Measure H

Frequently Asked Questions

If approved by voters, how would a new ¼ cent sales tax affect purchases?

A quarter-cent sales tax increase would add ¼ cent for every dollar spent. For example, for every $100 spent on taxable goods, the tax would increase 25 cents.

Would any purchases be exempt to the sales tax?

Yes, the sales tax would not apply to groceries or prescription medications

Do visitors to San Mateo pay the local sales tax?

Yes, sales tax is paid by anyone who shops in San Mateo.

How much new funding would a ¼ cent sales tax generate for the City?

A quarter-cent sales tax increase would result in approximately $7 million in estimated revenue annually.

How would the money from a quarter-cent sales tax increase be used?

If approved by voters, revenue from the ¼ cent sales tax would go into the City's General Fund and could be used for a range of City services and operations, including:

- Keeping local streets, sidewalks, parks, infrastructure, and community facilities safe, clean, and well-maintained
- Pothole repair
- Providing fire protection, paramedic, crime prevention, and 9-1-1 emergency response
- And improvements to traffic safety/traffic management

What types of fiscal accountability would this measure include?

If passed, the measure would include accountability provisions to oversee how funds from the increased revenue are spent. These would include independent financial audits, public reporting and a resident oversight committee to review expenditures.

What is our current sales tax rate and what would the new rate be if the measure passes?

San Mateo's sales tax rate is currently 9.625%. If the ¼ cent sales tax increase is approved by voters in November, the updated rate would be 9.875%.

How does our sales tax rate compare to other cities in San Mateo County?

Currently, the Cities in San Mateo County at the 9.875% sales tax rate are Belmont, Brisbane, Colma, Daly City, East Palo Alto, Half Moon Bay, Pacifica, Redwood City, San Bruno, and South San Francisco.

The Cities at the 9.625% rate are Burlingame and San Mateo.

The Cities at the 9.375% rate are Atherton, Foster City, Hillsborough, Menlo Park, Millbrae, Portola Valley, San Carlos, and Woodside.