



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

**MARK CHURCH**  
CHIEF ELECTIONS OFFICER &  
ASSESSOR-COUNTY CLERK-RECORDER

**Ballot Measure Primary Argument Submission Form**

A ballot argument will not be accepted unless accompanied by this completed **typed** 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. **Please make sure you are using proper format before submitting to the Elections Office.**

Word count limit for Primary Arguments = 300 words

Ballot Measure Sales Tax Increase for the City of Half Moon Bay Election to be held on November 5, 2024.

Primary Argument in Favor of       Primary Argument Against

<b>This argument is submitted by (check ONLY ONE):</b>	
<input checked="" type="checkbox"/>	<b><del>The County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District</del></b> Name of Governing Body: City of Half Moon Bay City Council Contact Person's Printed Name: Robert Brownsone Phone: [REDACTED]      Email: [REDACTED]
<input 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: Contact Person's Printed Name: Phone:      Email:
<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.**

40 Tower Road, San Mateo, CA 94402

P 650.312.5222 F 650.312.5348 email registrar@smcacre.gov web www.smcacre.gov

**Primary Argument Signers Form**

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. Honorifics such as M.D., Dr., Esquire, etc. with a name are not accepted.

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.

By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.

**Type** information clearly.

**Author**

Check if the signer is the author of the argument. Authors must be signers.

**Verified**

(FOR OFFICIAL USE ONLY)  
Staff check once the eligibility of the signer is verified.

1.	Name: Robert Brownstone	Title: Councilmember, City of Half Moon Bay	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: City of Half Moon Bay, [REDACTED] Half Moon Bay, CA 94019		Pronouns:	
	Signature: [REDACTED]	Date: 8/14/24	He/His:	<input checked="" type="checkbox"/>
			She/Her:	<input type="checkbox"/>
			They/Them:	<input type="checkbox"/>
2.	Name: Deborah Penrose	Title: Councilmember, City of Half Moon Bay	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]		
	Address: City of Half Moon Bay, [REDACTED] Half Moon Bay, CA 94019		Pronouns:	
	Signature: [REDACTED]	Date: 8/14/24	He/His:	<input type="checkbox"/>
			She/Her:	<input checked="" type="checkbox"/>
			They/Them:	<input type="checkbox"/>
3.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:		
	Address:		Pronouns:	
	Signature:	Date:	He/His:	<input type="checkbox"/>
			She/Her:	<input type="checkbox"/>
			They/Them:	<input type="checkbox"/>
4.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:		
	Address:		Pronouns:	
	Signature:	Date:	He/His:	<input type="checkbox"/>
			She/Her:	<input type="checkbox"/>
			They/Them:	<input type="checkbox"/>
5.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:		
	Address:		Pronouns:	
	Signature:	Date:	He/His:	<input type="checkbox"/>
			She/Her:	<input type="checkbox"/>
			They/Them:	<input type="checkbox"/>

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

Start

**Argument in Favor of Half-Cent Sales Tax Funding Measure on the November 5, 2024 General Election Ballot**

[ Last year, the City of Half Moon Bay was unexpectedly informed by the County of San Mateo that, contracts with the Sheriff's Office and 911 Dispatch would be increased. For Half Moon Bay, total public safety costs (our largest expenditure) increased approximately 51% heading into the current fiscal year. This increase, along with other inflation-based increased expenses and lagging tourism revenues, resulted in a multi-million-dollar annual structural deficit that is projected to continue into the foreseeable future. The City has initiated a number of cost-saving measures which have been included in the FY 2024-25 Adopted Budget. In addition to looking for ways to reduce expenses, the City also explored ways to increase revenue.

In 2024, the City engaged a sales tax and polling consultant to conduct a feasibility analysis and to help gauge voter sentiment regarding revenue options; including a 1/2-cent sales tax. This sales tax would yield approximately \$1.8-2 million per year until the tax is terminated by the voters. Data shows that a high proportion (roughly 40%) of the City's sales tax is paid by visitors. Currently, the City's sales tax is 9.375% and the highest sales tax in the county is 9.875%.

The City's consultant conducted polling for three weeks. Overall, the sales tax option polled well. Moreover, City residents identified various critical service priorities, including maintaining 911 emergency response times; maintaining local sheriff patrols; maintaining youth and recreation programs; keeping beaches, parks, and other public spaces healthy, safe, and clean; reducing local traffic congestion; and maintaining the City's financial stability. ] End

Endorsed by:

Robert Brownstone, Half Moon Bay City Councilmember  
Deborah Penrose, Half Moon Bay City Councilmember

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