

Revenue Enhancement Ideas from Reading Financial Forum September 15, 2010

Bucketed List

Evaluation Criteria

#	Ideas That Received Votes	Votes	Evaluation Criteria								Next Steps	
			Being Done	Revenue	Ease to Implement	Implement Cost	Ongoing Cost	Community Impact	Opp Cost / Unintended Consequences	Who Should Carry Forward?		FinCom Contact
ONE TIME REVENUE												
	Sale of Town Land (Oakland Rd-last big parcel)	25		High		Medium	None	TBD	Varies by lot	Selectman		
ONGOING REVENUE												
1	School and Town Land: Opportunities	49										
	Cell Towers	20	Yes	Medium		Low-Medium		TBD		TMgr/Selectman		
	Advertising/Billboards	15	Yes			Medium		TBD		Selectman/SC		
	Wind/Solar Power Generation and Sell Back	9	No							RMLD		
	Sell Timber in Town Forest	5	Yes							DPW/Town Forest Committee		
2	School and Town Facilities: Opportunities	24									<i>max. for schools; ID Town Bldgs contact success elsewhere?</i>	
	Rental of existing space	15	Yes	Low-Med.	Medium	Medium	High	Medium	Medium	Selectman/SC		
	Naming Rights	9	No	Low	Medium	Low	Low	Medium	Political	Selectman/SC		
3	Fees: Introduce New Ones	18										
	Pay as You Throw Trash Fee	6	No	High	Low	Medium	Medium	High	Incr. Recycling	Selectman		
	Preferred Parking Fees at RMHS	6	No	Low	Medium	Low	Low	Low	Incr. nbhd pkgng	Schools	<i>use fees for?</i>	
	Billing At Fault Accidents	5	No	Med-low	No	Medium-High	Staff time	High	Ins. Co. battles	Public Safety		
	Wireless air rights billing	1	No									
4	Economic Development	17										
	Town Economic Development/PR	12	Yes	Medium	Requires \$	Medium-High	Yes	Positive		Selectman		
	Tax Incentives for New Business	5	No							Selectman		
5	New Initiatives	16										
	Grant Writers to Bring in \$\$	5	No							Selectman/SC		
	Endowed Positions at Schools	5	No	<i>no comps in MA - all answers are unknown</i>							Schools	
	Road Races Program	3	No	Low	High	Low	Low	Low	Low	Recreation		
	Reading Branded Credit Card	2	No	<i>no comps in MA - all answers are unknown</i>							Selectman/SC	
	Remove state gas tax on Town	1	No							Legislators		
6	Fees: Increase existing	12										
	Parking Fee at Depot	10	Yes							Selectman		
	Raise Parking Tickets & Fines / Parking Meters	1	Yes							Selectman		
	Increase RMLD annual in lieu of Tax Payment	1	Yes							Selectman		
	Increase Ice Arena payments	0	Yes							Selectman		
7	Gifts/Donations/Sponsorships	12										
	Sponsoring Town Trees, Benches, Lights, etc.	7	Yes							Selectman		
	Focused Approach for Gifts/donations	5	No							Selectman/SC		
8	Expand Service Offerings	6										
	Offer Ambulance Services to Other Towns	6	No	Medium	High	High	Medium	none		Selectman		
Total Votes		179										