

Pacifica's November 5th Municipal Election Information

Including Information on Pacifica's Measure M



What is Measure M

- Measure M is a proposed 3% increase to the current 12% local hotel/lodging tax (for a total of 15%) that is paid by visitors and tourists who stay in the local hotels and short-term lodging in Pacifica.
- Measure M would increase the tax paid by visitors and tourists who stay in hotels and short-term lodging in Pacifica.
- Measure M would not tax Pacifica residents who are not staying in Pacifica hotels/lodging.
- Measure M is a general tax and if adopted Measure M would generate additional revenue for the City of Pacifica that could be spent on any legitimate public purpose.
- Measure M would reduce the impact on local taxpayers so local residents do not pay all of the costs and visitors and tourists also contribute to funding the services they utilize.



Would Measure M Address Pacifica Community Priorities?

Measure M could provide funding that could enable the City to address community identified priorities, including but not limited to, police, fire and 911 emergency response services, street and pothole repair, youth and senior programs, adapting to sea-level rise and keeping trash off beaches.



Pacifica Beaches & Parks

Measure M could provide funding that may be able to allow the City to protect, among other things, Pacifica's parks, beaches, coastline and trails.



Official Measure M Ballot Question

Shall an Ordinance updating a transient occupancy tax (paid only by hotel and other short term lodging guests) to a 15% rate to continue funding vital Pacifica services, such as police, fire, 911 emergency response; street/potholes repair; youth/senior programs; adapting to sea-level rise; keeping trash off beaches; and generating approximately \$720,000 annually in additional revenue until ended by voters and subject to annual audits be adopted?

YES

NO

Is Measure M Accountable?

Measure M includes accountability requirements such as public spending reports and annual independent financial audits that ensure funds are used effectively and only for City of Pacifica services.

If enacted, Measure M would reduce the impact on local taxpayers so local residents do not pay all the cost and visitors and tourists also contribute to funding the services they utilize.

What else is on Pacifica's November 5th Municipal Ballot?

Pacifica voters will also have the opportunity to decide on Councilmembers for Districts 1 and 4 in November.



Voter Information

- Election Day is Tuesday, November 5th
- Vote by Mail Ballots will be mailed the week of October 7th
- Confirm your registration status:
 - smcacre.gov/elections/my-election-info
- Track your vote by mail ballot by signing up at:
 - wheresmyballot.sos.ca.gov/.



For More Information

- For more information about Pacifica's Municipal Election or Measure M, visit:
 - www.CityofPacifica.org
- For more information on voting and how and when to vote, visit:
 - www.smcacre.gov/elections

