

Storyboarding the Memo

Initial cut:

1. Short synopsis of policy being considered
2. What's known about the current situation
3. Analysis and inferences
4. Short summary

Refinement 1:

1. Short synopsis of policy being considered	1. Short synopsis of policy being considered
2. What's known about the current situation	2a. Current situation in Alphaville
	2b. Experience of Betatown
3. Analysis and inferences	3a. Impacts on riders
	3b. Impacts on drivers
	3c. Impacts on government revenue
4. Short summary	4. Short summary

Refinement 2:

1	1. Short synopsis of policy being considered	1. Short synopsis of policy being considered
2	2a. Current situation in Alphaville	2a. Current situation in Alphaville
	2b. Experience of Betatown	2b. Experience of Betatown
3	3a. Impacts on riders	3a1. Impacts on riders per capita
		3a2. Impacts on riders as a group
	3b. Impacts on drivers	3b. Impacts on drivers as a group
	3c. Impacts on government revenue	3c. Impacts on government revenue
4	4. Short summary	4. Short summary

Refinement 3:

1	1	1. Short synopsis of policy being considered	1. Short synopsis of policy being considered
2	2a	2a. Current situation in Alphaville	2a1. Current situation in Alphaville Brief description of survey
			2a2. Current situation in Alphaville Table of survey data
	2b	2b. Experience of Betatown	2b. Experience of Betatown Brief description of policy and outcomes; note key assumption that Alphaville riders will behave the same way
3	3a	3a1. Impacts on riders per capita	3a1a. Impacts on riders per capita Brief description of analysis followed by reference to table of results
			3a1b. Impacts on riders per capita Table of results by demographic group
			3a1c. Impacts on riders per capita Short discussion of key numbers in the table, such as effective tax rates
		3a2. Impacts on riders as a group	3a2. Impacts on riders as a group Changes in total rides; total taxes paid
		3b	3b. Impacts on drivers as a group
	3c	3c. Impacts on government revenue	3c. Impacts on government revenue Total revenue raised
4	4	4. Short summary	4. Short summary Caveat about key assumption; short takeaway message