

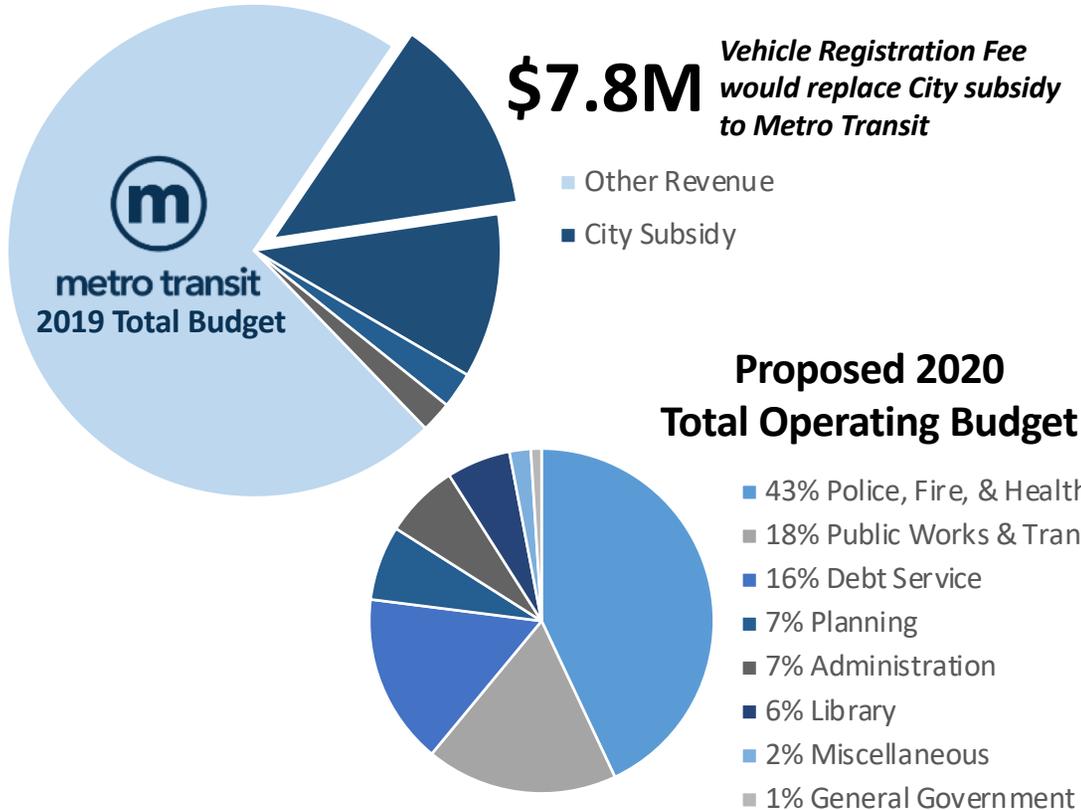


WHY A VEHICLE REGISTRATION FEE? AND WHY NOW?

Due to strict State-imposed property tax levy limits, the vehicle registration fee is one of the last revenue sources available to prevent significant cuts to critical city services and invest in a transportation system that works for more of our residents.

Madison's infrastructure has been starved of federal and state resources for years. As a result, the City has filled the gap and can no longer afford to do so. The proposed \$40 vehicle registration fee would generate **\$7.8 million** which would replace a portion of the subsidy the City of Madison provides Metro.

This frees up property tax revenue to support other critical priorities preventing steep cuts to police, fire, and more.



THE VEHICLE REGISTRATION FEE

PREVENTS CUTS TO CRITICAL CITY SERVICES

1 **\$3.6 million** of the Vehicle Registration Fee will replace property tax revenue subsidy that normally goes to Metro Transit. This money will be redirected to the general fund, helping to avoid significant cuts in services, such as police, fire, public health, planning, flood prevention, and others.

MEETS INCREASED METRO TRANSIT COSTS & ADDRESSES INEQUITY

2 **\$2.7 million** of the Vehicle Registration Fee will help Metro Transit shoulder increased operating costs, including maintenance, repair, tires, and fuel. It will also provide summer youth passes and an increase in low-income bus passes.

EXPANDS METRO TRANSIT SERVICE

3 **\$1.5 million** of the Vehicle Registration Fee will go towards increasing bus service frequency to Madison's south side as well as preparing the system for Bus Rapid Transit.

The proposed 2020 operating budget for public safety and health is 7% higher than it was in the 2019 adopted budget, in part due to the property tax revenue freed up by the vehicle registration fee.

WHY IS THE VEHICLE REGISTRATION FEE NECESSARY?

1 TO PREVENT CUTS TO CRITICAL CITY SERVICES

\$3.6 million prevents cuts to resident services such as police, fire, public health, and public works.

Without the VRF freeing up revenue for the General Fund, Madison would need to consider severe cuts to existing services, such as:

- Closing a fire station, eliminating 18 police officers and the crossing guard program, in addition to laying off 5 other positions.
- Laying off 44 positions randomly dispersed throughout the City.
- Eliminating GME pay increases and laying off 20 other positions.
- 35% cuts across the board for all non-profit providers.

2 TO MEET INCREASED METRO TRANSIT COSTS & ADDRESS INEQUITY

\$2.7 million prevents significant cuts to Metro Transit service, such as eliminating up to 32 positions—the equivalent of eliminating routes 3, 4, and 5 OR a serious diminishment of night and weekend transit service.

Plus, the VRF would allow Metro Transit to provide 750 summer youth passes and 600 additional low-income bus passes.

3 TO EXPAND METRO TRANSIT SERVICE

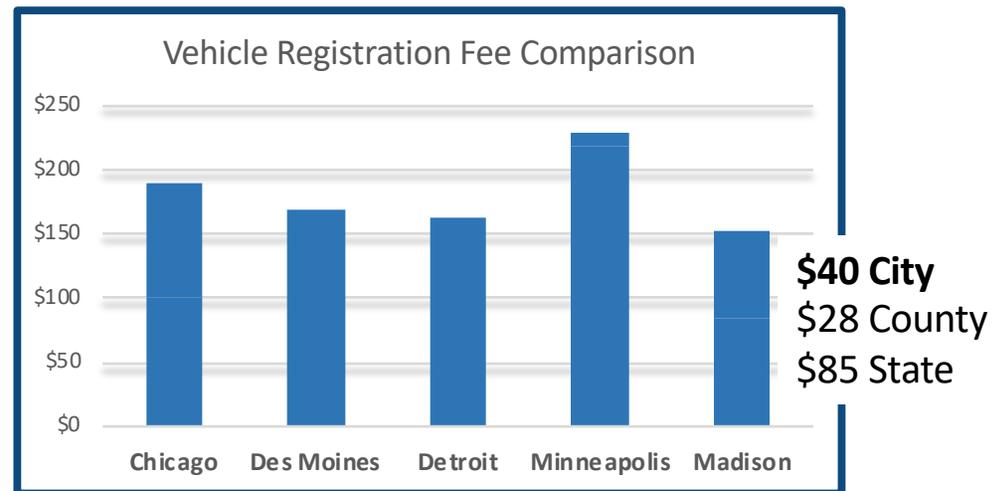
\$1.5 million prepares us to address the changing demands of our growing economy and better meet the needs of more residents by:

- Immediately increasing night and weekend service to Madison's south and southwest sides through the hire of four drivers.
- Performing a route study to inform how to best address the disproportionately high travel times and transfer rates of people of color and low-income populations.
- Supporting fare collection and staffing studies to inform the future of Metro Transit.

HOW WOULD MADISON'S VRF COMPARE TO OTHER MIDWEST CITIES?

From Gillett to Milwaukee, 37 Wisconsin counties and municipalities—large and small—have implemented a vehicle registration fee ranging from \$10 to \$30.

Madison's proposed \$40 vehicle registration fee is intended to move MetroForward>> by generating \$7.8M. If lowered to \$30, while the revenue may still eliminate the need to cut critical services, it would not enable growth of Metro Transit or needed investment to prepare for Bus Rapid Transit.



In recent years, the city has added 14,000 housing units and 3.3 million square feet of office, commercial, and industrial space. Our population and economic growth continue, along with traffic congestion and increased travel times.

WHILE WE MAY THINK WE CANNOT AFFORD THE PROPOSED VRF, IN REALITY, WE CANNOT AFFORD TO NOT MAKE THESE INVESTMENTS.