



Office of the City Clerk
330 W. 20th Avenue
San Mateo, CA 94403
(650) 522-7042

Ballot Measure Primary Argument Submission Form

A ballot argument will not be accepted unless accompanied by this completed form, which shall contain the printed name(s) and signature(s) of the person(s) submitting it or, if submitted on behalf of a bona fide association of citizens, the name of the association and the printed name and signature of at least one of its principal officers.

Word count limit for Primary Arguments = 300 words

Ballot Measure TOT for the General Election to be held on 11/3/2020

Primary Argument in Favor of Primary Argument Against

This argument is submitted by (check ONLY ONE):	
<input checked="" type="checkbox"/>	The San Mateo City Council Name of Governing Body: City of San Mateo City Council Contact Person's Printed Name: Joe Goethals, Mayor Phone: [REDACTED] Email: [REDACTED]
<input type="checkbox"/>	Member(s) of the City of San Mateo City Council Name of Governing Body: Contact Person's Printed Name: Phone: Email:
<input type="checkbox"/>	Bona Fide Association of Citizens If this argument is filed by a bona fide association of citizens, the signers of the argument must be affiliated with the association and be authorized to sign the argument on its behalf. Provide the printed name and signature of at least one principal officer of the association. Name of Association: Contact Person's Printed Name: Phone: Email:
<input type="checkbox"/>	Individual Voters Eligible to Vote on the Measure Contact Person's Printed Name: Phone: Email:
<input type="checkbox"/>	Combination of Voters and Associations Contact Person's Printed Name: Phone: Email:

Arguments will be emailed to the contact person listed here for review before they are printed in the Sample Ballot & Official Voter Information Pamphlets.
Please complete the reverse side of this form.

City Clerk, Patrice Olds polds@cityofsanmateo.org

Primary Argument Signers Form		Author	Verified
<p>No more than five signatures shall appear with any argument. If more than five signatures are submitted, the first five listed shall be printed. Names and titles listed will be printed in the order that they are listed below. Place a checkmark in the author column if the signer is the author of the argument. A signer can only list one title.</p> <p>If the signers are part of a bona fide association, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual, the title under the signer's name must list the name of that bona fide association and may include their position within that association.</p> <p>By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.</p> <p>Print information clearly.</p>		<p>Check if the signer is the author of the argument. Authors must be signers.</p>	<p>(FOR OFFICIAL USE ONLY) Staff check once the eligibility of the signer is verified.</p>
1.	<p>Name: Joe Goethals Title: Mayor Phone: [REDACTED] Address: [REDACTED] San Mateo, CA 94403 Signature: [REDACTED] Date: 8/12/20</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2.	<p>Name: Eric Rodriguez Title: Deputy Mayor Phone: [REDACTED] Address: [REDACTED] San Mateo, CA 94403 Signature: [REDACTED] Date: 8/13/20</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	<p>Name: Rick Bonilla Title: Council member Phone: [REDACTED] Address: [REDACTED] San Mateo, CA 94403 Signature: [REDACTED] Date: 8-13-20</p>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<p>Name: Diane Papan Title: Council Member Phone: [REDACTED] Address: [REDACTED] San Mateo, CA 94403 Signature: [REDACTED] Date: 8-14-2020</p>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<p>Name: Amourence Lee Title: Council Member Phone: [REDACTED] Address: [REDACTED] San Mateo, CA 94403 Signature: [REDACTED] Date: 8/14/20</p>	<input type="checkbox"/>	<input type="checkbox"/>

Submit a second form (this side only) for alternate signers attached to this form and the argument.

To overcome the current serious recession and provide critical services to San Mateo residents, we **MUST VOTE YES ON MEASURE W**, which only applies to hotel guests and will **NOT** raise taxes for residents.

We are in the midst of a major recession and although some parts of our economy like retail are hurting, other parts like the tech sector remain strong. For this reason, San Mateo residents should vote **YES ON MEASURE W** - the 2% increase to our Hotel Transient Occupancy Tax (TOT). Many cities have a higher TOT and increasing ours will bring us in line with surrounding cities.

The economic fallout of coronavirus significantly hurt San Mateo's finances, with a nearly \$8 million deficit this year alone. The City has already made serious budget cuts. Without new funding, we could experience terrible cuts to critical services. Voting **YES ON MEASURE W** helps maintain services like 911 emergency response, street maintenance, traffic management, crime prevention, park improvements, and other vital services.

We **MUST** increase our Hotel Tax. This measure will **NOT** raise your taxes as a resident of San Mateo.

Measure W will help the City:

- Maintain streets, repair potholes, improve our infrastructure and enhance public facilities. If we don't take care of it now, it will be a lot more expensive to repair in the future.
- Provide fast emergency response times for 911 calls. Help ensure we have enough police officers, firefighters and paramedics to respond quickly and save lives.
- Enhance our parks and recreation facilities including courts, fields and playgrounds.
- Prepare for public health emergencies like coronavirus, as well as wildfires, natural disasters, and large-scale emergencies.

ALL of this money will remain local and help improve our quality of life. None of the funds can be taken by Sacramento politicians.

VOTE YES! ON MEASURE W!

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