



NEW SERVICES IN 2018

The City Council approved the 2018 budget in November 2017. How public funds are distributed in the budget affects our city's operations, services, construction, and covers the costs of running the City of Wauwatosa.

The budget pays for the Public Works employees who collect your garbage, the power at the Wauwatosa Public Library and other city facilities, and the police officers and firefighters that keep us safe and respond to emergencies to name a few city services.

The average Wauwatosa homeowner (home value \$223,000) will have a tax increase of \$22.28 for the city's portion

of the tax bill (see page 2 for a breakdown). The net tax bill, for all taxing jurisdictions, is down \$11.38.

What is new in 2018?

- A crime analyst will join the Police Department to roll out more data-driven policing decisions and help us be even more effective at fighting crime.
- A space needs assessment for an East Tosa Police substation.
- A new program called Hidden in Plain Sight to teach parents the signs of drug use.
- A GIS Manager will join the Public Works Department, enabling better communication of planning, development, and construction with maps; more

efficiently deploying staff on daily tasks; and more.

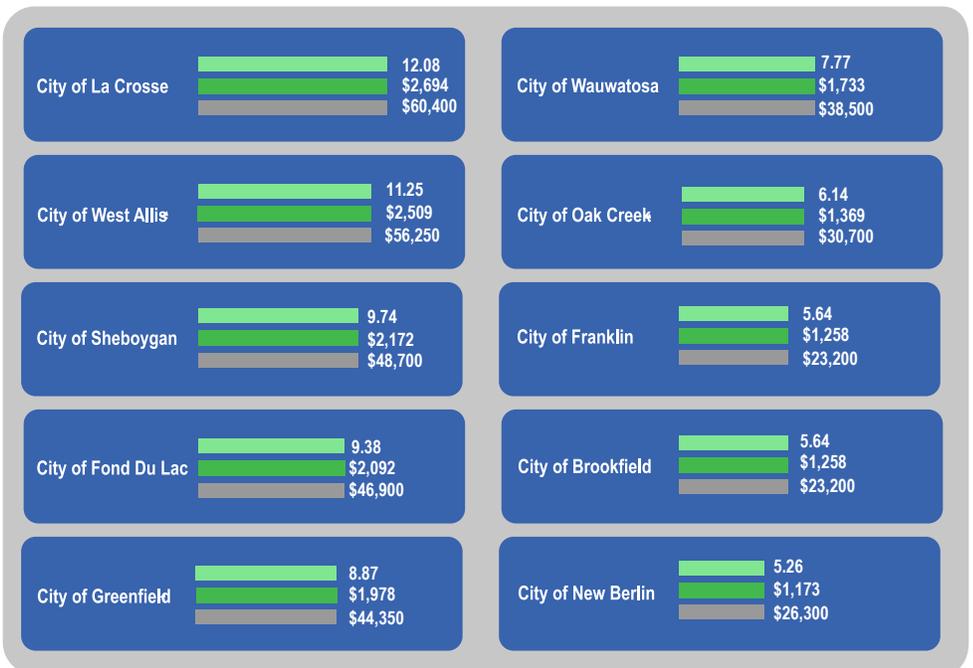
- Pilot testing a more efficient vehicle for leaf collection.
- Adding to the grounds maintenance program for public buildings.

"2018 is a year of service enhancements for Wauwatosa residents. We are focusing on two key areas - augmenting public safety and public works. We will continue to place an emphasis on being more efficient while also seeking ways to further improve the quality of our services for the community."

- City Administrator James Archambo

Wauwatosa Maintains Competitive Tax Rate

Wauwatosa prides itself on providing quality services to residents and visitors while still maintaining taxes at a level comparable to that of comparable communities. This table compares our municipality to our peer communities. To provide you a sense of how Wauwatosa compares, each tax rate is shown, as well as the taxes that would be paid on the average Wauwatosa home and on a \$5 million business. We always benchmark against the same group of municipalities that have a similar organizational structure to Wauwatosa. Wauwatosa's position in the middle of the comparison group has remained relatively steady over the past four years.



City Property Tax Rate (per \$1000 of Assessed Value) City Tax on a \$223,000 Home City Tax on a \$5 Million Business

Wauwatosa Maintains Aaa Bond Rating

Moody's Investor Services has once again awarded the City of Wauwatosa the highest bond rating, Aaa, for its 2017 A General Obligation Bond Issue. Wauwatosa is the only municipality in Milwaukee County with a Aaa bond rating. An exemplary bond rating is more than a badge of honor—it benefits the city by keeping interest rates low and demonstrates to investors that Wauwatosa is serious about fiscal stewardship and stability. It also reflects well on investor confidence

in the city as a place to do business. Moody's Investor Services cites the following reasons for making their determination:

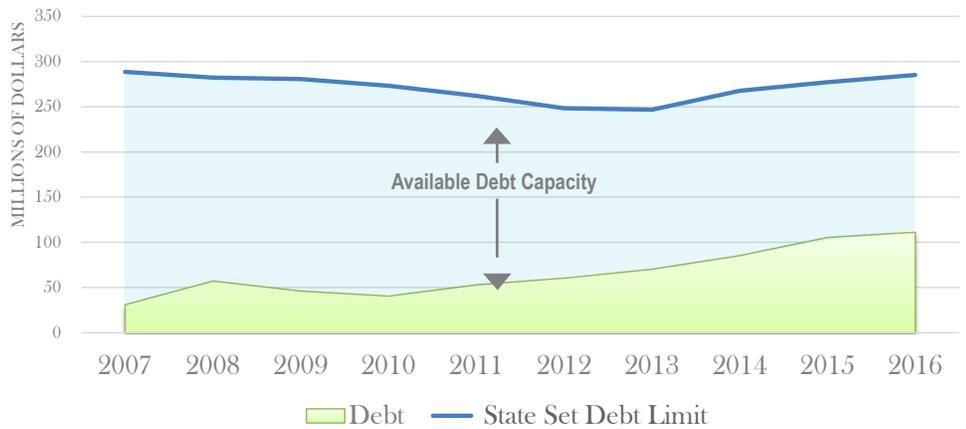
- Strong financial management
- Healthy reserves
- A solid and affluent tax base
- Close proximity to Milwaukee's financial center
- An average debt burden for a city of Wauwatosa's size
- Ongoing residential and commercial development

"When we have to take on debt as we are doing now to replace aging infrastructure, Wauwatosa's Aaa bond rating gives the best possible value for our residents because the amount of interest we pay directly impacts the amount of property taxes required to pay off that debt."

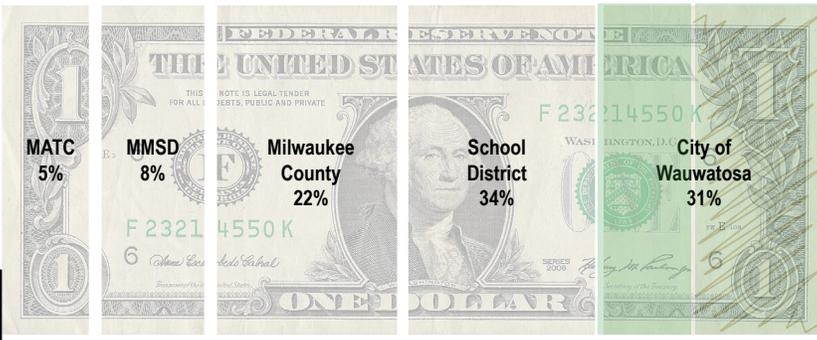
- Finance Director John Ruggini

Available Debt Capacity

The amount of debt a Wisconsin local government can issue is capped by the state at 5% of property value. Wauwatosa is well below the cap. While the City of Wauwatosa's debt has been intentionally increased since 2010 to address long deferred infrastructure maintenance - pipes, roads, streetlights, traffic signals - Wauwatosa maintains a significant amount of debt capacity, good fiscal health, and financial flexibility.

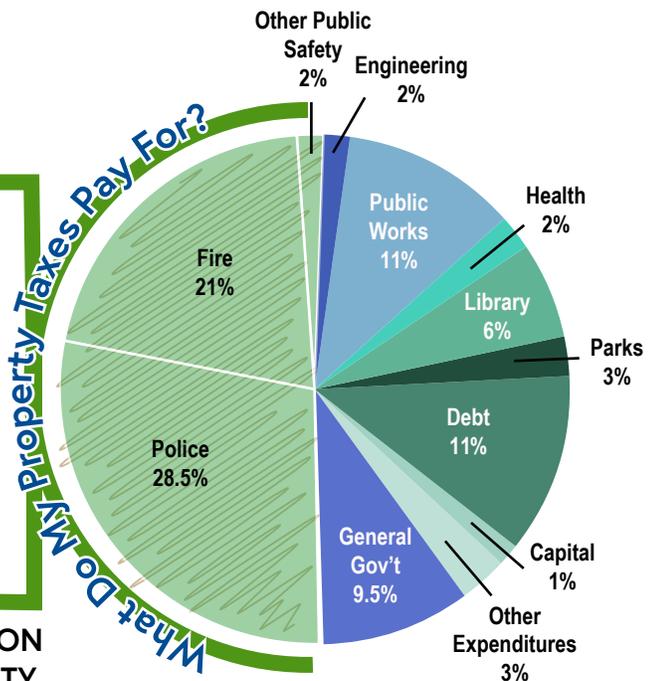


Where Do My Property Taxes Go?



State of Wisconsin
0%

50%+ SPENT ON PUBLIC SAFETY



Q&A on Development and the City's Budget



Q: What is development?

A: Development refers to anything that results in an increase in assessed value and ranges from a kitchen or bathroom remodel at your home to the construction of a hotel, apartment complex, or new restaurant.

Q: Some development projects use TIF funding and some don't. What is a TIF and why use one?

A: Sometimes new development is funded with a Tax Incremental Finance (TIF) district and sometimes there is no public funding mechanism. A TIF is a tool that provides public funding for a building project that would not otherwise be constructed. Examples of what public funds in a TIF may be used for include infrastructure, demolition, developer grants, sustainability features, and environmental remediation. When a TIF district is created, the assessed value within the district

is measured and that tax revenue, which is known as the base, is paid to the City of Wauwatosa and all taxing jurisdictions each year. For the lifetime of the TIF, any increases in assessed value, called the increment, are used to fund project improvements. After the TIF closes, the full assessed value is used to calculate taxes paid to the city and all taxing jurisdictions.

Q: Why have new development at all?

A: Development helps fund the city's budget, which is limited by the amount of net new construction in a given year. It is also about more than the budget. Development and new construction keep our community current and competitive as preferences change. In areas like the Village, North Avenue, and Mayfair Collection, development creates vibrancy and strengthens the business community. New development encourages people to visit Wauwatosa, to shop at our businesses, and to eat in our dining establishments. It also helps maintain Wauwatosa as a desirable place to live and work.

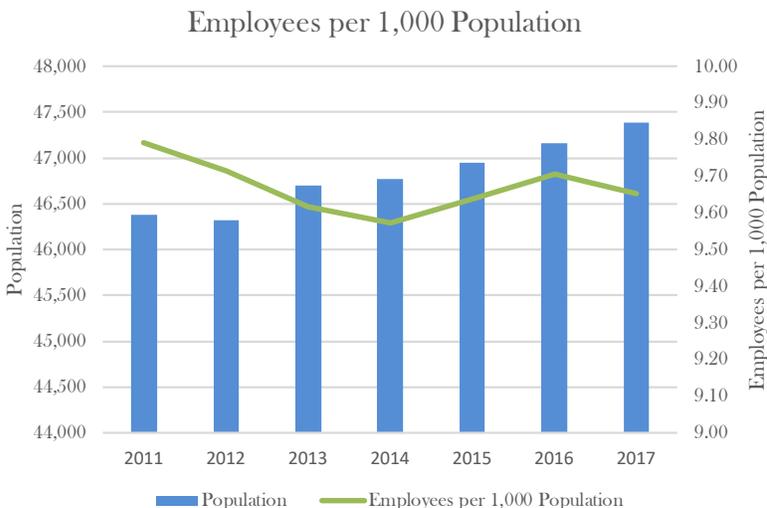
Q: Why would we increase our budget?

A: Just as costs go up in your household each year for basic items, such as utilities, gas, groceries, insurance, and more, so do costs to run a city like Wauwatosa. Additionally, Wauwatosa is subject to collective bargaining or union agreements for public safety services that require increases to salaries and limit how much the city can increase employee contributions to insurance, which is a major driver of costs. Without development, additional revenue doesn't come in and therefore as the cost of doing business goes up, efficiencies have to be found to fund them or services have to be cut.

Q: Does Wauwatosa look for efficiency measures?

A: We take pride in providing great services. Our team always looks for ways to enhance or streamline and have found numerous efficiencies this past year. We will continue to look for ways to provide new or enhanced services in future years.

Employees per 1,000 Population



The City of Wauwatosa's population continues to increase, which is a good indication that Wauwatosa remains an in-demand and desirable community in southeast Wisconsin. Even with population increasing, the city has not mirrored this with an increase in city staff. In fact, staff per 1,000 residents has dropped since 2011 and again in 2016. Doing more with less has been a mantra for Wisconsin local governments for years, and Wauwatosa is no exception. This is evidenced by the fact that Wauwatosa residents pay less for garbage and recycling collection and for fire and emergency medical services today than in 2002. These are two great examples of Wauwatosa's efficiency in service delivery.

Wauwatosa Elected Officials

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Common Council

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Craig Wilson
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2016 BY THE NUMBERS



Calls for Police Service

37,711



Miles Driven Patrolling
Wauwatosa

640,301



Calls for Fire/EMS
Service

6,833



Tons of Materials
Recycled

5,183



Water Meters Installed

2,407



Tons of Garbage
Collected

10,983



Voter Registration
Completed

8,042



Tons of Yard Waste
Collected

1,477



Tons of Street
Sweeping Debris

578



Fire Department
Ambulance Transports

3,586



Building Permits
Issued

5,254



Tons of
Asphalt Patch

700



Building and
Safety Inspections

10,076



Linear Feet of
Sewers Cleaned

332,000