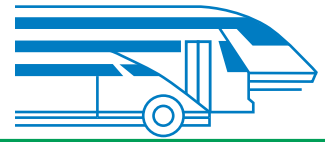


Regional Transit



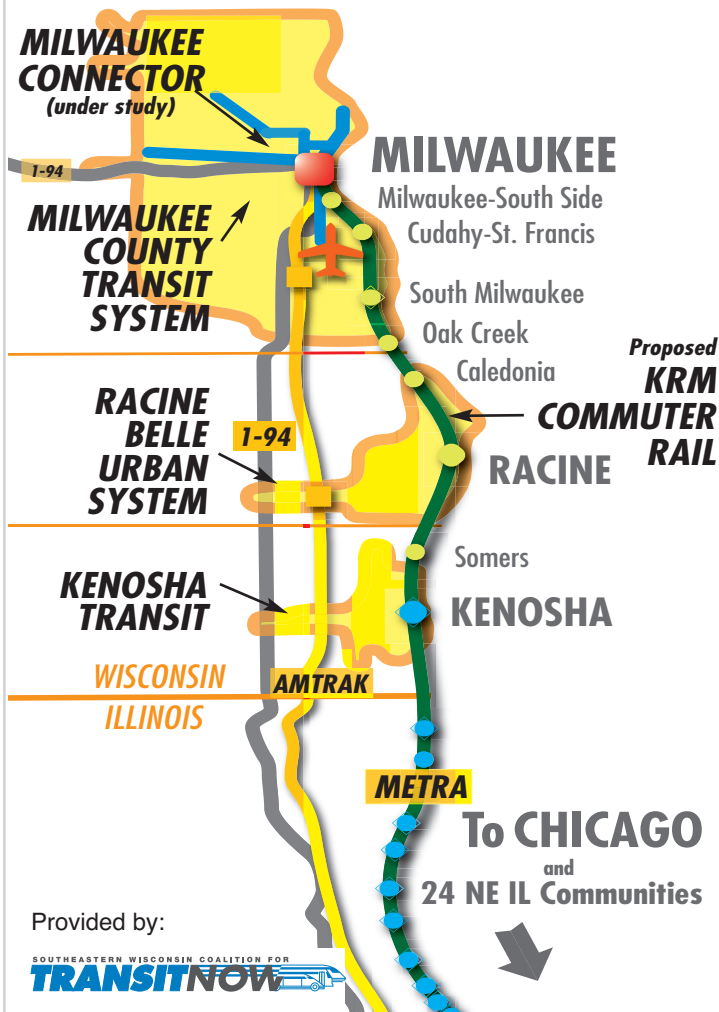
Create Jobs, Economic Growth & Quality of Life

FACT SHEET February 2010

Regional transit authorities give communities the tools they need to create jobs and economic growth, get people connected to employers, preserve and enhance transit systems, and create an efficient transit network in Southeast Wisconsin vital to a thriving economy and healthy communities.

Major Transportation linkages in SE WI

The proposed RTA would not fund the KRM commuter rail



An RTA would provide dedicated funding and a region-wide framework for transit that would:

- **Preserve and improve bus and specialized service. Avoid severe and ongoing cuts** in transit service that are cutting people off from jobs and independence. Without a dedicated funding source, transit systems will lose another 25%-30% of service due to the antiquated funding source that has not kept up with inflation.
- **Create Jobs.** Grow nearly 4000 jobs to build KRM Commuter Rail. Support and assist in the creation of up to 71,000 jobs over 25 years through development near stations. Milwaukee County Transit System creates over \$500 million in economic impact to the community annually in local jobs and purchases of services and materials.
- **Provide property tax relief** by removing transit costs from property tax and shifting costs to a smarter 0.5% sales tax, for communities that choose to via referendum. A sales tax generates up to 1/3 of the revenue from visitors to the area.
- **Link people to over 1 million jobs.**
- **Build global economic competitiveness: A regional transit network is essential to attract business, economic development, and visitors. Link the dynamic Milwaukee-Chicago economic corridor.**
- **Compete successfully for our share of federal infrastructure dollars.**
- **Reduce dangerous traffic congestion and parking needs.** Traffic congestion is choking neighborhoods and business districts. There is not enough land to build roads and parking to ease current congestion, much less with expected growth and the upcoming Zoo interchange reconstruction. Highway traffic in Milwaukee is ranked #34 for the most severe traffic congestion among 75 U.S. cities.
- **Lower the cost of living.** Access to good transit saves thousands of dollars annually for households and keeps local dollars working in our local economy.
- **Build healthier and stronger communities with modern, clean, easy, affordable access to jobs, school, fun.**

ACTION NEEDED to save transit service.

- Without a RTA and dedicated funding source, existing transit services face major service cuts of 30%, and KRM Commuter Rail and other major initiatives and their jobs, economic, and congestion-lowering benefits will pass us by.

Over for more information

Legislative action is needed:

Decisions will be made between February and mid April, 2010.

For information call 262-246-6151, kthomas@transitnow.org.

Visit www.transitnow.org

www.coalitionforadvancingtransit.org

www.southeasternrta.wordpress.com

Transit **Essential Support for a Strong Economy & Healthy Communities**

Transit plays a pivotal role in our growth as a vibrant economic region and state, and our success in competing in the global marketplace.

A permanent regional transit authority with a dedicated funding source will improve and enhance our current transit systems and create a dynamic, multi-modal network in southeast Wisconsin that will grow jobs, spur development and support:

Connecting People to Jobs

- **Transit cuts are harming accessibility to jobs.** Between 2001 and 2007 in Milwaukee and Waukesha counties alone, 40,500 jobs became inaccessible by transit due to service cuts. The total is projected to exceed 100,000 by 2010. **Milwaukee is facing 35% service cuts, and Racine and Kenosha will face 20% cuts that will continue to spiral downward.**
- An adequately funded regional transit system can efficiently and reliably link workers to jobs, helping to reduce poverty and unemployment and their significant costs to society.
- KRM commuter rail would connect workers to nearly **1 million jobs** within 1 mile of stations and employers to over **325,000 in workforce**.
- Convenient, affordable, reliable alternatives during I-94 and Zoo Interchange rebuilds and other construction.

Economic Growth

- **We're falling behind.** Other regions in the U.S. have invested in transit and are reaping the rewards while we are falling further behind. Transit is a vital infrastructure component that builds the local and regional economy, returning many times the original investment.
- **Transit is a top attractor for businesses and the talent that they require to be successful.** We need to help

assure a talented workforce and reverse our brain drain by investing in transit to build a globally competitive regional economy.

- **Support and assist in the creation of up to 71,000 transit accessible jobs and increased tax base of \$7.8 billion** in property value through development around stations.
- Transit enhancements will strengthen physical bi-state linkages between the metro Milwaukee and metro Chicago economies. The Kenosha-Racine-Milwaukee Commuter Rail (KRM) line would link a diverse high density economic corridor from Milwaukee to Chicago.
- **For every dollar invested in transit, over \$4.50 is gained in returns to the community.**

Sustainability, Cost Savings, Traffic

- Dedicated transit funding will support investments such as KRM Commuter Rail that fill major transportation system gaps **using existing right-of-way** by linking and enhancing densely populated lakeshore corridor and urban transit systems that currently have few connections.
- Good integrated transit reduces traffic congestion and parking needs, catalyzes sustainability and a green economy, while saving money for and families.
- Transit increases spending power of households. People need alternatives to the high cost of commuting: 18% - 42% of household income is for transportation. **Transit can reduce household commuting costs by up to 65%, or 10-20% of total household income.**

STATUS: Transit at a Crossroads, Action Needed Now

Local Transit:

Funding Shortages = Eventual bankruptcy

Our Transit Systems are facing a financial crisis that will result in service being cut dramatically starting in 2011 if a dedicated funding source is not found.

Bus systems are struggling with growing demand, increasing costs (such as fuel and health care,) and stagnant revenues from federal and state sources. Service cuts are the result, which negatively impacts the entire economy as access to jobs and workers, and healthcare is cut off.

KRM Commuter Rail:

The KRM Environmental Impact Study is complete and the new SERTA can now submit the application for project approvals and federal funding, but **KRM will only gain federal approvals if buses are adequately funded and integrated with KRM in a regional framework.**



**For more information or to schedule a briefing please visit: www.transitnow.org
Contact **Transit NOW** at 262-246-6151, kthomas@transitnow.org**