

REBUTTAL TO ARGUMENT AGAINST MEASURE A

Voting for Measure A is essential to maintaining Palo Alto's high level of services.

This moderate tax will be lower than, or comparable to, those in neighboring cities such as Menlo Park, East Palo Alto and San Mateo. With the full support of both its Chambers of Commerce, Redwood City is asking its voters to increase its existing business license tax to a rate close to that proposed here.

The tax is more than fair. It will reach lawyers, accountants, venture capitalists and other service providers who don't pay sales tax. They will pay \$95 per full-time employee, as compared to restaurants and retail outlets that will pay only \$40 per full-time employee.

At the request of the business community, the tax is based on a full-time employee equivalent, which they viewed as the easiest to calculate.

Measure A is modeled on language in ordinances of neighboring communities, and enforcement measures also will be similar. The claim by Measure A opponents that it would tax babysitters, tutors, dog walkers and senior care helpers is nonsense.

Measure A is essential to ensuring a long-term, broad-based solution to our structural budget deficit, with similar amounts anticipated to come from reductions in City employee compensation and the size of City staff.

The tax will be used to preserve city services such as libraries, parks and recreation, and infrastructure, all of which benefit businesses and residents alike.

Please visit SavePaloAltoServices.org for more information, and vote Yes on Measure A.

Jack Morton
Vice Mayor, City of Palo Alto

Cathy Kroymann
Former President, PAUSD Board of Education

Jim Baer
Commercial Real Estate Developer

Yoriko Kishimoto
Council Member, City of Palo Alto

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