Section Headings and Content of Actual Memo

The actual memo might look as shown below. The bold headings would appear in the memo as shown. The bulleted points show the content of each section but would be text or tables rather than actual bullet points.

Proposed Ride Sharing Tax
- *New $2 tax per ride*
- *No tax in place now*
- *Goal is to raise revenue*

Data on the Ride Sharing Market
- *Current cost of a ride*
- *Brief description of Alphaville survey*
- *Table with demographic details about Alphaville riders and number of rides taken*
- *Brief description of Betatown policy and outcomes*
- *Note key assumption that Alphaville riders will behave in the same way*

Impact on Riders
- *Use Betaville percentage changes to infer new Alphaville rides per capita*
- *Tax revenue per rider*
- *Effective tax rate for riders in each group*
- *Table summarizing results*
- *Progressivity or regressivity*
- *Total impact on rider welfare (e.g., change in consumer surplus)*

Impact on Drivers
- *Percentage change in total number of rides*
- *Note implication of fewer drivers or fewer rides per driver or a mix*
- *Total impact on driver welfare (e.g., change in producer surplus)*

Impact on Government Revenue
- *Total revenue raised*
- *Welfare cost of the revenue (e.g., deadweight loss)*

Summary and Caveats
- *Revenue raised*
- *Progressivity or regressivity*
- *Overall welfare cost*
- *Caveat about similarity to Betaville*

Sidebar annotations:

What's the memo about?

Where did the input data come from?

What did you find and why should the reader believe you?

Very short list of key findings