Argument in Favor of Measure

Mountain View’s business license fees haven’t changed since 1954, and most large businesses pay the same annual rate ($30) that small businesses pay. 1954’s $30 would be about $275 today.

Much has changed since 1954. Mountain View has prospered, but employment growth has brought traffic congestion, burgeoning greenhouse gas emissions, and high housing costs.

After months of outreach to our business community and the public at large, the Council voted unanimously to ask voters to implement a modern, fairer structure that keeps the taxes of small businesses low. The 94% of Mountain View businesses with 25 or fewer people would pay no more than $195 per year. Larger employers would pay more since they have a greater impact. The new rates will not begin until 2020 and will be phased in over three years for large businesses. Non-profits are exempt.

Unlike proposals elsewhere, Mountain View’s current Council has resolved to spend 80% of the money, along with other funds, on transportation improvements that benefit businesses as well as the community at large, including:

- Building an underpass at Rengstorff that goes under the railroad tracks and Central Expressway
- Upgrading our Downtown Transit Center
- Funding the free, electric community shuttle
- Expanding bike/pedestrian improvements throughout the City, including new connections to the Stevens Creek Trail and enhancing safe routes to schools

Another 10% would be spent on affordable housing.

The new rates will give Mountain View a stable source of funds, under our own control, that we can use to leverage other sources and guarantee bonds for long-term investments. The Council may raise the rates with inflation, but no more, and it also can adjust them downward to adapt to challenging economic conditions.

Please join us in voting YES on Measure so Mountain View’s growth is sustainable and benefits the entire community.

[Pursuant to §9600: Form of Statement to accompany arguments]

The undersigned proponent(s) or author(s) of the (primary/rebuttal) argument (in favor of / against) Ballot Measure _____ at the General Municipal Election for the City of Mountain View to be held on November 6, 2018 hereby state that this argument is true and correct to the best of their knowledge and belief.
[Pursuant to California Elections Code Section 9283, a ballot argument may not be accepted under this Article unless accompanied by the printed name and signature or printed names and signatures of the author or authors submitting it, or, if submitted on behalf of an organization, the name of the organization and the printed name and signature of at least one of its principal officers who is the author of the argument.];
Signed: ____________________________  Date: ____________________________

[Signature]

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