

The opponents of Measure W habitually oppose every measure on the ballot in San Mateo. They don't know our needs or care about our community.

Here's the truth:

- Voting yes on Measure W will not increase taxes for San Mateo residents – it only applies to overnight hotel and short-term rental guests.
- We need Measure W to maintain vital City services and ensure out-of-town visitors pay their fair share for using San Mateo's streets, parks and emergency services.
- Voting yes on Measure W approves a modest 2% increase in the City's hotel tax to provide locally-controlled funding we need for critical services and to help our local economy rebound.
- San Mateo's hotel tax is actually lower than many neighboring cities – having the same hotel tax as neighboring cities means we won't get shortchanged and can maintain our quality of life here in San Mateo.

San Mateo's budget has been hard-hit by COVID-19, and the City has already made serious cuts to reduce expenses. Measure W prevents further cuts, will only be used to fund essential services and can't be taken away by the State.

We need to support the services and infrastructure so many rely on! Keeping quality services in San Mateo is good for local businesses, visitors and residents.

Voting yes on Measure W means you want:

- Potholes and streets repaired
- Fast emergency response times to 911 calls
- Quality parks, playgrounds and recreational amenities
- Improvements to reduce traffic and improve pedestrian safety

Voting yes on Measure W improves San Mateo's quality of life without increasing your taxes!