



OFFICE OF  
**ASSESSOR-COUNTY CLERK-RECORDER & ELECTIONS**  
REGISTRATION & ELECTIONS DIVISION  
COUNTY OF SAN MATEO

### 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 \_\_\_\_\_ for the Presidential General Election to be held on November 3, 2020

Primary Argument in Favor of  Primary Argument Against

This argument is submitted by (check ONLY ONE):

<input type="checkbox"/>	<b>The County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District</b> Name of Governing Body: Contact Person's Printed Name: Phone: _____ Email: _____
<input checked="" type="checkbox"/>	<b>Member(s) of the County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District</b> Name of Governing Body: City of East Palo Alto Contact Person's Printed Name: Carlos Romero Phone: [REDACTED] Email: [REDACTED]
<input type="checkbox"/>	<b>Bona Fide Association of Citizens</b> 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"/>	<b>Individual Voters Eligible to Vote on the Measure</b> Contact Person's Printed Name: Phone: _____ Email: _____
<input type="checkbox"/>	<b>Combination of Voters and Associations</b> 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.

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>			Check if the signer is the author of the argument. Authors must be signers.	(FOR OFFICIAL USE ONLY) Staff check once the eligibility of the signer is verified.		
1.	Name: Regina Wallace Jones	Title: Mayor			<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]				
	Address: [REDACTED] East Palo Alto, CA 94303					
	Signature: [REDACTED]	Date: 8/9/2020				
2.	Name: Ruben Abrica	Title: Councilmember	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
	Phone: [REDACTED]	Email: [REDACTED]				
	Address: [REDACTED] East Palo Alto, 94303					
	Signature: [REDACTED]	Date: 8/10/2020				
3.	Name: Father Lawrence Goode	Title: Rector, St. Francis of Assisi Church	<input type="checkbox"/>	<input type="checkbox"/>		
	Phone: [REDACTED]	Email: [REDACTED]				
	Address: [REDACTED] East Palo Alto, CA 94303					
	Signature: [REDACTED]	Date: 8/9/2020				
4.	Name: Pastor Paul Bains	Title: Homeless Advocate	<input type="checkbox"/>	<input type="checkbox"/>		
	Phone: [REDACTED]	Email: [REDACTED]				
	Address: [REDACTED] East Palo Alto, CA 94303					
	Signature: [REDACTED]	Date: 8/10/2020				
5.	Name: Millicent Grant	Title: President, EPA Senior Center	<input type="checkbox"/>	<input type="checkbox"/>		
	Phone: [REDACTED]	Email: [REDACTED]				
	Address: [REDACTED] East Palo Alto, CA 94303					
	Signature: [REDACTED]	Date: 8-10-2020				

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



**RESOLUTION NO. 100 – 2020**

**A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF EAST PALO ALTO**

**CALLING FOR APPROVING THE BALLOT ARGUMENT IN FAVOR OF A MEASURE IMPOSING AN INCREASE TO THE CITY'S TRANSIENT OCCUPANCY TAX RATE OF TWELVE PERCENT (12%) BY A ONE PERCENT (1%) INCREASE ON JANUARY 1, 2022, AND ANOTHER ONE PERCENT (1%) ON JANUARY 1, 2023, FOR A TOTAL RATE OF FOURTEEN PERCENT (14%**

**WHEREAS**, pursuant to California Revenue and Taxation Code Section 7280 , the legislative body of a city may levy a tax on the privilege of occupying a room or rooms, or other living space, in a hotel, inn, tourist home or house, motel, or other lodging for a period of 30 days or less; and

**WHEREAS**, the current transient occupancy tax ("TOT") throughout the City of East Palo Alto, as established by Chapter 3.68 of the East Palo Alto Municipal Code is 12%; and

**WHEREAS**, the TOT is paid only by transient guests staying at hotels and other short-term overnight accommodations in the City of East Palo Alto ("City"), and not by City residents who are not staying in such short-term accommodations; and

**WHEREAS**, the City of East Palo Alto City Council ("City Council") desires to put before the voters a proposal to increase the percent of TOT gradually to a total of 14% and devote the increased percentage of revenue to affordable housing, in particular the development, acquisition and/or rehabilitation of affordable housing units throughout the City and efforts to limit housing displacement; and

**WHEREAS**, the measure will also update and clarify provisions of the existing ordinance, as well as add new provisions, and authorize the City Council to amend various aspects of the TOT provisions without subsequent voter approval; provided such amendment does not increase the amount of tax paid by any taxpayer in excess of the rate set forth in the measure or change the allowed use for the tax revenues; and

**WHEREAS**, the City Council adopted Resolution No. 99-2020 on July 21, 2020, calling and ordering the submission to the electors of the City of East Palo Alto a measure amending Chapter 3.68 of the East Palo Alto Municipal Code, to increase the Transient Occupancy Tax rate from 12% to 14% by 2023 to be placed on the November 3, 2020, General Election ballot and authorizing the ballot question; and

**WHEREAS**, pursuant to Elections Code Section 9282, for measures placed on the ballot by the legislative body, or a member or members of the legislative body authorized by that body, may file a written argument for or against any city measure.

**NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF EAST PALO ALTO HEREBY** approves the written argument in favor of a measure amending Chapter 3.68 of the East Palo Alto Municipal Code, to increase the Transient Occupancy Tax rate from 12% to 14% by 2023, to be placed on the November 3, 2020 General Election ballot, as follows:



**Argument in Favor of Measure**

Vote Yes on Measure \_\_\_ to preserve our homes and ensure our residents have a stable place to call home. The Great Recession and foreclosure crisis of 2007-2009 greatly impacted our community, as many of our community members lost their wealth and were displaced. Measure \_\_\_ will help us prevent that from happening again.

Measure \_\_\_ enacts a modest 2% increase in the Transient Occupancy Tax (TOT) paid by out-of-town visitors staying in East Palo Alto hotels and short-term rentals. The tax will be phased in over a two-year period, with a 1% increase in 2022 and another 1% increase in 2023. The tax is paid by hotel and short-term rental customers.

Local residents and property owners will NOT pay the tax.

Preservation is key to preventing displacement. Keeping existing housing affordable for East Palo Alto residents enables long-time community members to stay here. It also makes housing accessible to families with modest or fixed incomes so that they too can remain in East Palo Alto.

Measure \_\_\_ will:

- Provide an estimated \$195,000 annually dedicated to affordable housing acquisition, development, and/or rehabilitation;
- Make funding available to enable tenants to—with City and non-profit assistance—buy a house or apartment building about to be sold;
- Create more affordable rental and homeownership opportunities.

Our TOT of 12% has not been raised in over twenty years, since voters adopted it in 1998. It's time to increase the TOT to be in alignment with other cities in our region that have TOTs of 14% or higher.

Please join a unanimous City Council, as well as community and business leaders, and vote yes on Measure \_\_\_!

**PASSED AND ADOPTED** this 21<sup>st</sup> day of July 2020, by the following vote:

**AYES:** Abrica, Gauthier, Moody, Romero, and Wallace-Jones

**NOES:**

**ABSENT:**

**ABSTAIN:**

[Redacted Signature]

Regina Wallace-Jones, Mayor

**ATTEST:**  
[Redacted Signature]

Walfred Solorzano, City Clerk

**APPROVED AS TO FORM:**  
[Redacted Signature]

Rafael E. Alvarado Jr., City Attorney