

**City Attorney’s Impartial Analysis of City of Half Moon Bay Measure R**

On July 16, 2024, the City Council of the City of Half Moon Bay voted to place Measure R on the ballot for the November 5, 2024 election. Measure R asks the voters whether to authorize a half-cent (0.5%) retail transactions and use tax, commonly known as a sales tax, within the City of Half Moon Bay.

City staff estimates that Measure R will provide \$2 million annually in additional local funding. This tax would be a “general tax,” meaning that revenues raised would go into the City’s general fund and could be used for any lawful City purpose. In placing the Measure on the ballot, the City Council indicated that the proposed tax proceeds could be used for purposes such as maintaining 911 emergency response times, sheriff patrols, and disaster/emergency preparedness; keeping public places safe, healthy, and clean; reducing traffic congestion; and maintaining youth and recreation programs.

California Revenue and Taxation Code section 7289.5 authorizes the City to levy a general transactions and use tax at a rate of 0.5% so long as the tax is approved by a majority of the voters. The tax would be paid in addition to current sales taxes. If approved, this Measure would increase the cumulative sales tax in Half Moon Bay from 9.375% to 9.875%. The proposed 0.5% sales tax equates to an extra 50 cents per \$100.00 of taxable goods purchased. Goods and services exempt from sales tax under state law, including unprocessed groceries, rent, prescription medicine, and personal services such as medical, dental, and legal, would not be affected.

The revenues and expenditures generated by the tax would be subject to the same independent audit requirements as other city revenues and expenditures. If approved, the tax would remain in effect until repealed by a majority vote of the City voters at a subsequent election.

A “yes” vote on Measure R will authorize the 0.5% transactions and use (sales) tax.

A “no” vote on Measure R will not authorize the 0.5% transactions and use (sales) tax.

**The above statement is an impartial analysis of Measure R. If you desire a copy of the ordinance or measure, please call the City’s elections official’s office at (650) 726-8271 and a copy will be mailed at no cost to you.**

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

AUG 21 2024

MAF  
By: [Redacted] cer

CLERK