

EVALUATING THE OPT»OUT ALTERNATIVE IN-DEPTH

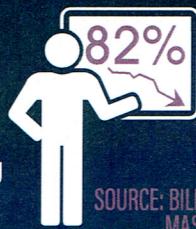
QUESTIONS?

Given the 82% decline in federal funding for trail development, where do we turn?

What alternative options are feasible?



#TRAILSFORPEOPLE



82%

DECREASE

SOURCE: BILLINGS BIKEWAY AND TRAILS
MASTER PLAN UPDATE (SPRING 2017)

SOLUTION: GET CREATIVE

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OPTIONAL \$2 trail contribution for Billings residents:

- Funds will be collected and deposited into a special fund dedicated to trails
- Funds restricted for construction and reconstruction
- Potential to generate \$936,000 per year if all customers stay in the program
- First project to be completed: Skyline Trail
- Opting OUT will be **easy** if a resident does not wish to participate

936K

THE BENEFITS OF OPT»OUT (vs. OPT-IN)

Study after study shows that despite people's best intentions, relying on their ACTION to do something to improve their lifestyle or benefit others yields meager results. Whether it's organ donation or contributing to one's own 401K, "Studies show that relying on inaction yields better results."

("THE OPT-OUT OPTION," ASSOCIATION FOR PSYCHOLOGICAL SCIENCE, [HTTPS://WWW.PSYCHOLOGICALSCIENCE.ORG/NEWS/MINDS-BUSINESS/THE-OPT-OUT-OPTION.HTML](https://www.psychologicalscience.org/news/minds-business/the-opt-out-option.html))

- In the study above, participation in 401(k) programs leapt from 42% to over 91% when an opt-out program was implemented
- The #1 source of Montana State Parks revenue is the optional \$6 fee on vehicle registrations.
- 83% of Montana residents stay in the program and revenues from the fiscal year 2017-18 generated \$3,812,633.

WHY BILLINGS NEEDS THIS.

- Economics. Our city is in competition with other communities in Montana to attract business and talented individuals to work, live and recreate in Billings.
- Widespread support from Billings residents for the Opt-Out program.
- Letters of support from groups who represent thousands of citizens who support this solution.

OPT-OUT SOLUTION SUPPORTERS:

NORTH PARK TASK FORCE
PIONEER PARK TASK
RIMROCK NEIGHBORHOOD TASK FORCE
YMCA
BICYCLE PEDESTRIAN ADVISORY COMMITTEE
BIG SKY ECONOMIC DEVELOPMENT
BILLINGS AREA CHAMBER OF COMMERCE

BILLINGS ASSOCIATION OF REALTORS
HEALTHY BY DESIGN
YELLOWSTONE RIMRUNNERS
BIG SKY STATE GAMES
NUMEROUS LETTERS FROM INDIVIDUALS TO
CITY COUNCIL REPRESENTATIVES



THIS IS **OPTIONAL**.

THIS IS AN **INVESTMENT** IN OUR COMMUNITY.

THIS **PROVIDES** CRITICAL MATCH MONEY FOR GRANTS.

OPTIONAL INVESTMENT PROVIDES A SOLUTION

