

10 *Things You Should Know About The Proposed TramLinkBR Project:*

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The proposed tram, or modern streetcar, connecting Downtown Baton Rouge, LSU and Old South Baton Rouge, is part of our **FutureBR** land use and development plan adopted unanimously by the East Baton Rouge Parish Planning Commission and Metro Council in 2011.

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Since 2011, the tram corridor has experienced over \$158 million in new development. The tram can help the corridor reach its full development potential of over \$1 billion.

3

This project will be paid for by the people who use it most and those who benefit from the redevelopment. But the entire parish will benefit from the increased tax revenues that will help pay for public services.

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Because of their permanent nature, fixed rail transit systems give developers confidence that their projects will be successful, sparking development along the route and attracting outside investment.

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Project development costs will be paid from increased downtown parking revenues; construction and operations are planned to be paid by an Economic Development District that encompasses the project area.

6

This project would leverage federal funds that are not available to be used for any other purpose.

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The tram project creates jobs – high quality construction jobs and opportunities for small and disadvantaged businesses.

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The tram corridor connects many of the city's largest economic, cultural and social assets in downtown, at LSU, the State Capitol, 5 hotels and over \$1 billion in planned development.

9

A thriving downtown will attract young professionals who are more willing to use public transit, keeping them from leaving for other cities with jobs connected by transit.

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The vote on June 22, 2016 is to approve funding for Project Development and allows the city to move forward with more detailed engineering design. This vote is essential to be competitive with the federal funding application process. The authorization of additional local funds would not need to occur until the city learns if they are awarded federal funds.

THE KANSAS CITY STORY:

- Recently, a Baton Rouge leadership delegation visited Kansas City, MO to see its new modern streetcar system and meet with the Mayor, City Council members, President/CEO of Visit Kansas City, Streetcar management officials, developers and others. They saw first-hand how the 2-mile streetcar through downtown Kansas City works to move people more efficiently and expand the area they walk and use. Riders easily got on and off to reach various destinations along the corridor.
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- The Kansas City Streetcar has contributed to \$1.6 billion in economic development.
 - The Streetcar has reinvigorated the city's tourism industry; conventions are choosing Kansas City because they have fixed-rail that connects with the city's assets (can offer better experiences for convention participants who want to experience the city).
 - 10 new downtown hotels are currently under construction or planned.
 - City Council members from districts outside of downtown reported on the benefits to their districts (improved transit connections, jobs for small businesses, jobs for city residents, increased tax revenues that pay for community services).
 - The Kansas City Streetcar has provided the initial hook to attract outside development. The Linden Street Partners, developer of a mixed-use project on the streetcar line, specifically sought out a site along the route. The streetcar helped developers obtain project financing and attract investors and they are planning more redevelopment.
 - Kansas City is already looking to expand its service; a second Transportation Development District is in the works.

