

# **KRM Commuter Rail**

*Transit NOW and hundreds of citizens and community leaders see the significant economic, social, and environmental benefits of Kenosha-Racine-Milwaukee (KRM) commuter rail as essential to the future success of our cities, the corridor, and the region.*

The 33-mile KRM is planned to connect 8 lakeside SE Wisconsin communities with 24 NE Illinois communities between Milwaukee and Chicago. KRM will provide high quality regional access that is easy, comfortable, and reliable. KRM will link to the very successful Metra commuter rail system, in a high population and business density corridor using existing right-of-way. KRM is an excellent fit for this corridor.

## **How can KRM commuter rail improve our lives and communities?**

### **Better quality of life.**

- High quality, low stress, safe and productive commuting experience.
- Significantly improves reliability over other travel options.
- Easy, clean, affordable access to the Milwaukee-Chicago corridor that is dense with jobs, arts, culture, educational opportunities, and social connections.
- Improves air quality, and reduces highway congestion by reducing auto use.

### **Reduce commuter expense and rush hour travel time.**

- Commuter rail costs less than 1/5th the cost of driving, and gets you there on time--even in rush hour.
- Alternative during I-94 reconstruction that will begin in 2009 and continue over the next decade.
- Fares are expected to be similar to a bus, and travel times will be similar to or better than driving.

### **Spur urban revitalization: attract urban investment and high-quality development.**

- Development and redevelopment opportunities catalyzed by commuter rail provide significant improvements in property values and tax base (often over 25% increase near stations.)
- Improve the local economies of station area neighborhoods and business districts.
- Support major urban re-development investments and initiatives all along the KRM corridor.

### **Attract jobs and expand business growth. Help build a more competitive region.**

KRM can improve our global competitiveness in attracting jobs. Regional commuter rail is a powerful business attractor. All other metro regions our size have, or are building, rail transit. Without these modern regional connections we are at a disadvantage in attracting and retaining business and jobs .

**Good station access**, especially for populations of unemployed people, families in poverty, and families that do not own cars (for example nearly a quarter of all families in Milwaukee do not own cars.)

- Affordable, reliable regional transit access to job opportunities is not currently available.
- KRM will connect 30 communities that are served by local transit.

**Transit NOW continues to play a lead role in moving KRM forward** by providing community outreach and education, and proactively facilitating regional cooperation and policy solutions.

***Join us in this exciting venture – your support is needed now.***  
**Become a member today. See the form on the reverse side.**



A non-profit organization  
that educates and advocates  
for transportation alternatives

## Join Transit NOW: Help bring KRM commuter rail to SE Wisconsin.

Join Transit NOW and play an important role in making Kenosha-Racine-Milwaukee (KRM) commuter rail a reality, bringing modern, efficient, and affordable access to the Milwaukee-Kenosha corridor.  
And bringing KRM's economic, environmental, and social benefits to SE Wisconsin.

**Members are provided access to comprehensive up-to-the-minute information, and Transit NOW's extensive communication network through:**

- Transit NOW staff contact through phone and e-mail
- Concise e-mail updates and alerts on important KRM issues, strategies, and events
- Comprehensive web site at [www.transitnow.org](http://www.transitnow.org)
- Quarterly briefings

Member organizations or groups will be recognized as a Transit NOW supporter on our website.

### Your support is needed now! Help make KRM commuter rail a reality.

Contributions are tax deductible.  
Southeastern Wisconsin Coalition for Transit NOW (Transit NOW), is a 501(c)(3) non-profit organization.

See more about Transit NOW and KRM Commuter Rail on the reverse side.

### Transit NOW Membership

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization Name if applicable \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Remit to: Transit NOW  
PO Box 565, Sussex, WI 53089-0565

Date \_\_\_\_\_

**Individual or Community-Based Organization Membership Fee enclosed:**

**\$25 \_\_\_\_\_ \$50 \_\_\_\_\_ \$100 \_\_\_\_\_**