

July 31, 2024

Reconsideration of Measure Title: “Additional Business Tax on Transportation Network Companies and Autonomous Vehicle Businesses”

Dear Director Arntz,

We are writing to request reconsideration of the title of our measure, which would impose an additional business tax on TNC and AV businesses to provide additional funding for Muni service and fare discount programs. Our concern is that the current title does not adequately communicate the purpose of the measure, as it does not mention that the tax is a special tax that would be used only for Muni.

In reviewing titles for recent ballot measures that were also special taxes, there is a clear precedent of including the use of the funding in the title. After a review of elections from November 2016 to present, it appears only one City special tax measure (November 2022, “Tax on Keeping Residential Units Vacant”) did not name the use of funding in its title, possibly because that measure’s funding uses were broader. Some examples of titles including the funding use include:

- November 2022, Prop L: “Sales Tax for Transportation Projects”
- November 2022, Prop O: “Additional Parcel Tax for City College”
- November 2020, Prop J: “Parcel Tax for San Francisco Unified School District”
- November 2018, Prop C: “Additional Business Taxes to Fund Homeless Services”
- June 2018, Prop C: “Additional Tax on Commercial Rents Mostly to Fund Child Care and Education”
- June 2018, Prop D: “Additional Tax on Commercial Rents Mostly to Fund Housing and Homelessness Services”

We understand that the length of the measure title may be of some concern. As a reference, some of the longer local measure titles on recent ballots have been:

- March 2024, Prop F: “Illegal Substance Dependence Screening and Treatment for Recipients of City Public Assistance” (93 characters)
- November 2016, Prop X: “Preserving Space for Neighborhood Arts, Small Businesses and Community Services in Certain Neighborhoods” (104 characters)

Some possible alternative titles for this measure could be:

- **Additional Tax on Certain Transportation Businesses to Fund Muni Service and Fare Discounts** (91 characters)
- **Additional Business Tax on Transportation Network Companies and Autonomous Vehicle Business to Fund Muni** (104 characters)

- **Additional Tax on Transportation Network Companies and Autonomous Vehicle Businesses to Fund Muni Service** (105 characters)

Thank you for your consideration.

The ComMUNity Transit Act

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