



Measure E Frequently Asked Questions

Q: What is Measure E?

A: Measure E is a local ballot measure that allows for an increase in the City of Santa Clara's hotel tax rate. If enacted, Measure E would permit the City to increase the current 9.5% hotel tax rate incrementally up to four percent. Measure E is not a home or property tax. It would be paid for by guests staying in Santa Clara hotels, motels and other short-term lodging.

Q: Why is Measure E on the ballot?

A: The City Council placed Measure E on the November 2020 ballot. If enacted, Measure E revenues would help maintain essential services such as public safety, roads maintenance, parks and recreation, and other general services. Measure E funding would be spent locally and no funding could be taken by the State. The City of Santa Clara's tax rate has been in place since 1992 and is currently the second lowest hotel tax rate in the County.

Q: When is the election?

A: November 3, 2020. For the first time, all active registered voters will receive a mail-in ballot. To check your registration or get registered to vote, visit sccgov.org. **The deadline to register is October 19.**

Q: Where can I find more information about Measure E?

A: For more information, please visit the City's website at SantaClaraCA.gov/MeasureE.





City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

Information on Measure E

The Santa Clara City Council unanimously placed Measure E on the November 3, 2020 ballot. If enacted by voters, Measure E would permit the City to adjust Santa Clara's hotel tax rate by up to 4% over time, paid only by guests, to maintain essential services such as public safety, roads maintenance, parks and recreation, and other general services.

The hotel tax rate in Santa Clara is currently the second lowest hotel tax rate in the County and has been in place since 1992. If Measure E is enacted by voters, it would provide the City Council with the option to increase the current hotel tax rate incrementally, by up to four percent, in order to respond effectively to changes in the market. Measure E is not a tax increase on residents; it is a tax on guests who stay in Santa Clara hotels, motels and other short-term lodging.

Revenue generated from Measure E would provide locally controlled funding that cannot be taken by the State to help maintain and protect vital city services.

For more information, please visit: SantaClaraCA.gov/MeasureE

*Provided for informational purposes.
The City of Santa Clara does not advocate a yes or no position on Measure E.*



**City of
Santa Clara**
The Center of What's Possible