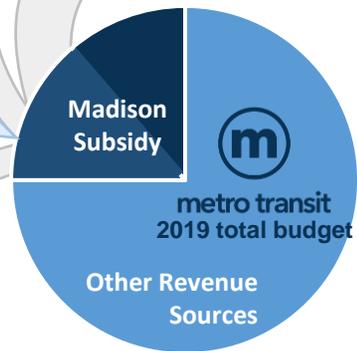
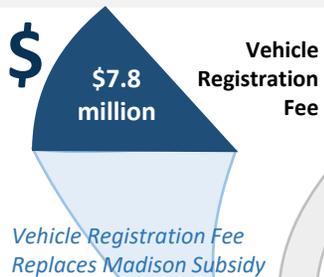


# Why a Vehicle Registration Fee? Why Now?

## Vehicle Registration Fee

Madison provides an unsustainable subsidy to Metro Transit every year. The \$40 vehicle registration fee will generate **\$7.8 million** which will replace a portion of the subsidy the City of Madison provides Metro. This frees up property tax revenue to support 3 priorities.



*Metro Transit currently removes 57,000 cars from our roads each day.*

### 2 \$2.7 million to sustain Metro operations and provide passes.

This portion 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 more low income bus passes.



### 3 \$1.5 million to begin addressing south side service and BRT prep.

This part of the Vehicle Registration Fee will increase evening and weekend bus service frequency to Madison's underserved south side as well as preparing the system for Bus Rapid Transit.

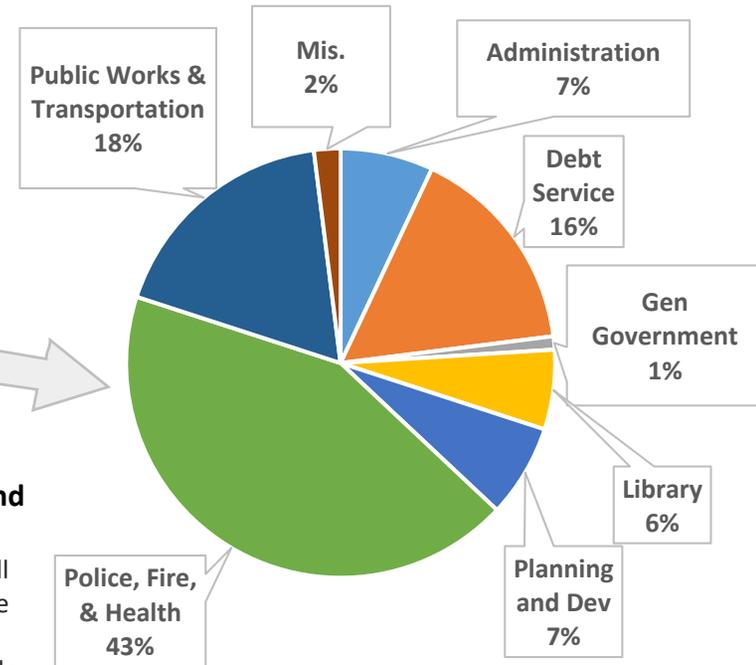


### 1 \$3.6 million to prevent cuts to critical services such as police, fire, public works, and parks.

The Vehicle Registration Fee will replace the property tax revenue subsidy that normally goes to Metro Transit. This now available property tax revenue will be redirected to the general fund, helping to avoid significant cuts in services, such as police, health, planning, stormwater, and others.



## Proposed 2020 Total Operating Budget

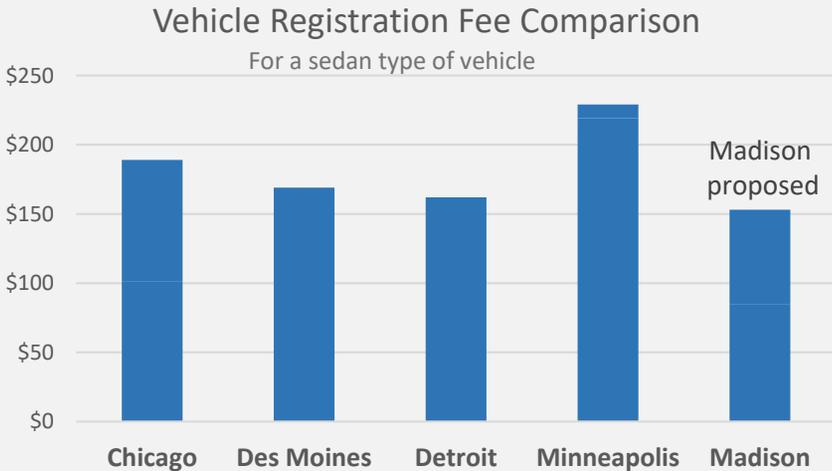


In part because of the property tax revenue freed up by the vehicle registration fee, the proposed 2020 operating budget for public safety and health is 5 to 7 percent higher than it was in the 2019 adopted budget.

# Why a Vehicle Registration Fee? Why Now?

## The vehicle registration fee compared to comparable Midwest cities.

- 37 counties and municipalities use VRF
- Municipalities small and large include Appleton, Beloit, Evansville, Platteville, Portage, Dane Co, Iowa Co, Milwaukee Co, etc.
- Madison's fee will generate ~\$7.8 million



## 1 \$3.6 million - Prevent cuts to critical services such as police, fire, public works, and parks.



Without the Vehicle Registration Fee's freeing up of revenue for the General Fund, Madison would need to consider:

- Closing a Fire Station, Eliminating 18 police officers and the crossing guard program, and laying off 5 other positions. **OR**
- Laying off 44 positions randomly dispersed throughout the city. **OR**
- Eliminating GME pay increases and laying off 20 other positions. **OR**
- Across the board cuts of 35% for all non-profit providers.

## 2

### \$2.7 million – Sustain Metro operations and passes.

Prevents significant cuts to Metro Service

- Prevents eliminating about 32 positions at Metro, which is the equivalent of eliminating routes 3, 4, and 5 or a serious reduction of night and weekend services.

And



- Provides 750 summer youth passes.  
*MMSD student composition - 58% children of color*
- Increases number of low income passes from 450 to 600.

## 3

### \$1.5 million – Begin to address south side service and BRT prep.

#### Central to Imagine Madison Comp Plan



- Expressly mentioned in 4 of the 9 strategies.
- Implicitly mentioned in 2 of the 9 strategies.

#### Equity

- Immediately increase night and weekend service to Madison's south and southwest sides (4 positions)
- Route Study – Address the disproportionately high travel times and transfer rates of people of color and low income populations. (See attached)
- Fare Collection and Staffing studies

#### Capacity

- 14,000 dwelling units since 2014, 3.3 million square feet of office space, commercial, and industrial since 2016
- An increase of over 800,000 daily trips is projected by 2050.
- There are limited to no opportunities to expand roadway capacity.
- Can we wait?

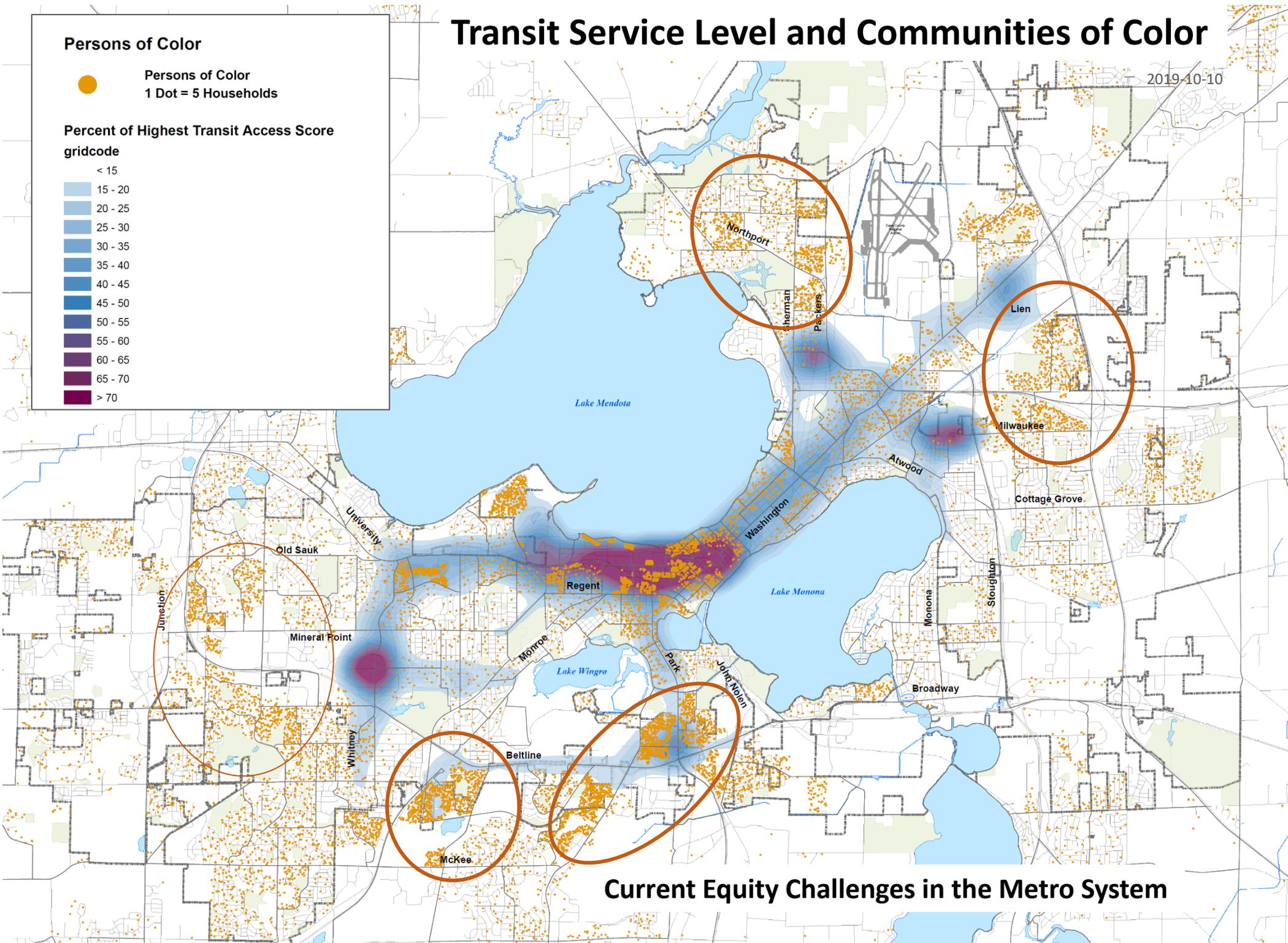
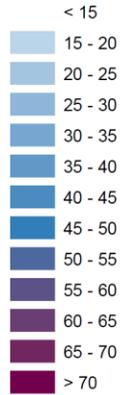
# Transit Service Level and Communities of Color

2019-10-10

## Persons of Color

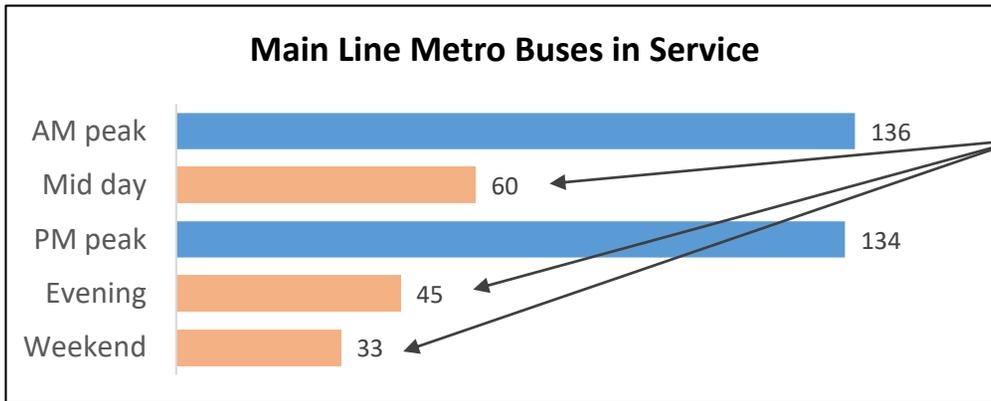
● Persons of Color  
1 Dot = 5 Households

## Percent of Highest Transit Access Score gridcode



**Current Equity Challenges in the Metro System**

# Impact of Metro Cuts

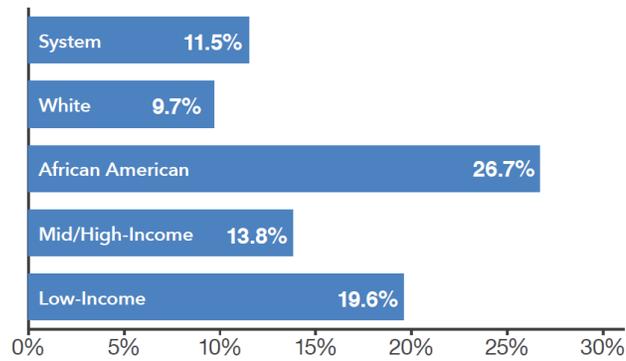


Transit-dependent residents rely on mid-day, evening, and weekends for jobs, shopping, and getting services.

These periods have the lowest service levels and are most likely to experience cuts when funding decreases, disproportionately affecting low-income persons.

# Current Equity Challenges in the Metro System

### Travel Time More Than 45 Minutes



### Transfer Rate

