



Fact Sheet

Profile The Coalition for Advancing Transit was formed from the recommendations of the Urban Economic Development Association's (UEDA) Seventh Annual Summit attendees. The Coalition's focus is to advance and improve transit by securing a dedicated funding source.

Mission and Purpose: To foster regional cooperation, political and community support for the preservation, improvement and expansion of public transit to serve residents, businesses and visitors throughout southeastern Wisconsin through outreach, education and advocacy. We believe this can be accomplished by:

- Securing dedicated funding for transit;
- Enhancing economic development efforts in the region;
- Connecting workers to jobs throughout southeastern Wisconsin;
- Supporting a high quality of life for residents;
- Encouraging efficient land use; and
- Promoting a good-faith effort by elected officials in the region to agree on policy solutions.

Steering Committee: Chair: Tom Rave, The Gateway To Milwaukee
Steve Glynn, Launch Milwaukee
Chris Larson, Milwaukee County Board Supervisor
Peter Madaus, Policy Studies, Inc.
Eric Paulsen, Greater Milwaukee Committee
Diane Robinson, Social Development Commission
Bruce Speight, WISPIRG
Kerry Thomas, Transit Now
Barbara Wesener, South Suburban Chamber of Commerce
Ken Yunker, Southeastern Wisconsin Regional Planning Commission

Organization **Coalition for Advancing Transit**
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About UEDA: The Urban Economic Development Association is a non-profit organization dedicated to supporting economic development and housing initiatives that revitalize Wisconsin communities and to building capacity in the community development field through professional training, innovative solutions, policy advocacy and collaboration.



Coalition for Advancing Transit Members

Steve Adams, CDMP	Keith Holt	Danna Reinhart, Milwaukee Area Workforce Investment Board
Amalgamated Transit Union (ATU) Local 998	Mildred Hyde-Demoze, Milwaukee County	Richard Riley
Ted Anderson	Kristy Jackson, Transit Matters	Diane Robinson, Social Development Commission
Donna Armstrong, Employment Times & Conley Publishing	Jeffrey Jordan, 3 rd District Neighborhood Association/Transit Matters	Sharon Robinson, City of Milwaukee
Peter Armstrong, UWM Center for Economic Development	Jeramey Jannene, Fresh Coast Ventures, LLC	Taryn Roch
Chad Austin, Milwaukee Area Workforce Investment Board	Clarence Johnson, Justice 2000, Inc	Jason Rychter, Northwestern Mutual
Brad Balfanz, Policy Studies Inc.	Anita Johnson, Policy Studies Inc.	Bethany Sanchez, Metro Milwaukee Fair Housing Council
Robert Berlan, Urban Strategies/CPD advisors	Paula Kenenakhone	Tim Schindler, Maximus Inc.
Gregory Francis Bird	Jerry Knapp, LECET	Kori Schneider, Metro Milwaukee Fair Housing Council
Diane Blalock	Gary Korb, UW-Extension/SEWRPC	Bill Sell, Bay View Neighborhood Association & Bicycle Federation of WI/Transit Matters
Kathy Bornheimer, K.B. & Associates	Darren Kroenke, Milwaukee Area Workforce Investment Board	Shawn Smith
Keith Broadnax, Great Lakes Capital Fund	Chris Larson, Milwaukee County Board of Supervisors/Transit Matters	Bruce Speight, WISPIRG
Ryan Broderick, WI Women's Business Initiative Corp.	Kristi Luzar	Joyce Tang Boyland
Jim Carpenter, Democratic Party of WI	Peter Madaus, Policy Studies, Inc.	Julia Taylor, Greater Milwaukee Committee
Megan Carr, Transit Matters	Catherine Madison, UWM Center for Economic Development	The Gateway to Milwaukee
David Carver	Jeffrey Mantes, City of Milwaukee Department of Public Works	Kerry Thomas, Transit Now
Dan Casanova, Milwaukee Dept. of City Development	Autumn Misko, Independence First	Urban Economic Development Association of Wisconsin
Kathleen Crape, MAXIMUS	Peter McMullen, Transit Matters	Terrie Varga, Social Development Commission
Patricia Delmenhorst, Interfaith Older Adult Programs	Joe Messinger	Mike Vebber, Transit Matters
Mark Eickhorst, Racine Area Manufacturers and Commerce	Milwaukee Urban Skyline Investment Company (MUSIC)	Ed Werstein, Spotted Eagle Inc.
Mike Eitel, Diablos Rojos Restaurant Group	Todd Montgomery	Wallace White, African American Chamber of Commerce
Fight Asthma Milwaukee (FAM) Allies	Julia O'Connor	Maurice Williams, Jr., 30th Street Industrial Corridor Corp.
Lamarr Franklin	Barbara Ohudrum	Kenneth Yunker, Southeastern Wisconsin Regional Planning Commission
Alan Freed	Nayoakee Parker, Social Development Commission	YWCA of Greater Milwaukee
George Gerharz, ACS	Greg Patin, Milwaukee Dept. of City Development	
Good Jobs Livable Neighborhoods Coalition	Jeff Polenske, City of Milwaukee Dept. of Public Works	
Dennis Grzezinski, Attorney	Sara Puls, Involve Net	
Jim Hiller, Burleigh Street CDC	Tom Rave, The Gateway To Milwaukee	<i>More members are continuing to join the Coalition for Advancing Transit every day</i>



Our vision for transit

- **We believe that mass transit is a necessary infrastructure for people from all walks of life and economic levels. We must do everything we can to preserve and improve our transit system in southeastern Wisconsin.**
- **We believe that transit is lacking in southeastern Wisconsin.** A recent UWM study reported that bus route miles have been reduced by 20% in Milwaukee and Waukesha Counties over the last 7 years, resulting in 40,000 fewer jobs being accessible by mass transit. Only 55% of employers are within walking distance of a mass transit station with the forecast declining to 45% by 2010.
- **We believe we must keep up with demand and with our peers.** The Milwaukee County Transit System has seen a 14% increase in ridership on its top ten routes. The nation's public transportation systems logged a 5.2% jump in ridership in the second quarter. We are not keeping up with these demands. While other regions are moving forward on 21st century transit systems, Milwaukee does not even adequately support its 20th century bus system.
- **We believe we need mass transit for economic development plus attraction and retention of a highly skilled labor force.** Mass transit attracts the highly skilled labor force that we need for economic growth in the 21st century. The business community understands that a solid mass transit system is not a luxury but rather is a vital necessity for a growing urban economy. While southeast Wisconsin watches its transit systems decline, other cities have made serious investments in mass transit with various forms of rail, buses and streetcars. These wise investments result in increased ridership, revenues, reduced auto congestion and parking problems as well as improved air quality.
- **We believe that there are many benefits that would go along with a regional approach to funding and operating mass transit.** Reduced administrative costs and a greater ability to coordinate transit service across county lines would occur. More ridership would among travelers and within the acropolis of Chicago and Milwaukee. A broader revenue source across southeastern Wisconsin is needed to develop and maintain new transit services and technologies to accomplish that growth.
- **We believe that it is a necessity to implement a sales tax as a dedicated source of funding for transit.** Every major metropolitan area in the United States uses sales taxes as a dedicated funding source for transit, with Milwaukee being the exception. Such a dedicated source of funding in southeastern Wisconsin will provide a solid platform over time to develop and then maintain a coordinated transit system. The funds could help restore routes, pay for new buses, enhance bus security, reduce fares or support new transportation initiatives such as KRM, rapid transit buses and other trains.
- **We believe that the issue of transit in southeastern Wisconsin is an urgent one.** Failing to provide new funding for transit will mean the continuance of the gradual dismantling of the local bus service, less routes, less frequency of buses and higher fares. Citizens and Coalition entities need to actively encourage our legislators to get moving on transit.
- **We believe it is absolutely necessary for County Executive Walker and Mayor Barrett to come to a compromise regarding the \$91.5 Million dollars for transit.**