

INVEST IN MADISON'S FUTURE

WHY THE REFERENDUM MATTERS

Madison is at an important crossroads. We are the fastest-growing area in the state because Madison is a great place to live and work, but revenue caps imposed by the state legislature deny Madison the resources we need to meet the demands of our growing population. We have a choice this November that will impact our city for years to come: we can significantly reduce city services starting next year, or we can choose to invest less than a dollar a day in Madison's future.

KEEP IN MIND

*** A successful referendum allows a growing Madison to live up to its full potential ***

IMPORTANT INFORMATION

Madison is the fastest-growing community in Wisconsin because our city government has invested in excellent services that have created a high quality of life for our residents while supplying the infrastructure that underpins a thriving local economy.

FACT: The City's population grew 16% in the last census; to just keep up with that growth, the City would need 217 more workers than it has today. The City picks up 800 new trash cans a year, but hasn't hired a new garbage truck driver in 7 years. This trend is unsustainable.

Revenue caps imposed by the state legislature prevent Madison from fully investing the resources we need to meet the demands of our growing population.

FACT: Since 2011, the state has restricted the City's levy limit increase to 1-2% a year, no matter how much the city grows or how high inflation is.

We have a choice between investing in the future or austerity measures. A failed referendum will mean the city is not able to properly prepare for our growth and will fail to meet our commitment to our residents, including those most in need.

FACT: Despite being a primary driver of the state economy and contributing over \$1 billion dollars in state taxes, Madison residents get back only 18 cents for every dollar they pay in state taxes. And that includes state aid provided to the City, School Districts, and Dane County.

Investing in Madison's future via the city funding referendum will only add around \$5 per month for every \$100,000 of property value, or less than \$1 per day for the average homeowner. That's \$230 annually.

Our proposed six-year operating budget plan uses a combination of cuts, efficiencies, and other revenue sources to buy the City time to work with a new legislature without having to go to the voters with another referendum.

Madison is working hard to support fixed income homeowners with programs that provide grants, loans and rebates to ease the pressure on household budgets.

If the State provides new revenue sources in future years — like those proposed by Gov. Tony Evers in 2019, 2021, and 2023 — Madison can lower property tax bills while continuing to invest in the great city services that residents expect and deserve.



cityofmadison.com/referendum

