

**Pien, Janet**

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**From:** Hacker, Marsha  
**Sent:** Wednesday, August 20, 2014 9:41 AM  
**To:** Ahrens, David; Claudia Haack; btrades; Hans Hinke; Jaclyn Lawton; Leah A. Samson-Samuel; Skidmore, Paul; Steve Fix  
**Cc:** Phillips, Robert; Pien, Janet  
**Subject:** FW: For BPW and EDC members

Fyi....

Marsha

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**From:** Clear, Mark  
**Sent:** Wednesday, August 20, 2014 9:40 AM  
**To:** Hacker, Marsha; Yessa, Peggy  
**Cc:** Allen, Heather; Palm, Lawrence; King, J Steven; Clausius, Joseph  
**Subject:** For BPW and EDC members

From: Ald. Mark Clear  
To: Members of BPW and EDC  
CC: Heather Allen, Alds. Clausius, King and Palm (co-sponsors)  
Re: Urban Forestry Proposal  
Date: 8/20/2014

I am out of town and unable to join you this evening. I'm confident that Heather Allen will be able to succinctly present the Urban Forestry Fee proposal to you and answer your questions. But I wanted to write to emphasize two important points.

1. The proposal before you does not effectuate any fee or fee methodology. There has been a fair amount of publicity (and concern by citizens) over the idea of a fee based on linear street frontage. While that method was the recommendation of the work group, any actual fee or method of calculating the fee will come in a later proposal. There are several other methods that could be considered, including not implementing anything. The ordinance amendment you will consider tonight simply creates the framework for a fee, should the Council decide to implement one. The work group recognized that no method is completely fair.

2. It's important to understand the context for this proposal. Forestry is poised to become one of the fastest-growing cost areas for our city, and also one that is most valued by our citizens. The stifling constraints on property tax revenue imposed by the legislature do not offer any relief for increasing costs of any genesis, including a natural disaster such as EAB. The legislature's clear intent is that property tax increases must be held to levels that have no relationship to the costs of providing services. That is the environment in which the Alternative Revenue Workgroup was created and which resulted in the proposal before you.

I hope this helps frame your discussions this evening. Thank you for your consideration and for your service to our city.

Mark C.

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Alder Mark Clear, 19th District, Madison, WI  
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