

## **Silicon Valley Council of Nonprofits**

### **Ballot Measure Guide**

Santa Clara County Primary Election 2026

#### **LOCAL BALLOT MEASURES**

##### *Registrar of Voters Local Measure List*

#### **City of San Jose Measure A -- Transient Occupancy Tax Increase Measure**

**Ballot Question:** To fund essential city services including police and fire emergency response; address homeless encampments impacting parks, neighborhoods, and waterways, remove trash, illegal dumping, and graffiti; and maintain trails, playgrounds, recreational facilities, and park restrooms, shall an ordinance be adopted increasing the general fund transient occupancy (hotel) tax from 4% to 6%, generating approximately \$10 million annually, and paid by hotel/motel guests, until repealed by voters?

**Analysis:** this measure would increase the City of San José's Transient Occupancy Tax (TOT), a hotel tax, from 10% to 12% for guests staying in hotels or motels. Regarding the General Fund, the allocation would change from 4% to 6%. If approved by a majority of voters, and implemented by October 1, 2026, Measure A is forecasted to increase General Fund revenues by \$6.75 million in 2026-2027 and \$9.50 million in 2027-2028.

Proponents argue the increase is a necessary response to a massive budget deficit, aiming to prevent layoffs and the reduction of essential services like public safety, park maintenance, and trash removal. Unlike previous hotel tax allocations, this measure does not legally mandate that the new revenue be

reinvested into the arts or tourism sectors, giving the Council full discretion over its use.

A **YES** vote supports: increasing the hotel tax from 10% to 12% to generate General Fund revenue to protect core city services and prevent budget-related layoffs.

A **NO** vote opposes: the tax increase, maintaining the current 10% rate and requiring the City to identify alternative cuts or revenue sources to address the budget deficit.

**For:** Mayor Matt Mahan, San José Chamber of Commerce, South Bay Labor Council, Latino Business Foundation Silicon Valley, Former Police Chief Anthony Mata, San José Arts Advocates

**Against:** Silicon Valley Taxpayers Association

**Summary:** [Ballotpedia](#)

### **SVCN Position: YES**

**Without this additional revenue, core city services, the city's workforce, and critical nonprofit services including violence prevention and intervention services and afterschool programs will be reduced or even eliminated.**

See the City's [Contingency Plan](#) for budget cuts if Measure A does not pass.

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### **Santa Clara Valley Open Space Authority Measure D -- Voter-Sponsored Initiative Special Parcel Tax**

**Ballot Question:** To restore and protect natural open spaces and waterways by: managing land and creeks to reduce wildfires, floods, and water pollution; expanding trails; preserving family farms; reducing illegal activity in open spaces; shall Santa Clara Valley Open Space Authority's measure levying an annual parcel tax of \$0.02 per square foot of building area, generating approximately

\$17,000,000 annually until ended by voters, with audits, citizen oversight, exemptions for seniors and special low-income owners, and all funds spent locally, be adopted?

**Analysis:** This voter-sponsored initiative for Santa Clara Valley Open Space Authority would establish a permanent parcel tax of \$0.02 per square foot of building area on property owners (capped at \$7,500). Measure D would raise \$17 million annually to provide ongoing funding for the Santa Clara Valley Open Space Authority (OSA), which includes San José, Milpitas, Campbell, Santa Clara, and Morgan Hill. These funds are dedicated to essential environmental safeguards, including protecting water sources, reducing wildfire risk through proactive land management, and expanding public access to local trails and nature.

For example, the owner of a typical 1,600-square-foot home would pay \$32 a year, and a 2,500-square-foot home would pay \$50 a year. Seniors age 65 and over could apply for an exemption, as could low-income residents on Supplemental Security Income. While the tax is ongoing to provide a reliable foundation for the OSA's long-term conservation goals, it provides the steady revenue needed to maintain and protect the region's natural infrastructure indefinitely.

A **YES** vote **supports:** a permanent \$0.02/sq. ft. parcel tax to fund wildfire protection, clean water, and expanded park access through the OSA.

A **NO** vote **opposes:** the new parcel tax, maintaining current funding levels for open space preservation and requiring the OSA to rely on existing, time-limited funding sources.

**For:** South Bay Labor, IBEW Local 332, Greenbelt Alliance, Green Foothills, Valley Water Board, prev. Santa Clara County Supervisor Ken Yeager, SPUR, Peninsula Open Space Trust (POST), Representative Sam Liccardo, League of Women Voters of San José/Santa Clara, Santa Clara County Supervisor Betty Duong

**Against:** Silicon Valley Taxpayers Association

**Summary:** [Ballotpedia](#), [San José Spotlight](#)

**SVCN Position: NO POSITION**

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### **Palo Alto Unified School District Measure B -- Parcel Tax Renewal Measure**

Ballot Question: To renew local school funding for advanced programs in science, technology, math, engineering, reading, and writing that can't be taken by the State; attract and retain highly qualified teachers; and support at-risk students; shall Palo Alto Unified School District's measure be adopted, renewing the expiring school parcel tax at a reduced rate (\$800 per parcel) for four years, with senior exemptions, independent citizen oversight, and with all funds (approximately \$14.6 million annually) benefiting local students?

A **YES** vote supports: renewing a parcel tax of \$800 per parcel for four years for academic programs, teacher recruitment, and retention

A **NO** vote opposes: renewing a parcel tax of \$800 per parcel for four years for academic programs, teacher recruitment, and retention.

**For:** Marc Berman, California State Assembly; Tom Culbertson, Palo Alto Educators Association; Susie Richardson, Former PAUSD Board President; Maggie Ma, Palo Alto Realtor; Shounak Dharap, PAUSD Board President;

**Against:** (Matthew) Todd Collins, Former PAUSD Board President; Ken Dauber, Former PAUSD Board President;

**Summary:** [Ballotpedia](#)

**SVCN Position: NO POSITION**

### **Franklin McKinley School District Measure C**

Ballot Question: To improve the quality of education; replace leaky roofs; make health, safety and security improvements; replace outdated HVAC systems; and modernize/construct classrooms, restrooms and school facilities; shall Frankly-

McKinley School District's measure be adopted authorizing \$142,000,000 of bonds at legal rates, generating on average \$8,000,000 annually while bonds are outstanding at a rate of approximately \$30 per \$100,000 assessed value, with annual audits, independent citizens' oversight committee, and no money taken by the State?

A **YES** vote supports: authorizing \$142 million in bonds to fund school facility improvements, including repairs, modernization, and construction.

A **NO** vote opposes: authorizing \$142 million in bonds to fund school facility improvements, including repairs, modernization, and construction.

**For:** Juan Cruz, Superintendent, Franklin-McKinley School District; Hong Ha Hoang, Board President, Franklin-McKinley School District Board of Education;

**Against:**

**Summary:** [Ballotpedia](#)

**SVCN Position: NO POSITION**

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