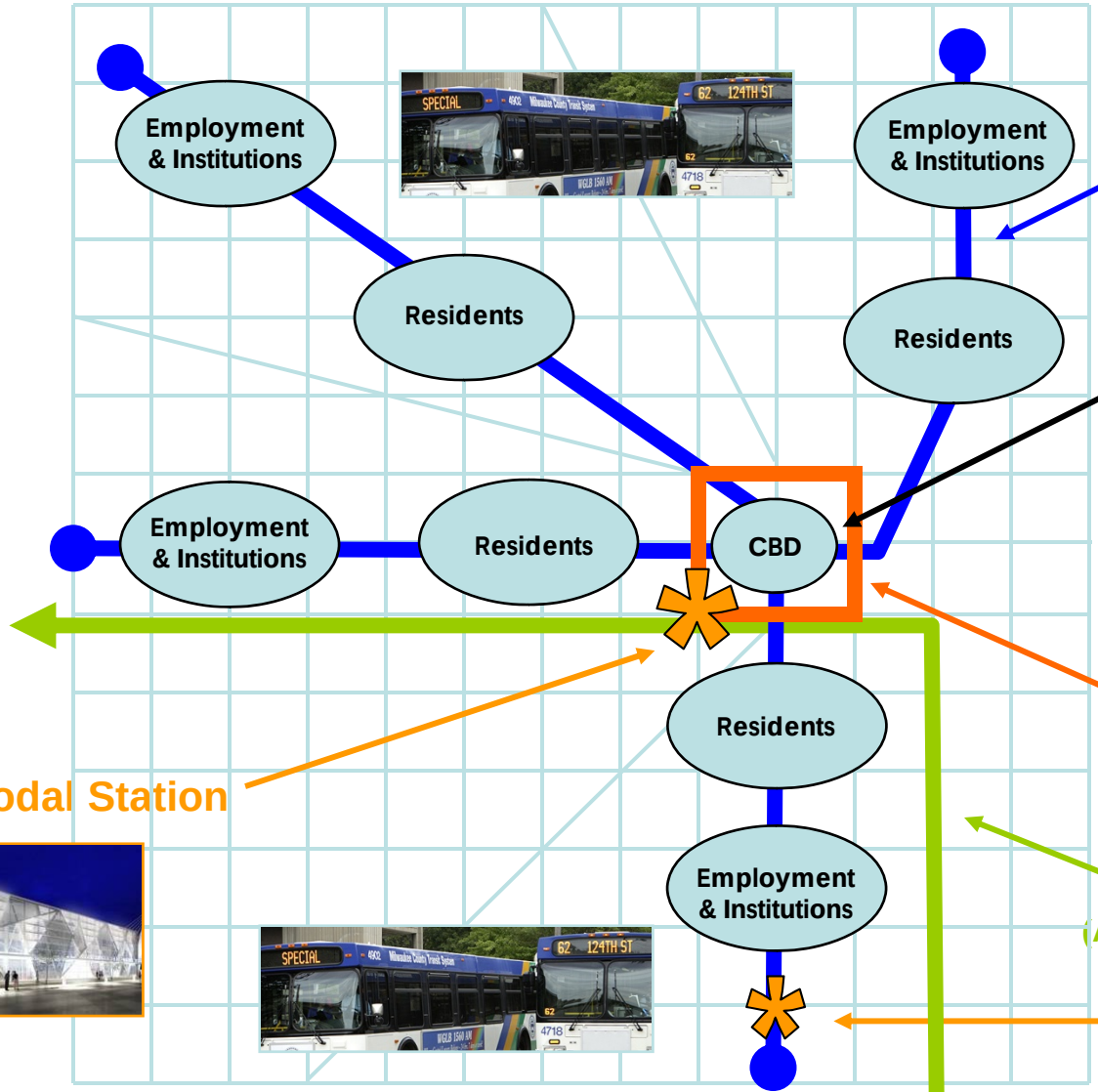


2008

- Study began in 2000
- Original goal to connect **downtown** and nearby areas and attractions
- Grown in scope significantly to a system meant to connect an entire county (with only $91.5m)

Components of a Comprehensive Transit Strategy

Milwaukee Transit
comprehensive strategy



COMET
(Express Service)

Downtown Milwaukee
(Employers, Residents and Attractions)

Downtown Circulator

Intermodal Station

Heavy Rail
(Amtrak & Commuter Service)

Airport

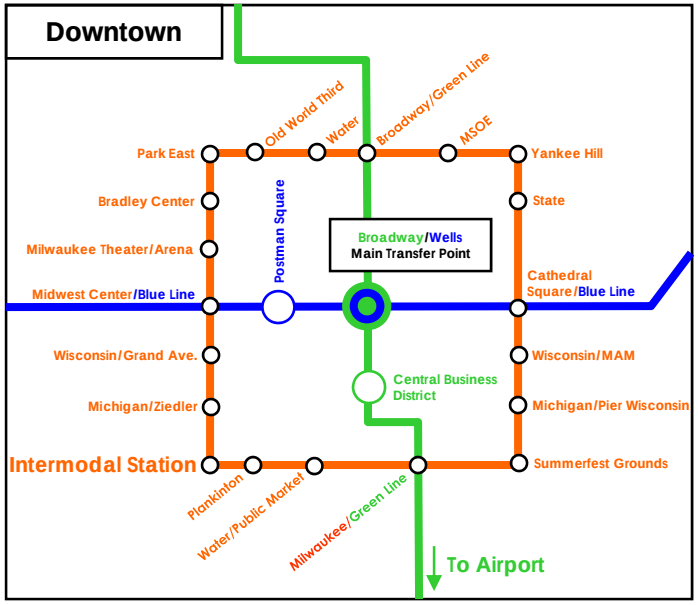
Mayor Barrett's Proposed Starter System

The COMET

Midtown Center
Capitol/35th
Burleigh/35th
Center/27th
North/21st
North/King
Park East
Bradley Center
See Downtown Inset
Summerfest Grounds
Third Ward
Pittsburgh/Fifth Ward
National/Walker's Point
Greenfield/UWM Water Institute
Lincoln/Bay View
Chase/Oklahoma
General Mitchell Int'l Field

UWM
Park/Locust
North Avenue
Lafayette Place
Brady Street
Ogden Street
Yankee Hill

County Research Park
Bluemound/76th
Bluemound/Hawley
Miller Park/Story Hill
Merrill Park/35th
SoHi/27th
Avenues West/19th
Marquette/12th
MPM/County/6th
Intermodal Station



Streetcar

Modern Streetcar

Milwaukee Transit
comprehensive strategy

Purpose

To move downtown workers/residents and tourists between downtown neighborhoods and attractions

Stops

1-2 blocks

Frequency

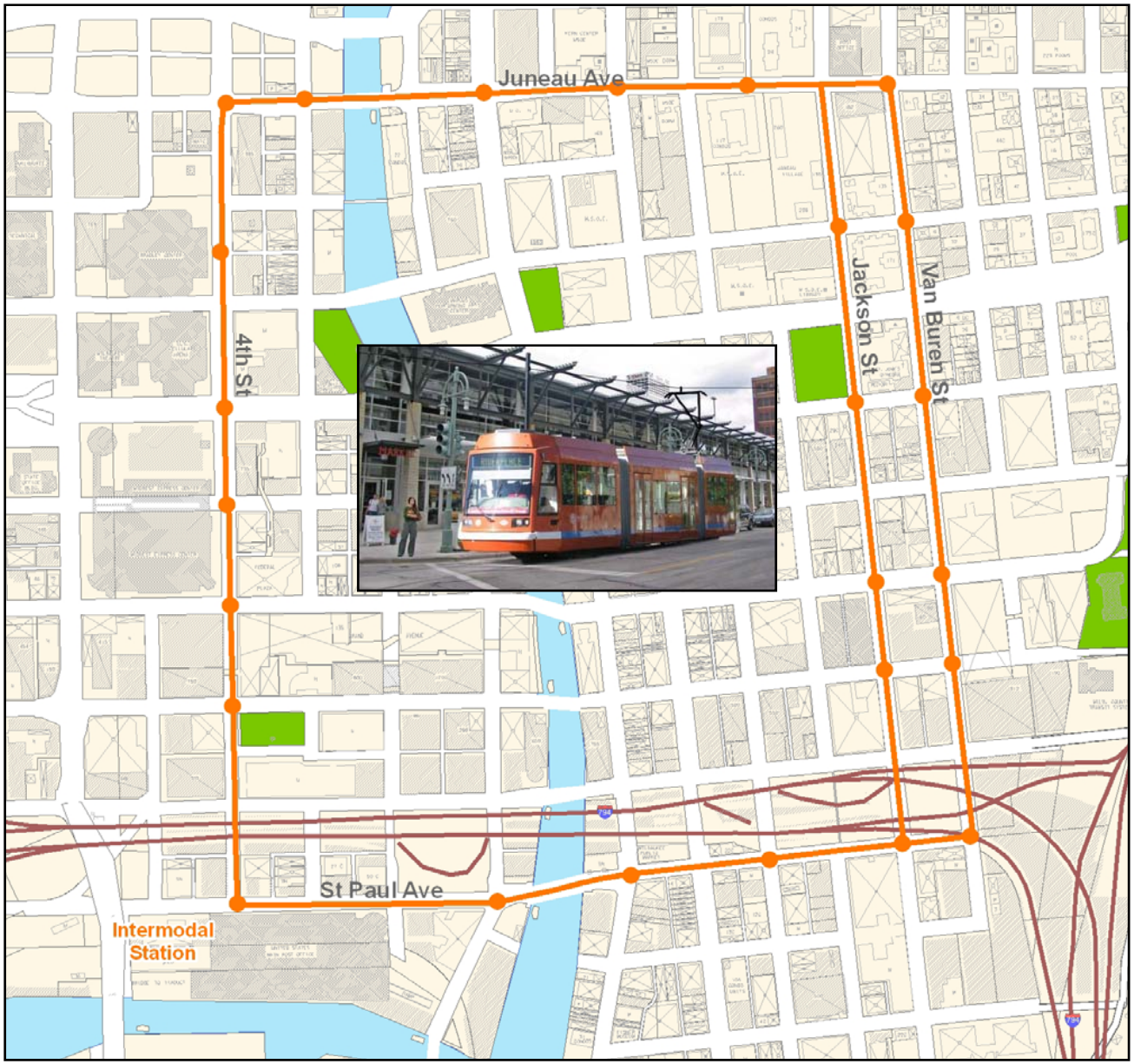
5-10 minutes

Examples

Portland, Seattle, Tacoma

Initial Streetcar Route

Milwaukee Transit
comprehensive strategy



Why the Initial Streetcar Route?

Because it is the perfect starter system to introduce rail to Milwaukee responsibly, and set the stage for future rail growth.

- **Too Small?** 'Big Rail' advocates fail to explain how to pay for more expansive rail systems
- **Too Big?** Rail opponents fail to understand the enormous economic development power of rail
- **Just Right:** Downtown Circulator responsibly brings first phase of rail to Milwaukee without breaking the bank.

Accessing the Streetcar

Milwaukee Transit
comprehensive strategy

By Walking from Residences or Hotels

Residential Condominiums
Apartments
Dormitories
Pedestrian Corridors and Way-finding

From MCTS Buses (intersecting the streetcar route)

MCTS Routes: 10, 11, 12, 14, 15, 19, 23, 30, 31, 57
MCTS Flyers: 39, 40, 43, 44, 45, 46, 47, 48, 49, 79, 137, 143

By Train

550,000 Amtrak Riders

By Regional Bus Service

Badger Bus
Greyhound
Indian Trails

By Car

Thousands of Public Parking Spaces within ¼ mile
Park-Once Implementation

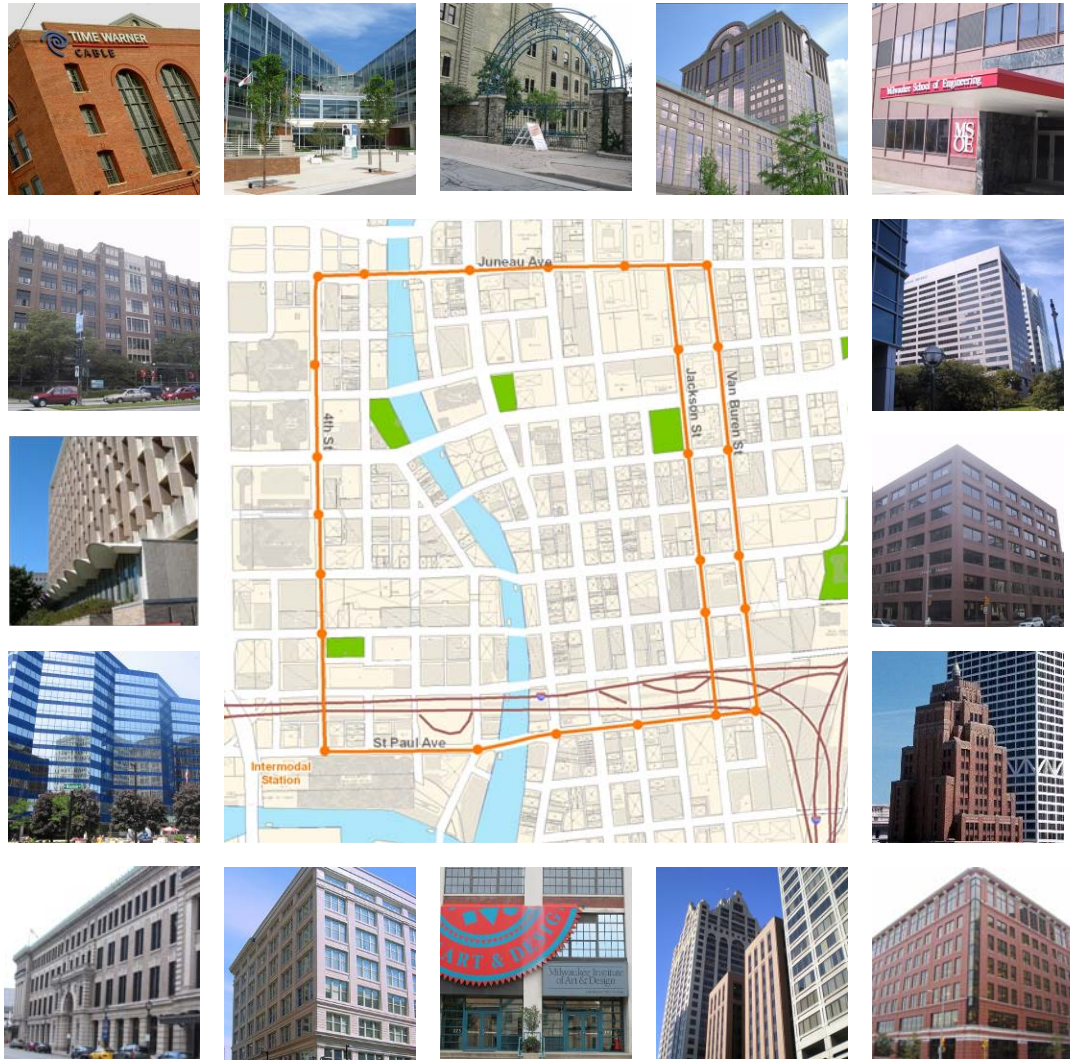
Future express bus lines

Reaching UWM, County Research Park, Airport and Midtown Center

Who Will Use the Streetcar?

Milwaukee Transit
comprehensive strategy

Downtown Employees – 77,594



Major Employers:

East Town (39,470 employees)
Johnson Controls
Northwestern Mutual
MGIC
Robert W Baird
U.S. Bank

Westown (27,495 employees)
Bon-Ton
Extendicare
Journal Communications
Milwaukee County
WE Energies

Third Ward (5,045 employees)
Eppstein Uhen
Engberg Anderson
Cramer-Krasselt

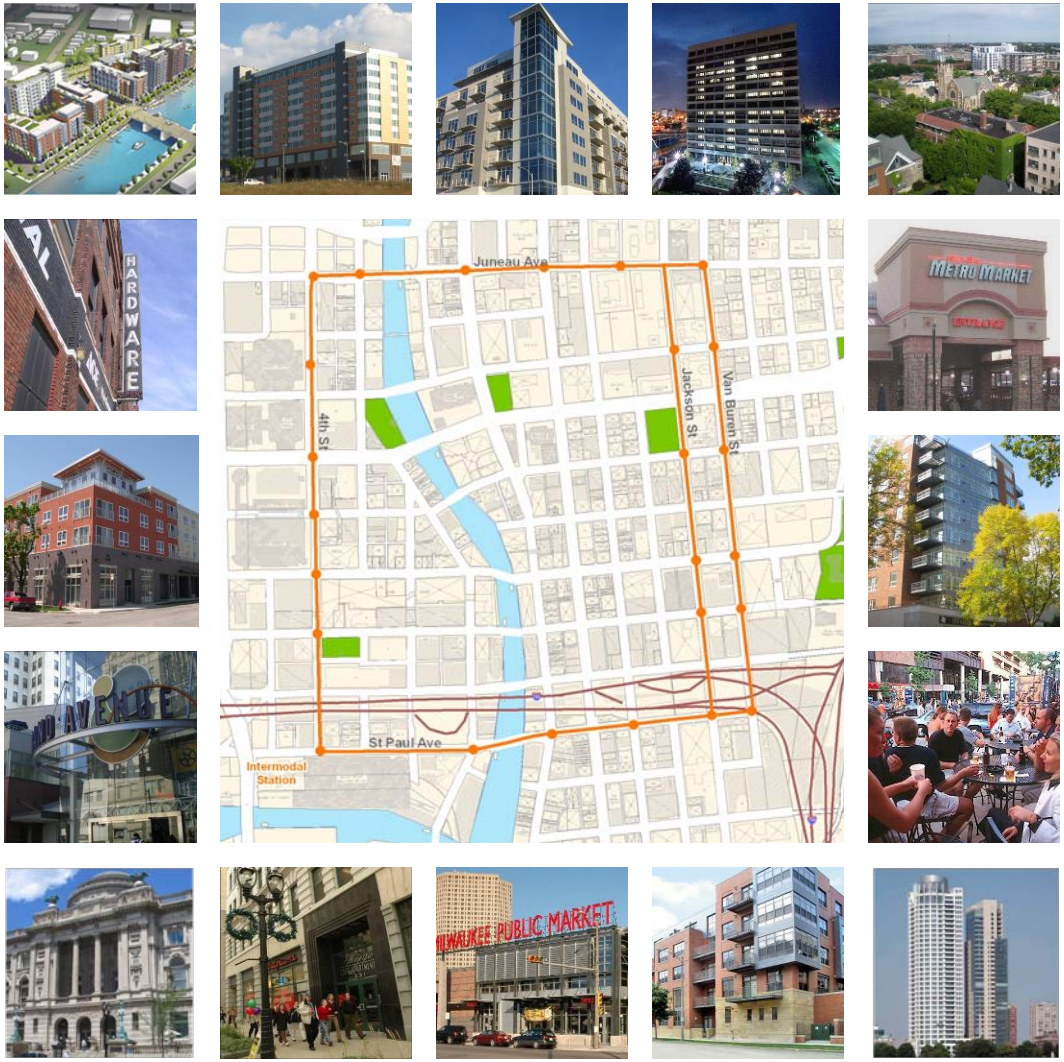
Park East (4,095 employees)
Manpower
Time Warner

Yankee Hill (1,480 employees)

Who Will Use the Streetcar?

Milwaukee Transit
comprehensive strategy

Downtown Residents – 14,900



Downtown Residents:

Residents by Area

Yankee Hill: 9,475

Third Ward: 2,550

Westown: 1,650

East Town: 925

Park East: 300

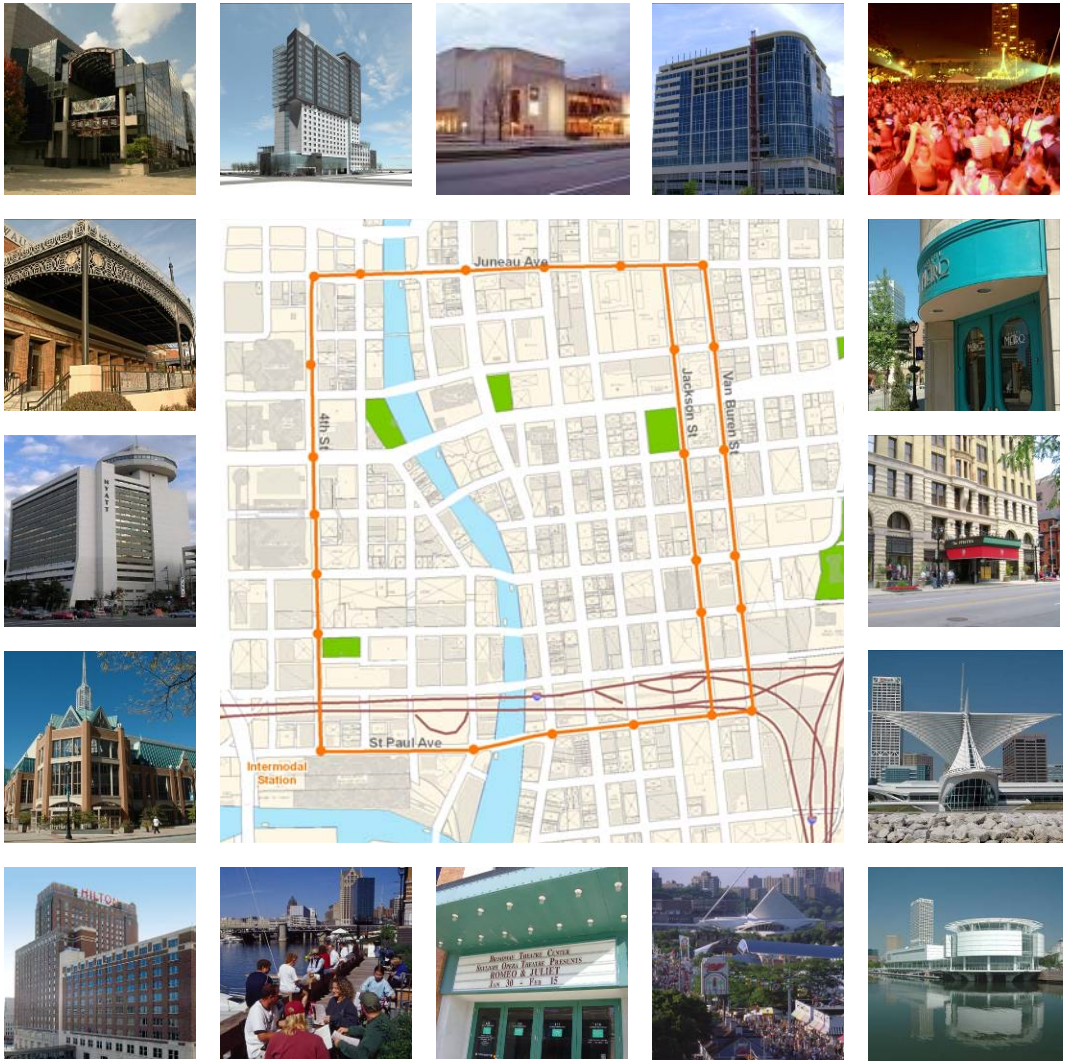
Neighborhood Amenities:

Metro Market
National Hardware
The Shops of Grand Avenue
Milwaukee Public Market
Water Street District
Old World Third Street
Third Ward Shopping
St Johns Cathedral
Cathedral Square Park
Juneau Park
Zeidler Union Square
Pere Marquette Park
Red Arrow Park
Milwaukee Public Library
MSOE
MATC
MIAD

Who Will Use the Streetcar?

Milwaukee Transit
comprehensive strategy

Downtown Visitors – Over 5,554,000 Annually



Major Destinations:

Westown: (3,520,000 visitors)
Bradley Center
Midwest Airlines Center
Milwaukee Public Museum
Milwaukee Theater
U.S. Cellular Arena

East Town (814,000 visitors)
Betty Brinn Children's Museum
Cathedral Square
Discovery World
Milwaukee Art Museum

Third Ward (1,220,000 visitors)
Henry Maier Festival Park
Eisner Museum
Milwaukee Public Market

Hotel Stays: 726,500

Major Hotels

Hilton	Ramada
Double Tree	Best Western
Hyatt Regency	Staybridge Suites
Plaza Hotel	Intercontinental
Astor Hotel	Knickerbocker
Comfort Inn	Hotel Metro
Pfister Hotel	Courtyard Marriott
Residence Inn	

Palomar (proposed)
Aloft (proposed)
Hyatt Place (proposed)
Summerfield Suites (proposed)

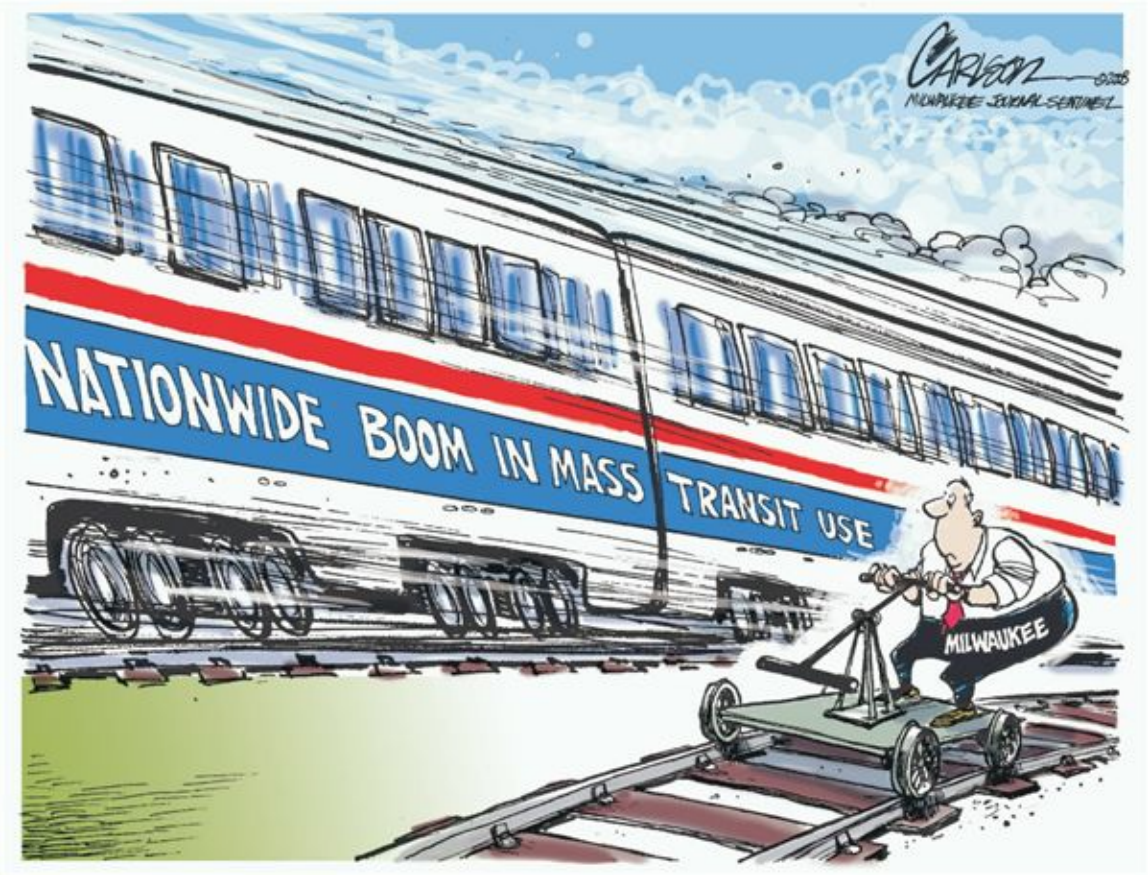
Can You Name This City?

- **Built just a 1.6 mile system in 2003**
- **$680m in development along streetcar line**
- **206 residential units/year**

Why Rail? Rail = Economic Development

Milwaukee Transit
comprehensive strategy

"Rail transit has been highly catalytic in encouraging substantial private investment and revitalization in urban centers."
(Smart Mobility, 2/21/08)



Dallas:

$1 billion in development

Minneapolis:

12,000 housing units and
1 million SF of office

Portland, OR:

$2.8 billion in development

Denver:

$4 billion in development

Little Rock:

$700 million in development

Streetcar Development Potential

	Conservative	**Moderate**	Aggressive
Housing Units/Year	100	**175**	250
Commercial Space/Year	50,000	**125,000**	200,000
Tax Base/Year	$40m	**$77.5m**	$115m

Note: Values of $300,000/unit and $200/SF

Streetcar Development Potential

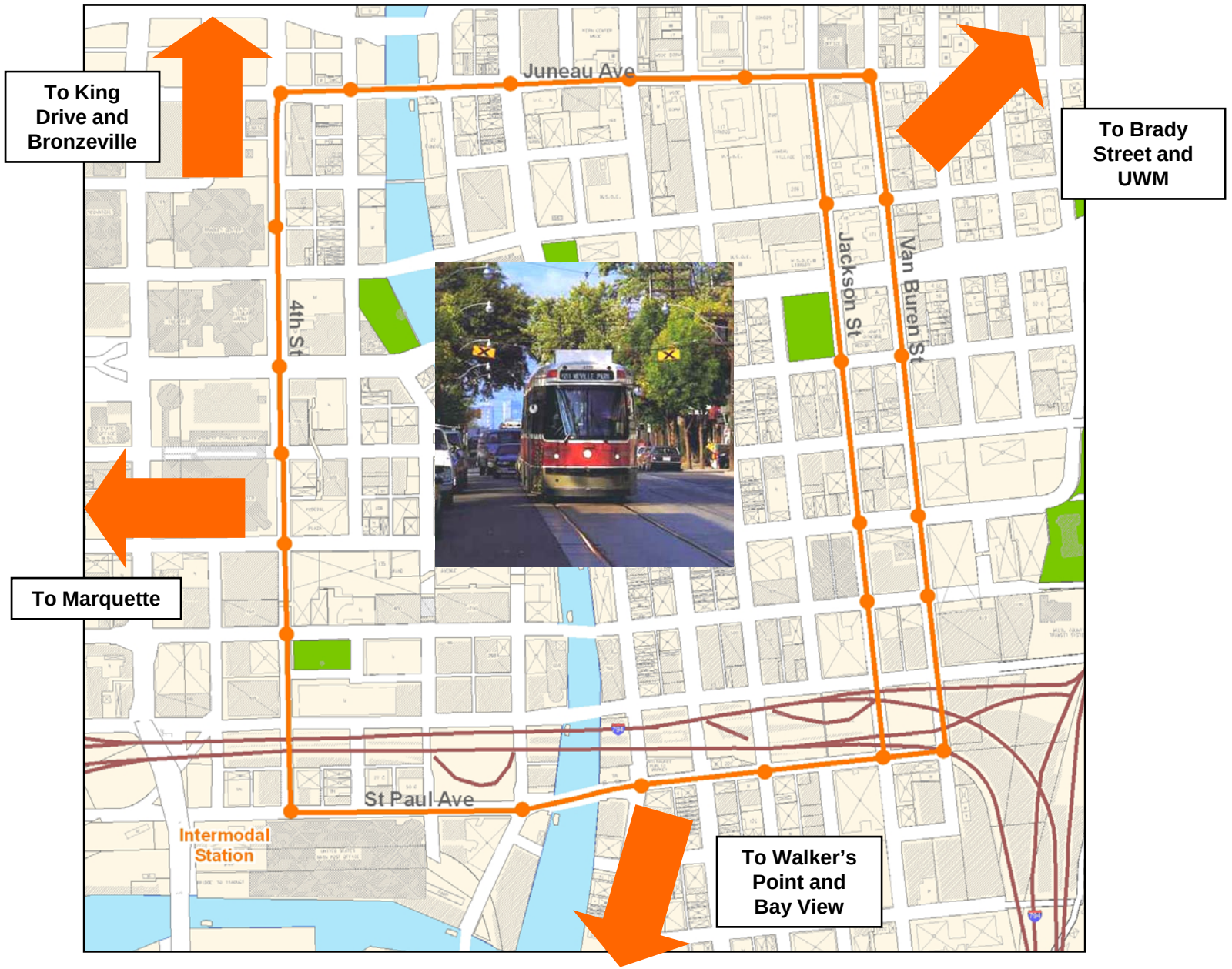
City	Housing Units/Year	Value Added/Year
Portland (2001)	1,500	$400,000,000
Tampa (2003)	175	$220,000,000
Little Rock (2004)	216	$175,000,000
Tacoma (2003)	206	$136,000,000
Milwaukee	**175**	**$77,500,000**

Development Potential over 10 Year Period

	Conservative	Moderate	Aggressive
Housing Units	1,000	**1,750**	2,500
Commercial SF	500,000	**1,250,000**	2,000,000
Total Value	$400,000,000	**$775,000,000**	$1,150,000,000
Property Tax Revenue	$44,000,000	**$85,250,000**	$126,500,000

Future Streetcar Extensions

Milwaukee Transit
comprehensive strategy



Beyond Downtown: Connect Transit to Neighborhood Hubs

Milwaukee Transit
comprehensive strategy

Extend Enhanced Transit beyond downtown

Create "Stations" at Neighborhood Hubs

- Stations coordinate with local area land use planning
- Set up for future streetcar extensions at new stations

At this time:

Use a bus rapid transit system ("The COMET") to reach further destinations, given current financial constraints

COMET: County of Milwaukee Express Transit

Milwaukee Transit
comprehensive strategy

Purpose

To move County residents to jobs and attractions

Stops

4-8 blocks

Frequency

10-15 minutes

Examples

Boston, Las Vegas

COMET Lanes and Stations

Milwaukee Transit
comprehensive strategy

Example of a COMET Station and a Priority Lane

Travel Lanes Based on Local Context

- Reserved Lanes
- Priority Lanes (no loss of parking)
- Mixed Traffic Lanes

Create "Stations" at Neighborhood Hubs

- Stations coordinate with local area land use planning
- Set up for future streetcar extensions by adding track and wire

Curb "Bump-outs" for:

- Improved waiting areas
- Payment Kiosk
- Informational Areas

Real-time GPS Tracking

Signal Prioritization

Employment Zones

Goals:

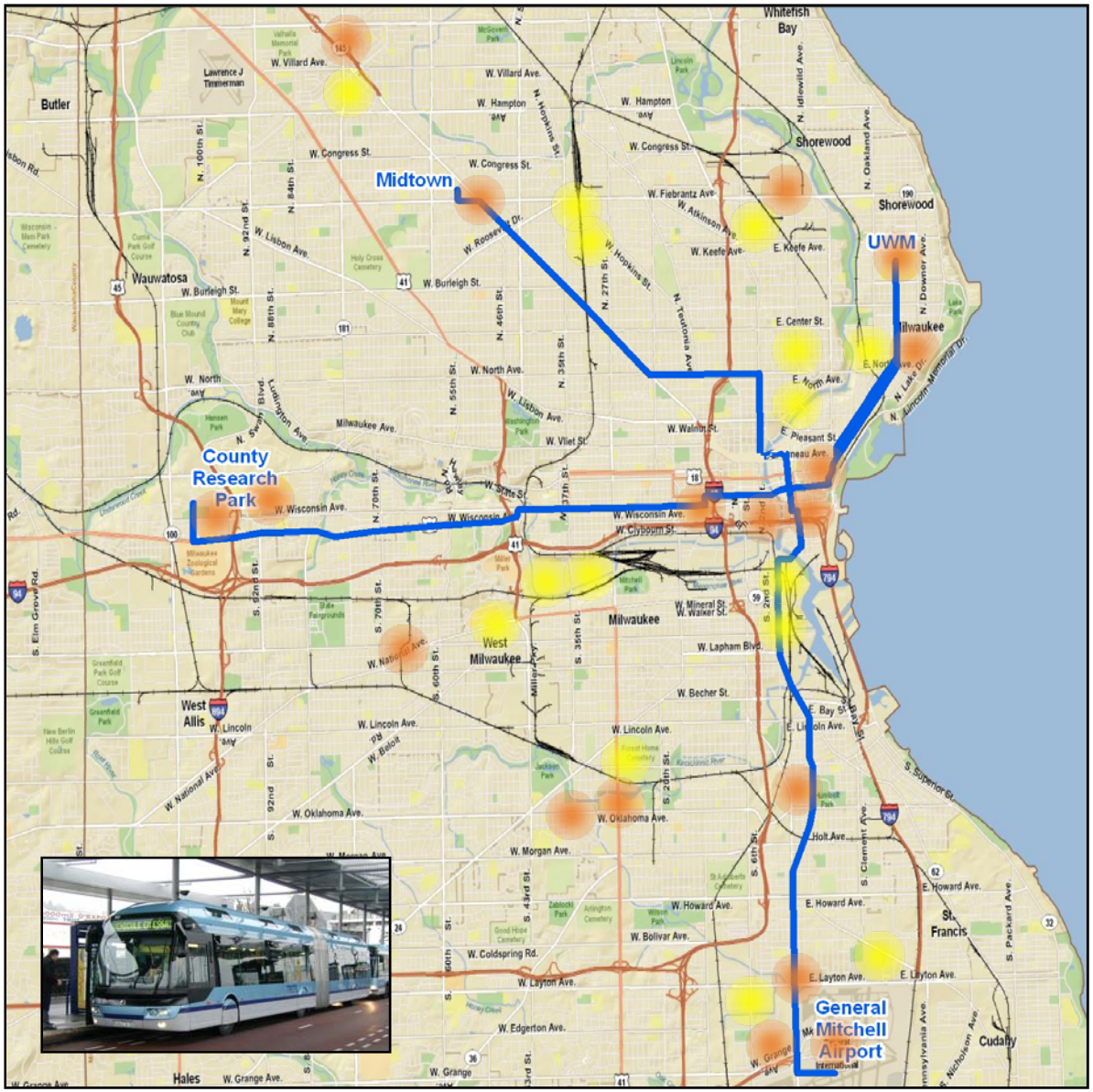
- Connect Workers to Jobs
- Target New Economic Development Opportunities
- Improve Regional Linkages

Employment Zones

- Current
- Potential

COMET Routes

Milwaukee Transit
comprehensive strategy



Initial Proposed COMET Routes

Route #1:

UWM to County Research Park

Route #2:

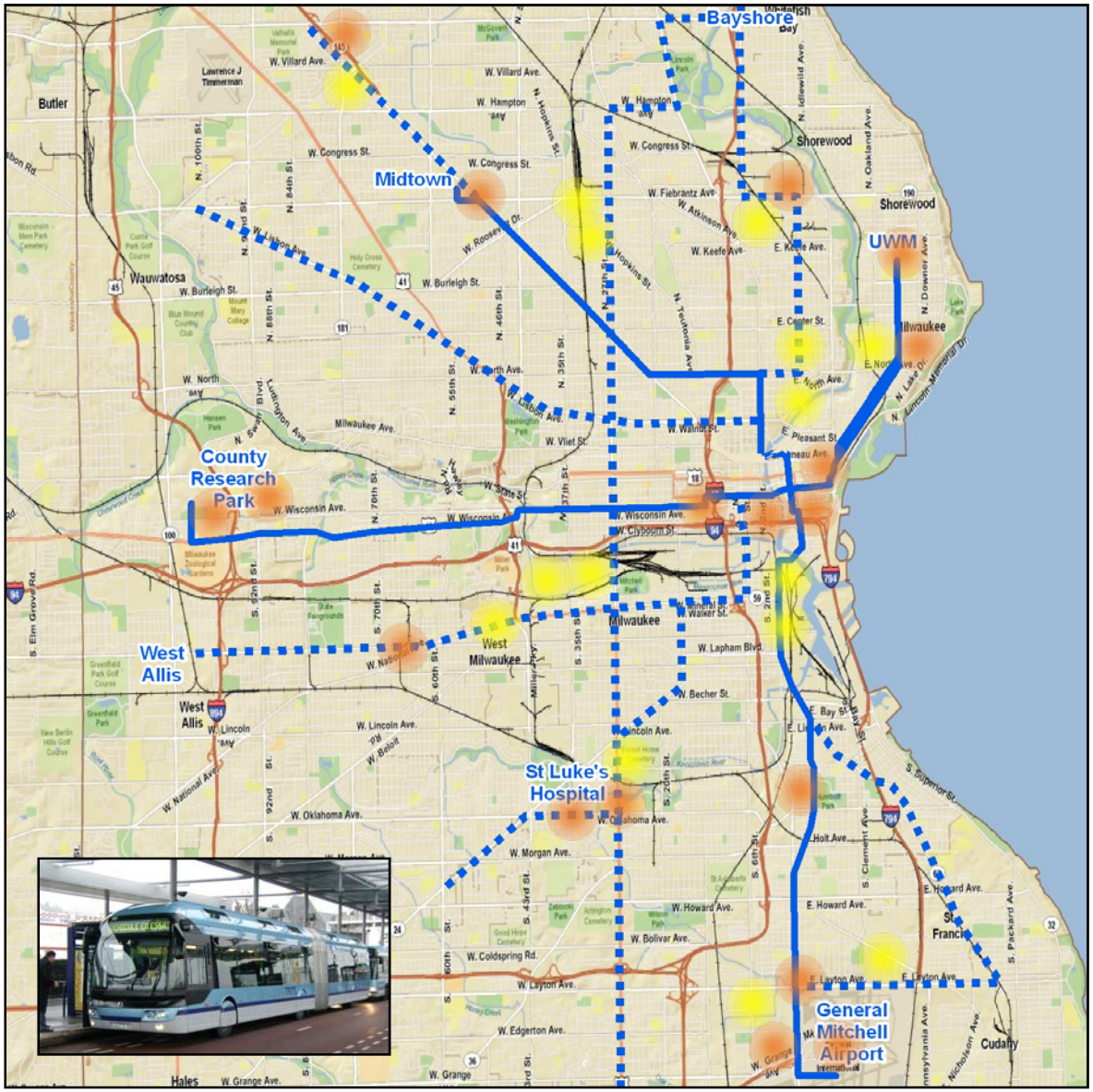
Midtown to Airport

Employment Zones

- Current
- Potential

Future COMET Phases

Milwaukee Transit
comprehensive strategy



Potential Future COMET Routes

27th Street

Southwest/St. Luke's

National Ave./West Allis

Riverworks/Bayshore

West/Lisbon Ave.

NW Side Extension

KK Ave / St Francis

Employment Zones

Current

Potential

Potential Timeline

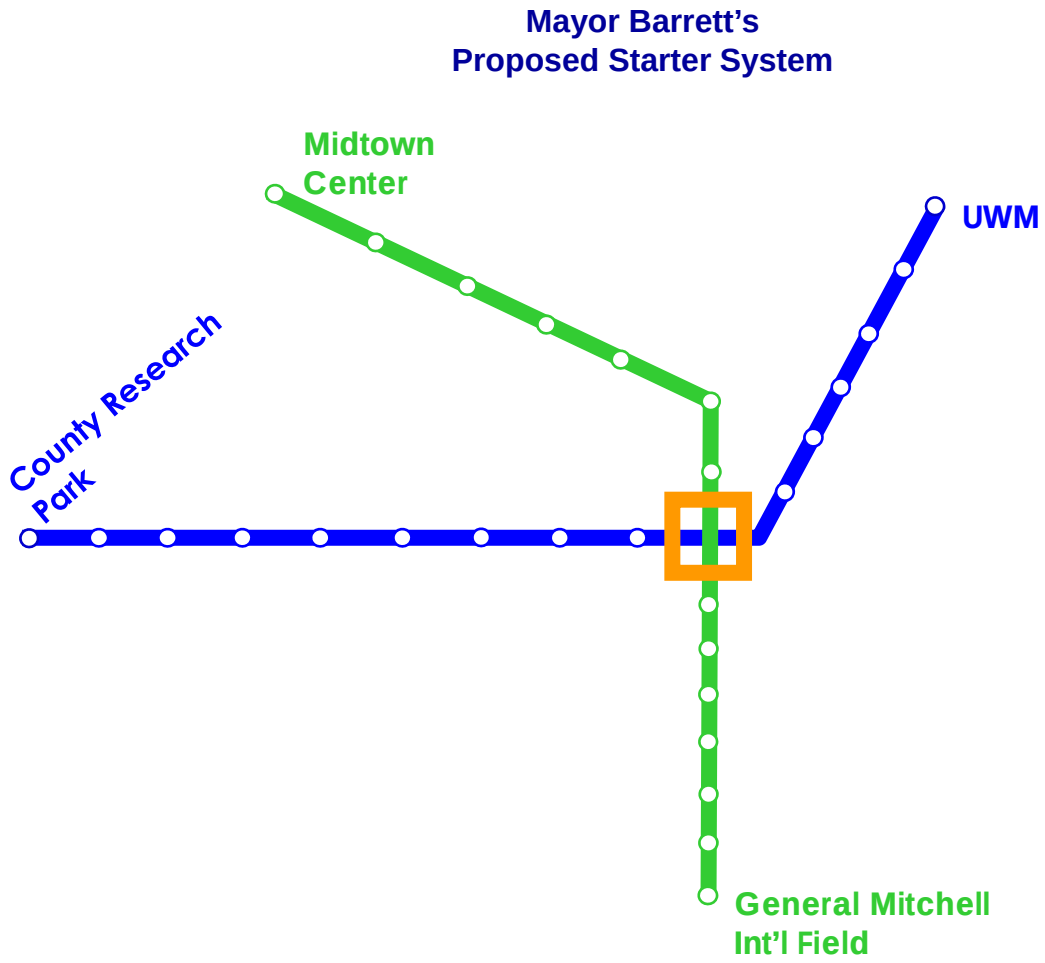
Milwaukee Transit
comprehensive strategy

Connector Study

Alternatives Analysis:
8-11 months

Engineering/EIS:
18-24 months

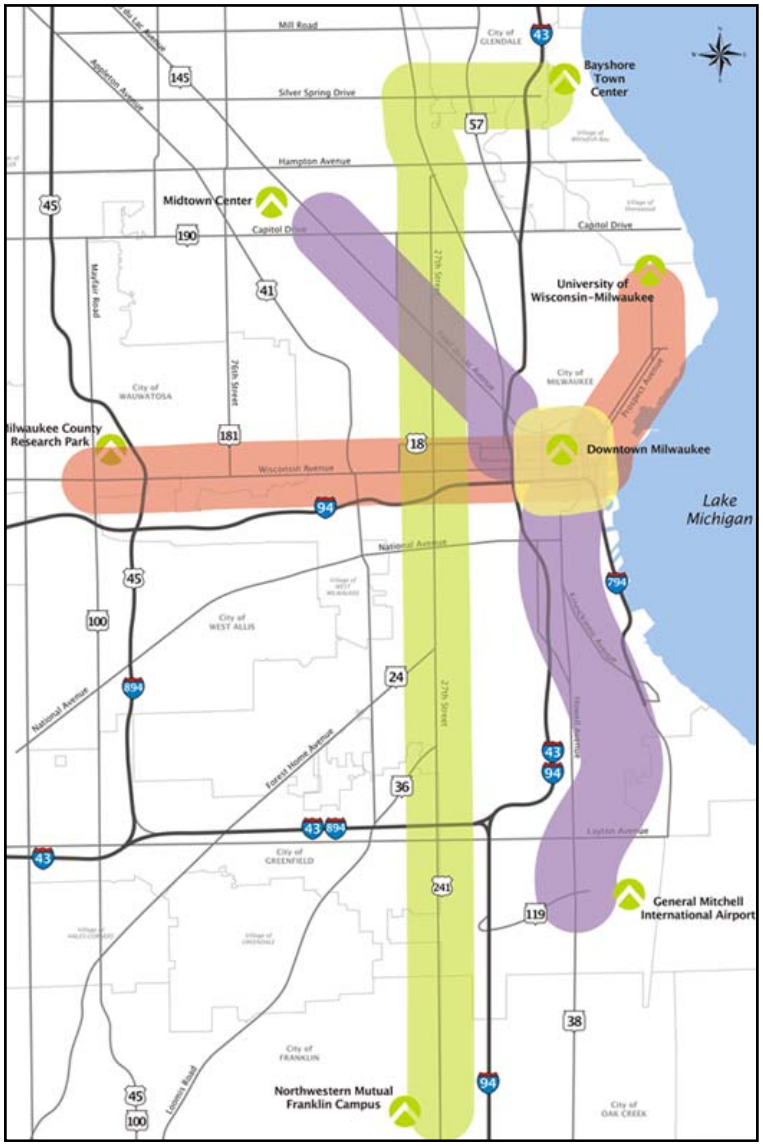
Construction:
12-18 months



Public Information and Input Sessions to be held in the Fall 2008 / Winter 2009

Mayor Tom Barrett's
Comprehensive Transit Strategy for Milwaukee

Milwaukee Transit
comprehensive strategy



Transit Corridors Currently Under Study by Milwaukee Connector

Use the $91.5m for:

- Downtown Streetcar (yellow)
- Two BRT lines (purple and red)
- As funds become available, expand streetcar and add additional BRT lines (such as the green 27th Street line)

In Conclusion

A Comprehensive Vision:

- Why is transit important?
- What are the goals for Milwaukee's transit system?

How Do We Start?

- Create a plan
- As a region, identify a funding source for a long-term transit plan
- Identify the components of a comprehensive transit vision
- Engage in ongoing efforts (Connector Study, KRM, Midwest Rail Initiative)
- Utilize the available $91.5m for a starter system

Mayor Tom Barrett's
Comprehensive Transit Strategy for Milwaukee

Milwaukee Transit
comprehensive strategy

DOWNTOWN LOOP
Streetcar

COMET
Bus Rapid Transit

Milwaukee County
Transit System

KRM & AMTRAK
Commuter &
High-Speed Rail

To see this plan, visit: www.city.milwaukee.gov/transit

Act Now!

Contact the Milwaukee Connector Study Committee to Support Mayor Barrett's Transit Plan:

http://www.milwaukeeconnector.com