



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
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## Cover Memo

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**File #:** LB 20-038, **Version:** 1

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**DATE:** July 14, 2020

**TO:** Mayor and City Council

**FROM:** Finance Director

### **SUBJECT**

Transient Occupancy Tax: Adopt Resolutions Establishing November 3, 2020 as the Date for a Proposed Ballot Measure Asking Hayward Voters to Approve an Increase in the City's Transient Occupancy Tax

### **RECOMMENDATION**

That Council takes the following actions to place an increase in the City's Transient Occupancy Tax from 8.5 percent to up to 14 percent (Attachment II) before the voters of Hayward at the November 3, 2020 election:

1. Adopts the attached resolutions approving the ballot question as it will appear on the ballot, the underlying ordinance to be enacted, and the request that the Alameda County Board of Supervisors authorize the City Clerk and Registrar of Voters to provide election services and canvass the returns; and
2. Directs the City Attorney to develop an impartial analysis of the proposed ballot measure.

### **SUMMARY**

The purpose of this item is for the Council to take the necessary steps to place a revenue measure on the November 3, 2020 ballot to allow an increase to the Transient Occupancy Tax (TOT) of up to 14%, to be determined in the future by Council based on economic conditions. The steps include: 1) adopting a resolution calling for an election on the measure; 2) adopting a resolution establishing the ballot question for the proposed measure; 3) adopting a resolution establishing the schedule and policy for ballot arguments; and 4) directing the City Attorney to prepare an impartial analysis the ballot measure.

### **ATTACHMENTS**

Attachment I	Staff Report
Attachment II	Resolution for the TOT Ballot Measure
Attachment III	Resolution Establishing a Schedule and Policy for Arguments
Attachment IV	Exhibit A for TOT Ballot Measure, Ordinance Language
Attachment V	Exhibit A to Resolution Establishing Schedule, Signature Statement