



# INFORMATION ABOUT UPCOMING BALLOT MEASURE





# CITY VOTERS TO CONSIDER INCREASING THE CITY'S TRANSIENT OCCUPANCY TAX THAT HELPS SUPPORT ESSENTIAL CITY SERVICES

The City Council has placed a ballot measure on the November 8, 2022 election asking Alameda voters to consider an ordinance that would increase the City's Transient Occupancy Tax (TOT). Funds generated by the TOT help fund essential city services. The City's TOT — which is paid by persons staying at local hotels, motels, and in short-term rentals — provides a reliable source of funding for essential city services.

Currently, Alameda's TOT rate of 10% is lower than the TOT rate charged by the cities of Oakland and San Leandro. The ballot measure, if approved by the voters, would bring Alameda's TOT rate to 14%, the same as the rate in Oakland and San Leandro.

If approved by voters, the increase in the TOT rate would generate approximately \$700,000 to \$910,000 annually to fund essential city services. This increase would stay in place until ended by the voters. This increase would help provide a reliable source of local funding and help the City plan for long-term budgeting of key city services such as:

- Maintaining 9-1-1 emergency response times
- Supporting fire, paramedic, and police services
- Repairing potholes and deteriorating streets
- Maintaining clean and safe parks and beaches

## Keeps All Funds Local

All money raised by the measure will only be used to fund local services and infrastructure within Alameda city limits and cannot be taken away by the State.



**STAY INVOLVED** To learn more about actions the City is taking to support local city services, please visit [www.alamedaca.gov/TOT](http://www.alamedaca.gov/TOT) or contact [shenry@alamedaca.gov](mailto:shenry@alamedaca.gov) with questions and feedback, or join us at an upcoming City Council meeting.

