

BUILDING ON OUR MOMENTUM

THE  HOP
— STREETCAR —

PRESENTED BY
 **POTAWATOMI**
HOTEL & CASINO



THE HOP IS A SUCCESS!

BY THE NUMBERS

Over **200,000** rides in first three months (Nov 2018 - Jan 2019)

2,109 Average Daily Rides (Nov 2018 - Jan 2019) (*1,850 projected*)

16,409 Total rides during opening weekend (Nov. 2-4, 2018)

4,882 Highest single-day total (Saturday, Dec. 15, 2018)



JOBS

- Construction of the M-Line was on-time and on-budget
- **Over 60,000 Resident Preference hours and over \$14 million invested in local Disadvantaged Business Enterprises (DBE) during construction**
- **The Hop directly employs 36 employees**

THE DNC IS COMING

GETTING TO WISCONSIN AVENUE BY JULY 2020

THE PROJECT

0.4-mile M-Line extension along Vel R. Phillips Avenue and 5th Street

Stations at Intermodal Station and new plaza

Brings riders to convention center front door

Advances the Locally Preferred Alternative already adopted by the Common Council

Implements first section of Bronzeville Extension

COSTS AND FUNDING

- \$28 million to complete final design and construction
- Funded through local tax increment financing

SCHEDULE

The City has already expedited planning and design work to ensure the extension can be up and running for the DNC.

- July 2019: Complete utility agreements and commence construction
- September 2019: Complete streetcar final design
- October 2019: Commence streetcar construction
- May 2020: Complete construction
- May-June 2020: Operations testing
- July 2020: Passenger service

GETTING TO THE NEIGHBORHOODS

EXTENSION TO BRONZEVILLE AND WALKER'S POINT

THE PROJECT

3.0-mile route between Bronzeville and Walker's Point (2.4 miles using new track)

Complete engineering and environmental studies

Complete financial planning

Request entrance into federal funding program (Capital Investment Grant Program/Small Starts)

Evaluating future route alternatives for Walkers Point

COSTS AND FUNDING

- \$18.3M from local TIF districts to fund project development activities
- Potential for 50/50 federal and local match as part of federal funding program
- Total project cost is approximately \$150M-\$160M (Planning Estimate)
- \$0.5M from local TIF districts to study future route alternatives in Walker's Point

SCHEDULE

- Fall 2019: Commence engineering and environmental services
- Summer 2020: Common Council meeting - commit remaining funds for local match
- September 2020: Submit Small Starts request for federal funding
- Spring/Summer 2022: Receive federal funding grant agreement and commence construction
- 2024: Open for passenger service



LET'S BE READY FOR THE DNC!

For the first time in our City's long history, Milwaukee will host a major political party convention. This is Milwaukee's chance to showcase our City to the world.



20+ million media impressions (Philadelphia Convention 2016)

National and international **media exposure** of Milwaukee



Up to **\$200M** in economic impact



50,000+ DNC-related visitors

Residual impact of **people coming before and after** or returning as a result of positive experience

At least **1,500** private events



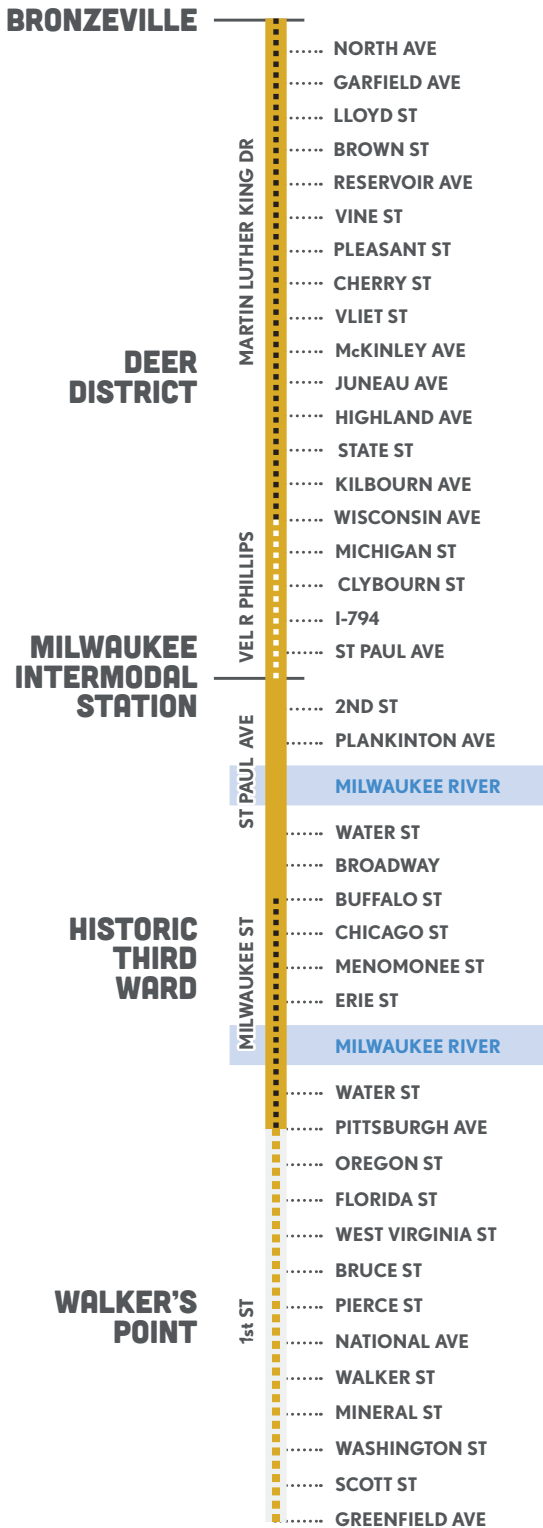
Future convention holders, employees, employers, developers are all watching

WHY?

1. Getting to Bronzeville and Walker's Point meets the goal of extending to neighborhoods outside of downtown.
2. Positions the City for \$75M to \$80M in matching federal funds in a predictable federal program used by transit systems across the country.
3. Supports major development initiatives, such as Deer District, Journal Sentinel redevelopment, Convention Center expansion, The Avenue redevelopment, Bronzeville Cultural and Entertainment District, The Griot, Reed Street Yards, and Schuster's Redevelopment.

THE PATH FORWARD

FUNDING EXTENSIONS TO BRONZEVILLE AND WALKER'S POINT



GETTING TO BRONZEVILLE AND WALKER'S POINT: COSTS

To move forward with the plan outlined requires \$46.8M in local funding.

Segment	Action	Local Cost
..... to Wisconsin Ave	Engineering & Capital (100% Local Funds)	\$28M
..... Bronzeville to Walker's Point	Commit Project Development costs *	\$18.3M
..... Walker's Point	Further study beyond 1st St/Pittsburgh Ave	\$0.5M
TOTAL		\$46.8M

* Project Development consists of Final Planning, Environmental Review, Preliminary and Final Design, etc.

GETTING TO BRONZEVILLE AND WALKER'S POINT: FUNDING PLAN

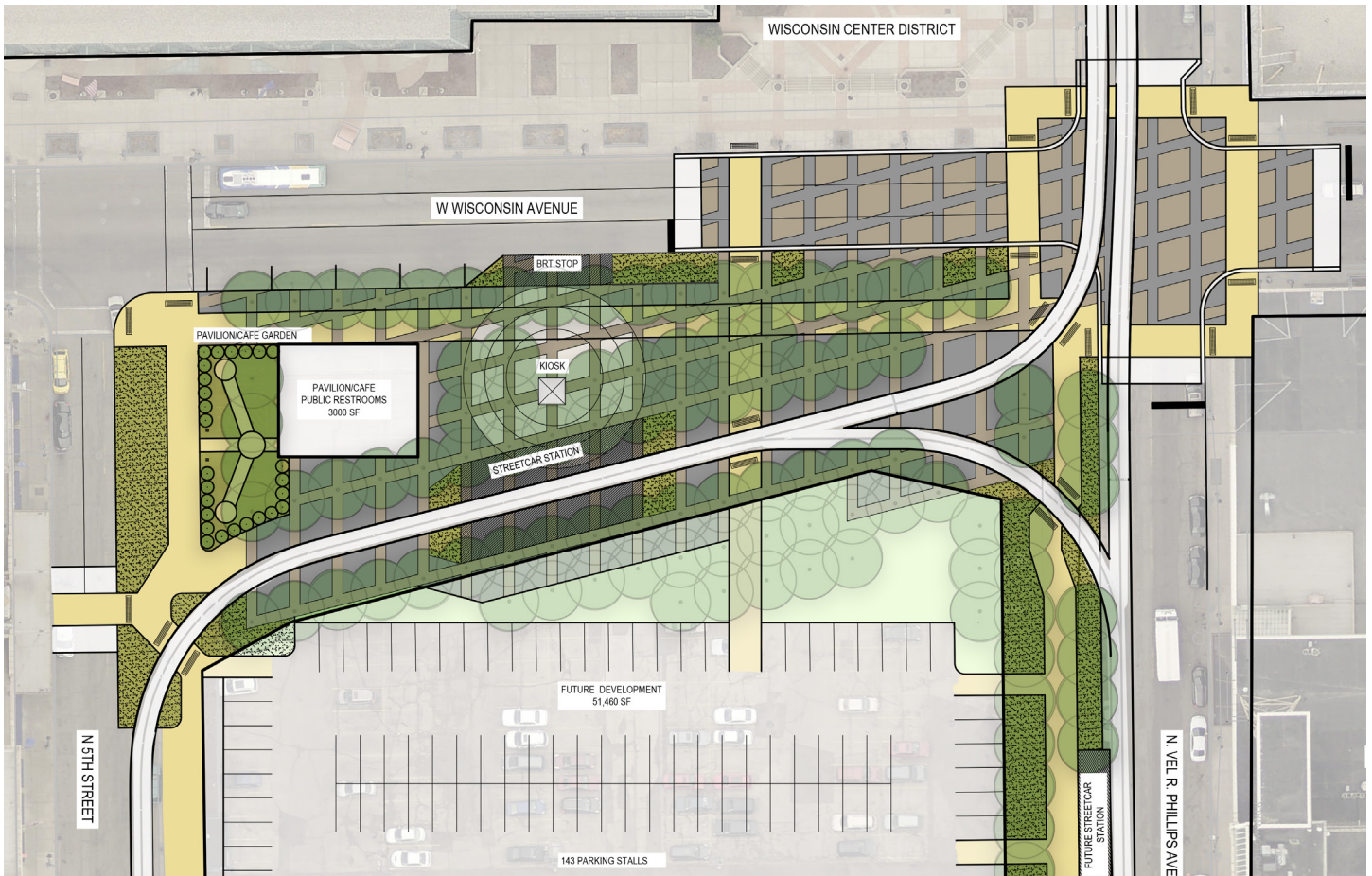
The \$46.8M will be funded through existing local tax increment finance districts and will not remove existing funding from any existing City services. The plan below adjusts the \$20M already approved by the Common Council in 2016 and identifies an additional \$26.8M.

TID	Funding	Uses
#39 Hilton	\$4.0M	to Wisconsin Ave
#41 Time Warner Riverwalk	\$12.5M	Bronzeville to Walker's Point
#48 Park East	\$16.0M	to Wisconsin Ave
#88 4th/Wisconsin	\$8.0M	to Wisconsin Ave
#56 Erie/Jefferson	\$5.8M	Bronzeville to Walker's Point
#75 Reed Street Yards	\$0.5M	Walker's Point Alternatives Analysis
TOTAL		\$46.8M

Operations and maintenance (O&M) financial planning is ongoing for the first phase and future extensions. A variety of sources could be used and are being evaluated to help supplement the existing O&M funding sources of sponsorships and CMAQ.

Federal funding	Additional CMAQ funding
5307 Urbanized Area Formula Grants - eligible 2021	Additional Private funding and sponsorships
5337 State of Good Repair Grants - eligible 2026	Creation of Local Improvement District
City Parking revenues	Sustainable funding for local transit

THE PATH FORWARD VEL R. PHILLIPS PLAZA



THE PROJECT

Construct an approximately 0.9 acre urban plaza at Vel R. Phillips Ave. and Wisconsin Ave. at the site of an existing city-owned parking lot

Streetcar traverses through the plaza with level boarding

Envisioned as a green oasis with groves of trees and a future pavilion/café

COSTS AND FUNDING

- Approximately \$5M to complete design and construction of the plaza
- Funded through nearby local tax increment financing

SCHEDULE

- September 2019: Complete design of plaza
- October 2019: Commence plaza construction
- July 2020: Plaza open before DNC

WHY?

- Creates an exciting urban gateway to downtown Milwaukee, the convention center, and DNC
- Sets the stage for a unique transit-oriented development opportunity
- Helps to catalyze an underutilized parcel for a higher, better use than surface parking
- Creates a new front door and adds an active and vibrant public-space to Westtown's growing list of exciting developments

PROVEN ECONOMIC DEVELOPMENT

Development facilitated by the streetcar generates new tax base that benefits the entire city.

THE VALUE

- 435 apartment units under construction or planned directly on the M-Line or L-Line
- 660 new hotel rooms under construction or planned along the M-Line or L-Line
- 27.9% growth in new property value from 2015-2018 within 1/4-mile of the M-Line
- Downtown represents 3.5% of the City's land area, but represents 22.6% of the City's assessed value

THE PROJECTS

Some of the City's largest projects are right along the streetcar route:

- BMO Harris Tower (see photo, right): 25-story, \$132M tower development
- Couture: \$125 million, 44-story residential tower
- Countless other developments have referenced the streetcar in their decisions to develop property



ALL ABOARD!

The \$46.8M requested will construct an extension to Wisconsin Avenue and prepare the remainder of the Bronzeville to Walker's Point Route for federal funding opportunities.



FURTHER QUESTIONS?

CONTACT INFORMATION

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