



Support the KRM Initiative: Your support is needed now to bring KRM commuter rail and economic growth to SE Wisconsin.

Be an important part of making Kenosha-Racine-Milwaukee (KRM) commuter rail a reality, and bringing economic benefits to SE Wisconsin.

The KRM Initiative includes essential public outreach and consensus building, and is implemented by Transit NOW, a leader in community education and advocacy for KRM Commuter Rail for nearly 6 years.

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

- Personal Transit NOW staff contact through phone and e-mail
- Personalized presentation or briefings for your board, committee, or group
- Assistance in developing personalized KRM commentaries, talks, and communications
- Bringing your views to the table
- Quarterly executive briefings via e-mail or fax
- Concise e-mail updates on important KRM issues, strategies, and events
- Web site at www.transitnow.org
- Member companies or groups will be recognized as a Transit NOW Corporate Partner on our website, literature, and display unless otherwise requested

More about Transit NOW's work on the reverse side.

Name _____ Title _____

Organization/Business Name _____

Address _____ Date _____

E-mail _____ Phone _____ Fax _____

Please remit to:
 Transit NOW
 PO Box 565
 Sussex, WI 53089

Large Business : \$1000 Small Business : \$500

Individual: \$150 Individual: \$100 Individual: \$50

Organization: \$250 Other: \$ _____

KRM Commuter Rail

Connecting the Region and Catalyzing Economic Growth

Transit NOW—along with many business, elected, and community leaders—see the significant economic benefits of Kenosha-Racine-Milwaukee (KRM) commuter rail as crucial to the future economic viability of cities, the corridor, and the region.

The 33-mile KRM is planned to connect 9 lakeside SE Wisconsin communities with 24 NE Illinois communities between Milwaukee and Chicago. KRM will provide high quality regional mobility that is easy, comfortable, and reliable. Fares will be similar to a bus, and travel times will be similar to or better than driving.

How can KRM commuter rail accelerate our economic growth?

- **Revitalize cities:** Commuter rail is proven to attract residents and businesses, increasing development opportunities, property values, and tax base.
- **Assist in building a globally competitive bi-state economic region.** KRM will boost our competitive advantage by connecting the assets of 26 communities and two major cities. Rail transit is essential urban economic infrastructure. Of the top 50 cities in U.S. only 5 do not have, or are not developing, rail transit.
- **Attract and retain talent.** Rail transit is an effective tool in attracting young talent. KRM can help reverse Wisconsin's brain drain.
- **Attract and retain businesses and jobs.** Modern rail transit access to a strong regional labor market is a major business and job attractor. KRM will connect one of the most highly skilled labor pools in the U.S.
- **Uses existing right-of-way** to connect a high-density population and business corridor. Three of Wisconsin's five largest cities will be served.
- **Serves low-income & unemployed populations well** by opening up regional job opportunities, and significantly reducing commuting costs over driving.

Transit NOW is playing a lead role in moving KRM forward by providing community outreach and education, and proactively facilitating regional cooperation and policy solutions. Community support is crucial at this time.

The KRM project is at a critical juncture. In order to advance the KRM project, key issues must be resolved in the next 12-18 months. This will take a full-fledged effort to build community and leadership consensus on policy solutions. Transit NOW plays an essential role in coordinating KRM business champions on this collaborative community outreach and policy development effort.

Please contribute – your support is needed now.

We'll keep you informed, answer your questions, and make sure your ideas are considered as KRM develops.
See form on the reverse side.

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