



GMIA MASTER PLAN UPDATE



SPRING 2006
NEWSLETTER FOUR

Dear Neighbors:

As 2005 came to a close, Mitchell International reached a milestone – the first year in which more than seven million passengers used the airport. It was only two years ago that we celebrated the first time six million passengers traveled through Mitchell in a year.

It is our good fortune to have excellent nonstop air service for a mid-sized community. While a number of other cities have spent millions of dollars to court airlines, Milwaukee has attracted and retained its airlines simply on the strength of community demand for first-rate air service. While Milwaukee ranks 50th in the nation in number of passengers, its ranking improves to 34th in number of nonstop cities served. These travel options draw people from throughout the region to Mitchell International. Many people find they can buy an airline ticket today for the same price they paid 40 years ago, and there aren't too many products about which that can be said!

An update of Mitchell's economic impact study has just been completed. The results, shown on page 5, define the growth in numbers of airport jobs and revenue since the 1996 study. During this period, there have been some dramatic world events and some significant changes in aviation, but the number of people who depend on air travel to reach their business and leisure destinations continued to increase.

We have made steady progress in the tasks that are part of the Master Plan Update. Airport terminal facilities and runway areas have been inventoried to verify existing conditions. Forecasts for passenger and cargo use have been developed out to 2021. This information is used to identify where and when airport facilities need to be enlarged to accommodate the projected growth. This information was reviewed in previous newsletters and public workshops.

This issue of the newsletter reviews possible alternatives for expansion of the passenger terminal at the Airport. These alternatives and their underlying assumptions will be described in more detail at the next

Public Workshop. We encourage you to attend the workshop to gain a better understanding and share your thoughts with us on these alternatives.

This issue brings you up to date on our progress on the Airport Master Plan Update. Please be sure to visit with us at the next Master Plan Public Workshop, which will be held **Tuesday, March 28 from 2 pm - 4 pm and 6 pm - 8 pm**. See the last page of this newsletter for details.

Sincerely,

Barry Bateman
Airport Director

AIRPORT TERMINAL ALTERNATIVES

OVERVIEW

Previous Master Plan Update newsletters looked at the visions people in the community and various stakeholders have for the Airport; examined the projected increases in passenger and cargo demand through 2021; and addressed the impacts that increased passengers and cargo would have on both the terminal and airfield facilities. The next step in the Airport Master Plan process

— Continued on next page

IN THIS ISSUE

Dear Neighbors: — Letter from the Airport Director	1
Airport Terminal Alternatives	1
Initial Terminal Expansion Alternatives	2
Evaluation Criteria for Terminal Alternatives	4
The C-I Runway is Needed in the Future	4
Economic Impact Highlights	5
Contact Information	6

INITIAL TERMINAL EXPANSION ALTERNATIVES

The figures to the right represent six alternatives that will ultimately be narrowed to three final alternatives. Included within the six alternatives are a total of 16 different variations. These alternatives were based on a number of assumptions developed through the initial planning process. In all of these alternatives, airline gates would increase from the existing 42 to 70 in the future and car parking spaces would increase by 5,500.

Alternatives A, B and C look at traditional approaches which maintain the existing terminal functions and also consider building an expanded second terminal to the south of the existing terminal. Alternatives A, B and C also focus on the impacts and issues related to roadway circulation as passenger demand grows. The variations within each alternative look at different layouts for the expansion of parking and the configuration of the expanded terminal. Alternatives D, E and F look at expansion options outside of the terminal configuration that exists today.

Overview continued from front page —

is to look at what physical changes would need to take place at General Mitchell International Airport (GMIA) through 2021 in order to accommodate the growth in aircraft operations while maintaining the strengths of GMIA. This issue of the newsletter will look at the development of the initial six terminal expansion alternatives and how they are evaluated.

There is no one perfect solution to balancing the need for more space and ensuring that the Airport remains easy to access while complying with security and various other regulatory requirements. To arrive at the best solution, planners work through a variety of initial alternatives, each with their own strengths and weaknesses, to find the best balance of accessibility, functionality, cost, security, etc. These multiple alternatives are reviewed and re-reviewed with a variety of technical experts in order to narrow down the possibilities to three choices. These three alternatives are then more fully developed with additional technical and engineering details, including cost estimates. These three final alternatives are reviewed and discussed with various stakeholders and presented at public workshops to gain input and insights.

From the technical review, public opinion and stakeholder input, a final preferred alternative emerges. This preferred alternative will be further studied, with more technical and cost review to ensure that all aspects of the alternative have been fully evaluated. It will then be reviewed by stakeholders and the public. After approval by the Milwaukee County Board and County Executive, this alternative becomes the basis of budgeting for the proposed capital improvements as passenger and aircraft operations approach the capacity of the existing terminal.

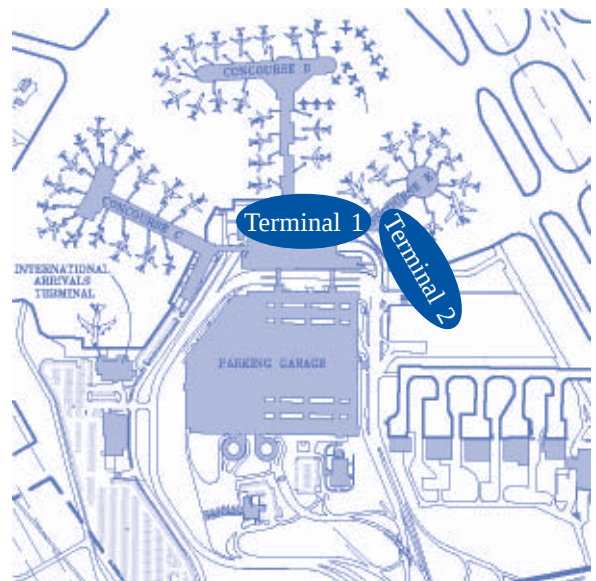
ALTERNATIVE A

Alternative A would double deck the existing terminal building and roadway. This alternative has several challenges, including longer walks for passengers and maximum disruptions during construction. It would be considered if the single roadway system configurations were not workable. There are 4 variations on this alternative.



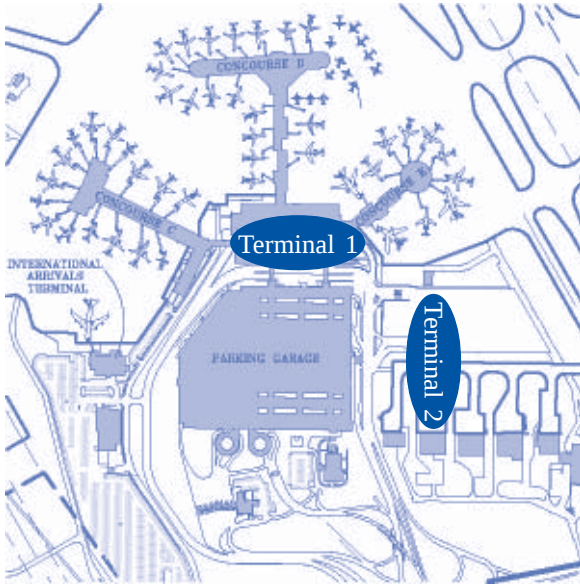
ALTERNATIVE B

Alternative B would expand the existing terminal to the south past Concourse E and maintain a single level roadway system. This results in shorter walking distances for passengers and can be phased in with less disruption. There are 4 variations on this alternative.



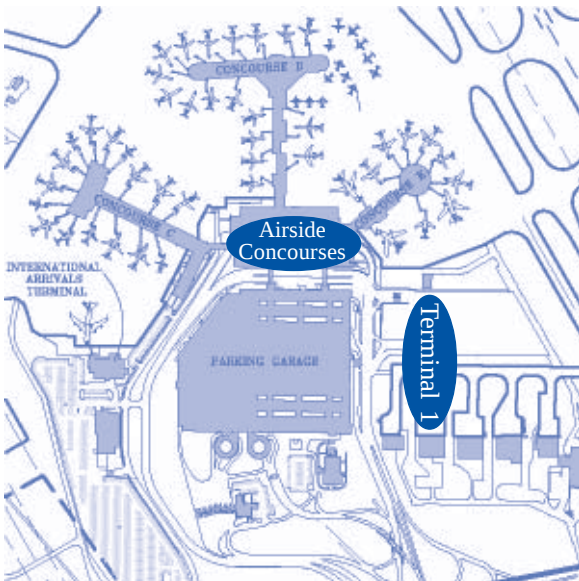
ALTERNATIVE C

Alternative C would develop a new independent terminal south of the existing parking garage and creates a clean site for optimum terminal development. It does, however, split the airlines, concessions, and curbside operations. It also means there will be some redundant facilities, such as security checkpoints and concessions. The first curbside is only a short distance from Howell Avenue, which limits the ability to change lanes. There are 5 variations on this alternative.



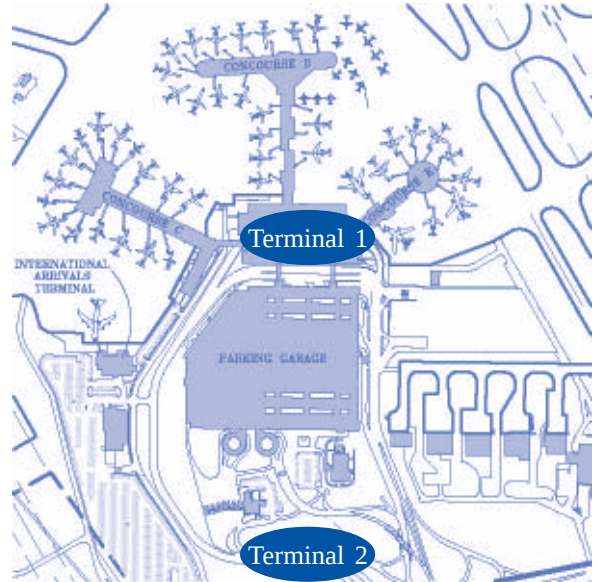
ALTERNATIVE D

Alternative D would create a new terminal south of the parking garage and converts the original terminal into an airside concourse only. The challenge is that it creates long and complicated passenger circulation and requires a major demolition of existing terminal facilities. Because of the distances, it will be completely dependent on automated people movers.



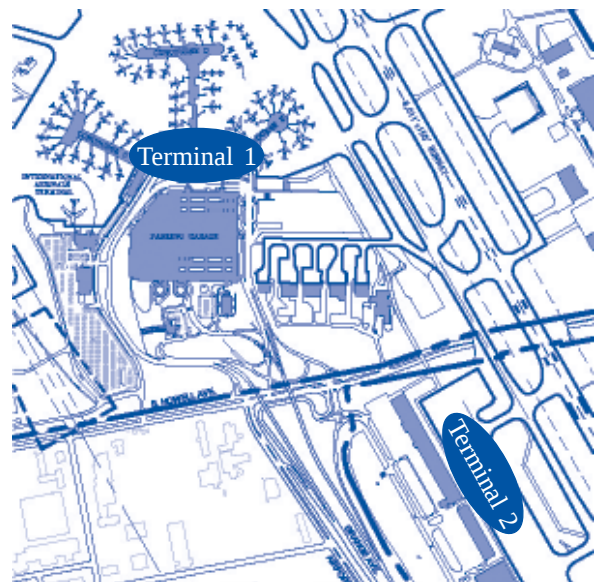
ALTERNATIVE E

Alternative E would develop a new independent terminal west of the parking structure, but east of Howell Avenue. This may provide for two separate access roadway loops, but would require extensive new access roadway construction and is only viable if the proposed roadways in the other alternatives can not accommodate traffic volumes.



ALTERNATIVE F

Alternative F would develop a new independent terminal west of Howell Avenue in the area currently occupied by the air cargo complex. It too provides for two separate access roadway loops. This alternative is only viable if the proposed roadway loops in the other alternatives are not viable.



EVALUATION CRITERIA FOR TERMINAL ALTERNATIVES

With all these different alternatives, you might ask “How will a decision be made and how do you narrow the alternatives down?” Specific evaluation criteria will help narrow down the 16 various alternatives to 3 final alternatives. The Technical Advisory Committee, which is made up of experts from a variety of regulatory and airline organizations, will need to review the alternatives to make sure that they are consistent with all regulatory requirements. Once the alternatives are narrowed down to three, the planning team will undertake more detailed technical work on each and perform additional analysis. This will include cost estimates and impact analysis on airport operations.

There are two levels for evaluating the terminal alternatives. Level 1 Evaluation Criteria reflect what qualities southeastern Wisconsin residents said they want in our airport terminal during focus groups, stakeholder sessions and public workshops. The Level 2 Evaluation Criteria are based on technical requirements, functionality, regulatory policies, cost and construction impacts.

LEVEL 1 - VISION CRITERIA

What qualities have people said they want in our airport terminal?

Efficient & flexible facilities	Simple wayfinding-ease of use	Improved level of service	Improved concession choice
Flexible security screening	Reasonable capital development cost	Easy roadway access & use	Efficient & flexible roadways
Improved curbside service	Flexible use of parking garage	Flexible response to TSA security requirements	Opportunities for future transit connections

LEVEL 2 - TECHNICAL CRITERIA

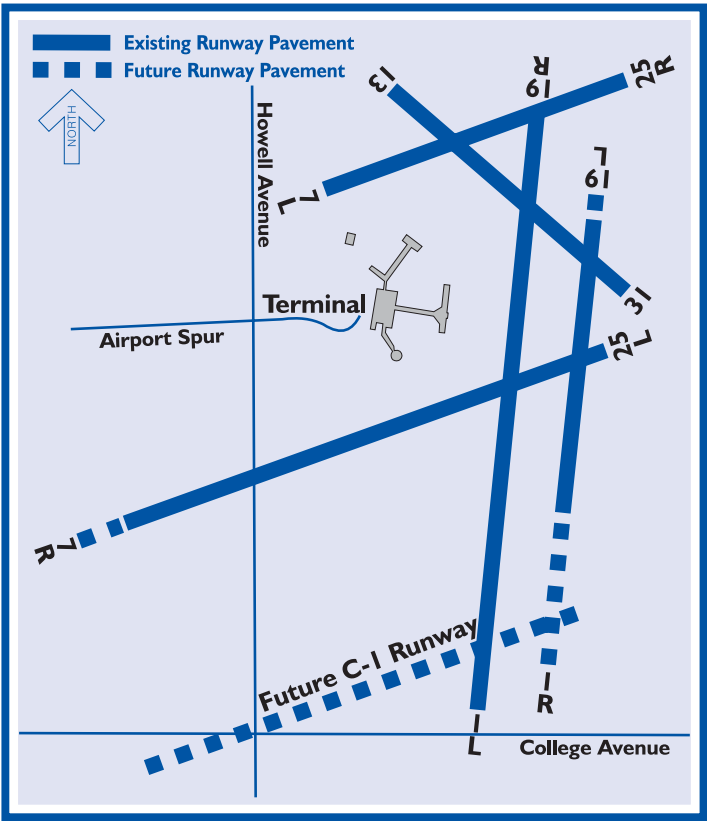
What topics must be studied?

Overall airline operations	Overall airport facilities: walking distance; vertical level changes; & mode changes	Coordination with airfield operations	Coordination with Regional Access Roadways
Coordination with overall airport development	Capital development cost at 10 & 20 year point	Relative operation & maintenance cost	Construction feasibility
Extent of temporary construction issues	Time to implement	Environmental impacts: noise; land acquisition; air quality; water quality; other impacts	

THE C-1 RUNWAY IS NEEDED IN THE FUTURE

The projected increase in the number of passengers and flights using the Milwaukee airport means that the C-1 Runway adopted in the 1993 Master Plan will need to be opened between 2016 and 2021. The Master Plan Update relied on a number of variables to estimate when the C-1 Runway will be needed. These variables include forecasts of aircraft operations, aircraft operating costs, the amount of delay for aircraft arriving at and departing from the Airport, and the cost of construction. These factors will be monitored over time in order to determine when to start the process of building the C-1 Runway. Ultimately, the construction of the C-1 Runway will depend on the growth of the airport and the ability to hold aircraft delays to a reasonable level. The goal is to reduce aircraft fuel consumption as well as air traveler inconvenience.

Before the time comes to start the construction of the C-1 Runway, several major tasks need to be completed. An environmental impact statement (EIS) must be prepared by the FAA. Also, Milwaukee County must acquire the property needed for the project. Impacted property owners will receive fair market value for their property, plus relocation expenses. Once the FAA has issued a record of decision for the EIS, the County can begin acquisition of the property and construction of the runway could begin.



ECONOMIC IMPACT HIGHLIGHTS FOR GENERAL MITCHELL INTERNATIONAL AIRPORT (GMIA)

GMIA – A MAJOR ECONOMIC BOOSTER FOR GREATER MILWAUKEE

Would GE Healthcare Technologies and Manpower expand their operations and increase the number of jobs they provide in the Milwaukee area if there wasn't a healthy airport in Milwaukee? Both of these international companies could be headquartered anywhere, but they chose to stay and expand in metropolitan Milwaukee. Those decisions meant that almost 7,400 high paying jobs and the related dollars that are generated stayed in the region and helped the metro economy stay healthy.

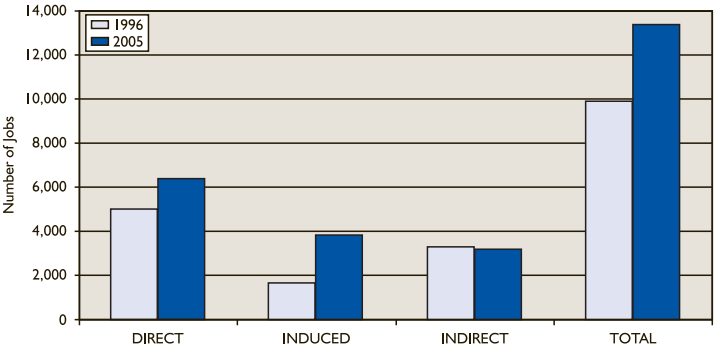
For companies that are dependent on air travel for their employees or freight delivery, a high quality, efficient airport is a key ingredient in the decision process. This has been demonstrated by an economic impact study that was completed in late 2005 for the airport. The highlights of the study are:

GROWTH IN JOBS AT GMIA

The economic impact on job growth is broken into three categories of jobs:

- Direct Jobs:** jobs directly generated by airport activity which would vanish if activities at the airport ceased.
- Induced Jobs:** jobs created throughout the region because individuals directly employed due to airport activity spend their wages on goods and services like housing and food.
- Indirect Jobs:** jobs generated through the purchase of goods and services by firms dependent on airport activity such as office supplies, repair and maintenance work, utilities, etc.

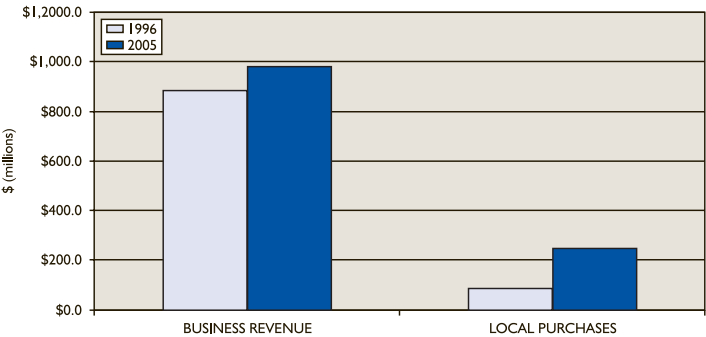
Comparison of Job Growth at GMIA from 1996 to 2005



GROWTH IN BUSINESS REVENUE AND LOCAL PURCHASES

Businesses that depend on airport activity for their services and products generate revenue into the economy through the wages paid to their employees, the respending of these wages, and business spending on local purchases within the metro area.

Comparison of Business Revenue and Local Purchases from 1996 to 2005



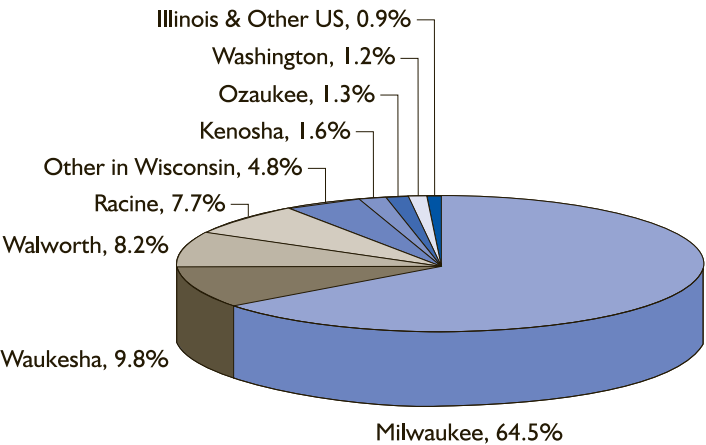
GROWTH IN VISITOR INDUSTRY

Visitors who come to Milwaukee for business, pleasure, or conventions spend money on hotel rooms, restaurants, entertainment and retail purchases. Those dollars in turn support a large number of direct, induced, and indirect jobs beyond the jobs related directly to the airport. In 2005, approximately 1.9 million of the 3.6 million departing passengers were in this visitor category.

SOUTHEASTERN WISCONSIN BENEFITS FROM AIRPORT JOBS

The study demonstrated that almost 65% of the direct jobs generated by the airport are held by people living in Milwaukee County. Many employees buy homes, pay taxes, and shop within the communities around the airport.

GMIA Employment by County of Residence



CONTACT INFORMATION

Comments on the Master Plan Update Study can be emailed to: info@mitchellairport.com or mailed to: General Mitchell International Airport; Attn.: Master Plan Update Study; 5300 S. Howell Avenue; Milwaukee, WI 53207-6156.

As chapters of the Master Plan Update Study are completed, they will be posted on the Airport Web site at www.mitchellairport.com in the *Airport Projects* link. This is the fourth newsletter in the Airport Master Plan series. The newsletters are also posted on the Airport Web site. If you would prefer to receive printed copies of past issues, please call 414-747-5300.

Ist Public Workshop
Held on August 13, 2002

Information provided on the Master Plan Update and its process. Opportunity to articulate your vision of GMIA 20 years into the future.

2nd Public Workshop
Held on January 28, 2004

Information presented on forecasts of future aviation activity, requirements for terminal, parking, access, and airfield capacity.

3rd Public Workshop
Tuesday, March 28, 2006

Best Western Midway Hotel
5105 S. Howell Avenue
Milwaukee, WI 53207
2 pm - 4 pm and 6 pm - 8 pm

- Review and Comment on Alternatives for Future GMIA Improvements.
- The Operational, Economic, and Environmental Implications of the Alternatives.

Topics for
Future Public Workshops

- Comment on the Preferred Alternative for Future Improvements at GMIA.