

# Argument In Favor of Measure U

## MEASURE U-TRANSIENT OCCUPANCY TAX: 298 words

Visitors come to San Mateo County from all over the world and from throughout California. They come for our incredible natural landscapes, to do business with many of the international companies located here and to stay in proximity to both Silicon Valley and San Francisco.

Every city in the county that hosts visitor serving hotels imposes a Transient Occupancy Tax paid by these visitors to support the services that make their visits pleasant and memorable and that also benefit local residents, such as police, fire, parks, libraries and street maintenance.

The County of San Mateo is proposing to increase the local transient occupancy tax in the unincorporated area of the county from a rate of ten percent (10%) to twelve percent (12%), which will bring the county's rate in line with most other local cities.

Due to the global economic downturn and the increased pressure on county services for the growing number of residents in need of assistance, an additional \$200,000 will provide a modest amount of new revenue to protect critical services provided through our hospital and clinics, public safety services, parks and libraries among many services.

Over the past six years San Mateo County has eliminated 500 positions, reduced departmental budgets, consolidated departments, closed county facilities, and negotiated reductions in labor costs to achieve over \$70 million in ongoing savings.

Despite this progress, San Mateo County continues to rely on reserves to balance our budget.

The proposed increase to the transient occupancy tax will be paid primarily by visitors to our county, rather than by residents, but the revenues will stay local.

San Mateo County is a wonderful place to live and visit. By voting YES on this measure, local residents will make a contribution toward ensuring it remains so for our residents and visitors alike.

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**FILED** IN THE OFFICE OF THE  
CHIEF ELECTIONS OFFICER  
OF SAN MATEO COUNTY, CALIF.

MAR 16 2012

By: MARK CHURCH, Chief Elections Officer  
DEPUTY CLERK



FILED IN THE OFFICE OF THE CHIEF ELECTIONS OFFICER OF SAN MATEO COUNTY, CALIF.

Ballot Measure Primary Argument Submission Form

MAR 16 2012
MARK CHURCH, Chief Elections Officer
By: [Signature] DEPUTY CLERK

A ballot argument shall 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/organization, the name of the association/organization and the printed name and signature of at least one of its principal officers. If the measure is presented to voters pursuant to an initiative petition in a special district election, please contact the Elections Office for special instructions.

Word count limit for Primary Arguments = 300

Ballot Measure Measure U for the Primary Election to be held on June 5, 2012.

[X] Primary Argument in Favor of [ ] Primary Argument Against

This argument is submitted by: (check all that apply)

Form sections: The Governing Body of the County of San Mateo, a School District, or a Special District; Member(s) of the Governing Body of the County of San Mateo, a School District, or a Special District; Bona Fide Association of Citizens/Organization; Individual(s) eligible to vote on the measure.

Primary Argument Signers Form				Each signer must designate in which capacity they are signing. Check the one box that applies.			
<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.</p> <p>Names and titles listed will be printed in the order that they are listed below.</p> <p>If the signers are part of a bona fide association/organization, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual(s), the title under the signer's name shall list the name of that bona fide association/organization and may include their position within that association/organization.</p> <p>By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.</p>							
1.	Name: Arrienne J. Tissier	Title: President, SAN MATEO COUNTY BOARD OF SUPERVISORS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]					
	Address: [REDACTED]						
	Signature: [REDACTED]	Date: 3/15/12					
2.	Name: DONALD A. HORSLEY	Title: SUPERVISOR	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]					
	Address: [REDACTED]						
	Signature: [REDACTED]	Date: 2/15/12					
3.	Name: Anne E. Campbell	Title: San Mateo County Superintendent of Schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]					
	Address: [REDACTED]						
	Signature: [REDACTED]	Date: 3/16/12					
4.	Name: (Lennie L. Roberts) as representative Lennie Roberts	Title: Environmental Advocate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]					
	Address: (Lennie L. Roberts) [REDACTED]						
	Signature: Lennie Roberts	Date: 3/16/12					
5.	Name: James P. Fox	Title: Retired District Attorney	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]					
	Address: [REDACTED]						
	Signature: James P. Fox	Date: 3/16/12					

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

FOR OFFICIAL USE ONLY

Signers  Registered N/A Signed Dated  
 Bona Fide Association  Verified