

MESSAGING



The Hop is a modern, fixed-rail transit system that doesn't just get us from A to B, it moves the entire city forward.

Connects us to each other and to our city

An engine for economic development

Rebranding Milwaukee

› **Milwaukee is undergoing a renaissance.** Billions of dollars of development projects dot the landscape of a city that is enjoying an influx of talent and investment. A modern, fixed transit system can be a catalyst in accelerating that growth and ensuring that the benefits positively impact all corners of the city.

› We do this by providing an efficient means to a more **connected** city, providing a framework to attract future **investment**, business and talent, and reshaping the image of Milwaukee as a **forward-thinking** city on the rise.

- › The initial route **passes within ¼ mile** of nearly every major downtown hotel, employer and attraction.
- › The route **connects** the Intermodal Station (and its 1.4 million annual users), the Third Ward (the fastest-growing neighborhood in the city), East Town (the area with the largest concentration of jobs in the state), and the Lower East Side (the highest-density residential neighborhood in the state).
- › The route has been designed to accommodate **future expansion**, including possible connections to Bronzeville, Walkers Point and other adjacent neighborhoods.
- › The initial route **complements existing bus routes**, including the major bus corridor along Wisconsin Avenue.

- › Fixed-rail transit offers a sense of **permanence and security** to prospective developers, with the route serving as a framework to inform future investment decisions.
- › The Hop will expand the city's tax base by encouraging **new development** and generating new business and higher occupancy rates throughout downtown.
- › The Hop will increase overall economic activity in the downtown corridor, serving as a **demand generator** for hotels, retail, office and residential properties.

- › Modern streetcars are sleek and stylish, portraying an image of a **forward-thinking** city building a more vibrant future for its residents and visitors.
- › The Hop will be easy to navigate, making it particularly attractive to tourists. **Tourism** numbers continue to rise in the city, and The Hop will further cement our status as a world-class city with top-notch attractions that are easily accessible.
- › Fixed-rail transit is particularly popular among millennials. Attracting and retaining **young talent** is critical to the future growth of our city.
- › The Hop is an environmentally **responsible alternative** to traditional public transportation. The vehicles are energy-efficient, quiet, clean and comfortable, and have the potential to use renewable, locally-created energy sources.

