Argument in Favor of Measure F

Arguments in support of Measure F are the opinions of the authors.

Measure F shares with our tourists the cost of housing that is affordable to the local workforce, including the employees in the hospitality industry. Many employees can’t afford to live here which has made traffic worse and filling jobs more difficult. Measure F increases the Transient Occupancy Tax (“TOT”) which overnight hotel guests pay, from 12% to 13%, and sets aside the additional 1% for workforce housing projects, programs and services that benefit people in the City of Napa. The revenue cannot be used for any other purpose.

Together with Napa County Measure I, also on your ballot, we expect to raise nearly $3.2 million annually for housing ($2.1 million in the City of Napa, $1.1 million in the unincorporated County). The funds would be collected locally to create an ongoing, sustainable funding source for housing, a long-standing goal of the community.

We can use these funds to help make housing more available and affordable for our working residents. This includes expanding housing opportunities for Napa families who are being priced out of the housing market. Funding could be used to expand and preserve rental housing as well as to provide first time homebuyer assistance.

Housing availability and affordability and traffic congestion are linked. Programs and projects that increase the supply of workforce housing in proximity to employment centers in Napa help ease traffic congestion.

All five Napa cities and the county are asking voters to increase TOT by 1% for housing, a collaborative solution to a countywide problem.

A “Yes” vote on Measure F is a yes vote for workforce and affordable housing and less traffic.

/s/ Mayor Jill Techel
/s/ Councilmember Scott Sedgley
/s/ Kathleen Dreessen Reynolds, CEO, Napa Valley Community Housing
/s/ Sara Brooks, General Manager, Napa River Inn
/s/ Harris Nussbaum, Concerned Citizen