



D

Traffic Congestion Mitigation Tax

Shall the City impose a 1.5% business tax on shared rides and a 3.25% business tax on private rides for fares charged by commercial ride-share and driverless-vehicle companies until November 5, 2045, raising an estimated \$30–35 million annually, to fund improvements in Muni service and bicycle and pedestrian safety?

YES

NO

Digest by the Ballot Simplification Committee

The Way It Is Now: The City does not impose a business tax on fares charged by commercial ride-share companies.

Commercial ride-share companies provide passenger rides for a fare. These companies also arrange shared rides, and each passenger pays a separate fare. Typically, rides are requested using an online platform to connect drivers with passengers.

Taxis and paratransit companies are not commercial ride-share companies.

In the future, the State may authorize companies to charge passengers for rides in driverless vehicles.

The San Francisco Municipal Transportation Agency (SFMTA) is a City agency that oversees the City's transportation system, including Muni buses and trains, bicycles, traffic, parking and taxis. The San Francisco County Transportation Authority (SFCTA) is a County agency separate from the City that funds and plans transportation projects. The San Francisco Board of Supervisors serves as the governing board of the SFCTA.

The Proposal: Starting Jan. 1, 2020, Proposition D would impose a business tax on commercial ride-share companies for fares generated by rides that start in San Francisco as follows:

- 1.5% on a shared-ride fare; and
- 3.25% on a private-ride fare.

The same business tax would also apply to driverless-vehicle companies. The City would impose these taxes on fares charged by these companies until Nov. 5, 2045.

Passenger rides in zero-emission vehicles would be subject to a 1.5% business tax until Dec. 31, 2024.

The City would deposit the tax revenues (estimated at \$30 million to \$35 million annually) into a Traffic Congestion Mitigation Fund to spend for the following purposes:

- The SFMTA would receive roughly half of the revenues to improve Muni service and reliability, maintain and expand Muni vehicles and facilities, and improve Muni station access; and
- The SFCTA would receive roughly half of the revenues to improve pedestrian and bicycle safety.

A "YES" Vote Means: If you vote "yes," you want to impose a 1.5% business tax on shared rides and a 3.25% business tax on private rides for fares charged by commercial ride-share and driverless-vehicle companies to fund improvements in Muni service and bicycle and pedestrian safety.

A "NO" Vote Means: If you vote "no," you do not want to impose this business tax.

Controller's Statement on "D"

City Controller Ben Rosenfield has issued the following statement on the fiscal impact of Proposition D:

Should the proposed ordinance be approved by the voters, in my opinion, it would result in an annual tax revenue increase to the City of approximately \$30 to \$35 million. The proposed tax is a dedicated tax and proceeds would be deposited into the Traffic Congestion Mitigation Fund.

The proposed ordinance would amend the City's Business Tax and Regulations Code to impose an excise tax of 3.25 percent of the passenger fare,

This measure requires 66²/₃% affirmative votes to pass.

The above statement is an impartial analysis of this measure. Arguments for and against this measure immediately follow. The full text begins on page 104. Some of the words used in the ballot digest are explained starting on page 42.



excluding any taxes, fees, and other government charges, for rides provided by transportation network companies and mobility providers of autonomous vehicles and private transit service vehicles. The rate for shared rides would be 1.5 percent. The tax would be effective January 1, 2020 for rides originating in San Francisco, and expire on November 5, 2045. Rides provided in zero-emission vehicles from January 1, 2020 through December 31, 2024 would be taxed at 1.5 percent.

The proposed ordinance would establish the Traffic Congestion Mitigation Fund. After allowable administrative costs, 50 percent of the Fund would provide funding for the Municipal Transportation Agency for Muni transit service and affordability, system reliability and capacity, and keeping transit infrastructure in a state of good repair, for defined purposes. The remaining 50 percent would provide funding for the San Francisco County Transportation Authority for planning, design studies, and/or capital improvements that promote users' safety in the public right-of-way, for defined purposes. The proposed ordinance authorizes the City to pledge revenues of the Fund to the repayment of limited tax bonds, up to \$300,000,000.

How "D" Got on the Ballot

On July 23, 2019, the Board of Supervisors voted 11 to 0 to place Proposition D on the ballot. The Supervisors voted as follows:

Yes: Brown, Fewer, Haney, Mandelman, Mar, Peskin, Ronen, Safai, Stefani, Walton, Yee.

No: None.

This measure requires 66²/₃% affirmative votes to pass.

The above statement is an impartial analysis of this measure. Arguments for and against this measure immediately follow. The full text begins on page 104. Some of the words used in the ballot digest are explained starting on page 42.



Proponent's Argument in Favor of Proposition D

San Francisco's growing economy and population are having a major impact on traffic and congestion. This is hurting public transit and endangering pedestrians, bicyclists and motorists. It's time to take action.

Proposition D puts a small fee on Uber and Lyft so we can take big steps towards improving San Francisco's transit, safety and environment.

Prop D is a business tax levied on Uber, Lyft and similar ride-sharing services. It does NOT raise property taxes or sales taxes paid by everyday San Franciscans.

Prop D WILL help us invest in our public transportation system, repair local streets, and improve safety to better handle the impacts new technologies and a growing economy have on our City.

Proposition D will:

- **Provide more Muni buses and trains.** Provides critical funding for much-needed new Muni trains and buses.
- **Hire more Muni drivers.** Transit can't move without drivers, and this proposition will allow us to hire more.
- **Improve bike and pedestrian safety.** Help accelerate creation of safer pedestrian crossings, traffic signals and bike lanes.

- **Reduce traffic congestion.** Allows more traffic control officers at critical intersections to keep transit and traffic moving.
- **Improve transit for people with disabilities and the elderly.** Expand options and service for those most in need.
- **Encourage more share rides and zero-emission vehicles.** Lower fees for share rides and zero-emission vehicles.

With more traffic and congestion every day, we need a new approach to dealing with our transportation challenges. That's why San Franciscans are coming together from every corner of the city to support this common sense measure.

Please join us! Vote YES on Proposition D on November 5th.

Mayor London Breed
Supervisor Aaron Peskin
San Francisco Labor Council
San Francisco Chamber of Commerce
San Francisco Transit Riders
San Francisco Bicycle Coalition
Walk San Francisco
California Alliance for Retired Americans

Rebuttal to Proponent's Argument in Favor of Proposition D

VOTE NO on Prop D

A yes vote means:

- You want your Board of Supervisors to pick winners and losers.
- You want to pay more for your Uber/Lyft rides.
- You want The City to waste half of your fare increase to administer the tax.
- You want The City to buy and park more unused buses.
- You want Muni to run more two-car buses and space the bus stops farther apart so you can walk farther and wait longer for the next bus.
- You want to continue to eliminate parking spaces and issue 50% more area parking stickers than there are parking spaces in the northeast quadrant of San Francisco.
- **You want to tax the disabled, the elderly, and women, who are able to sit safely in ride-shares. [Pink tax]**

A no vote means:

- You want the Board of Supervisors to stop overtaxing us and live within its \$12,260,865,817.00 budget.
- You want the Board of Supervisors to stop picking winners and losers. [Super Shuttle is not taxed]
- You want MUNI to continue to spend part of its \$1.3 Billion budget and unallocated reserves to improve bike and pedestrian safety.
- You want MUNI to recruit, hire, and retain more drivers, and deliver a reliable service, to attract more riders. [We are short hundreds of drivers, and transit operator absenteeism rate is 25%]
- **You want to encourage ride-sharing, not penalize it.**

VOTE NO on Prop D

San Francisco Republican Party



Opponent's Argument Against Proposition D

Vote NO on Prop D

Prop D's catchy title — "traffic congestion mitigation" - sounds appealing . . . but it is DISHONEST.

According to the our Controller:

- 50% of the collected tax will be spent to administer the tax
- Prop D is expected to have a negative effect on the City's economy, with the loss of about 200 jobs
- Zero evidence exists that Prop D will lessen traffic
- The future increased use of driverless vehicles has unknown effects, as some researchers think they may lead people to drive more

Prop D will tax paid ride-share services like Uber and Lyft for your rides. And of course, those taxes will get passed on to you, increasing your costs.

Did you notice the San Francisco Controller's note: HALF of the collected tax will go to administrative costs. Time to stop feeding bloated, unaccountable City government!

NO on Prop D

San Francisco Republican Party

Rebuttal to Opponent's Argument Against Proposition D

Don't be fooled by the misleading attack. Vote YES on D!

San Franciscans are united in our desire to improve public transit, decrease traffic congestion, and make our city safer for pedestrians and bicyclists.

That's why we're all supporting Yes on D. Don't be fooled by our opponent's misleading attack.

The fact is, Prop D establishes a business tax on Uber, Lyft and other ride-sharing services to provide more Muni buses and trains, hire more Muni drivers, improve bike and pedestrian safety, reduce traffic congestion, improve transit for those with disabilities and the elderly, and encourage more people to share rides and more drivers to use zero-emission vehicles.

It does NOT, as the opponent alleges, spend half of the revenue on administration. In fact, the legislation limits administrative spending to only 2%! And the Controller's analysis, which you can read for yourself in this ballot handbook, states clearly that:

50 percent of the Fund would provide funding for the Municipal Transportation Agency for Muni transit service and affordability, system reliability and capacity...

The remaining 50 percent would provide funding for the San Francisco County Transportation Authority for planning, design studies, and/or capital improvements that promote users' safety in the public right-of-way.

Don't be fooled by the opponent argument. Join us to make our streets safer and our transit better. Vote YES on D!

*Mayor London Breed
Supervisor Aaron Peskin
San Francisco Labor Council
San Francisco Chamber of Commerce
San Francisco Bicycle Coalition
San Francisco Transit Riders
Walk San Francisco
California Alliance for Retired Americans*



Paid Argument IN FAVOR of Proposition D

TRANSIT ADVOCATES ASK YOU TO VOTE YES ON D!

Proposition D is critical to the future of San Francisco transit and transportation. Prop D will provide over \$30 million every year for vitally-needed improvements that will make our streets safer and more efficient. Prop D will bring additional Muni bus drivers along with trains and buses, it will fund projects to make pedestrians and bicyclists safer, and it will provide new transit options for people with disabilities. Please join us in voting YES on D!

*San Francisco Transit Riders
Chinatown Transportation Research and Improvement Project
Bevan Dufty, President BART Board Director*
Janice Li, BART Board Director*
Gwyneth Borden, Vice-Chair, San Francisco Municipal Transportation Agency**

*For identification purposes only; author is signing as an individual and not on behalf of an organization.

The true source(s) of funds for the printing fee of this argument: Safer Streets & better transit coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

PROPOSITION D PRIORITIZES PEDESTRIAN SAFETY

San Francisco's streets are too congested, resulting in pedestrian collisions and fatalities. San Francisco has already had 14 pedestrian fatalities this year alone. Our seniors are especially vulnerable on our city streets.

Proposition D calls for a small fee on Uber and Lyft that will help fund pedestrian safety improvements to our streets, calming traffic, adding more visible crosswalks and traffic signals.

Proposition D will also improve transit for the elderly and people with disabilities in our community, across the city, expanding transit options for those most in need. Proposition D provides critical funding that can be used to purchase new trains and buses, and hire more drivers for expanded service in all neighborhoods.

Vote Yes on Proposition D for safer streets and better Muni service!

*Board President Norman Yee
Supervisor Sandy Lee-Fewer*

*Supervisor Gordon Mar
Assemblymember David Chiu
Assemblymember Phil Ting
Janice Li BART Board Director*
Ivy Lee, City College Trustee*
Frank Fung, Planning Commissioner*
Irwin Lum, Former President TWU Local 250A**

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The true source(s) of funds for the printing fee of this argument: Safer Streets & better transit coalition, Yes on D.

The sole contributor to the true source recipient committee: Uber.

Paid Argument IN FAVOR of Proposition D

Join San Francisco Muni Operators in Support of Proposition D

As San Francisco Muni operators who are driving our city streets every day, we are supporting Proposition D. Proposition D will help improve Muni and help ease the traffic congestion that slows down our public transit.

Proposition D adds a small fee on Uber and Lyft to provide critical funding to add more Muni buses and trains, helping improve service to all neighborhoods.

*Roger Marenco - President, TWU Local 250-A**

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The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

San Francisco Educators Support Prop D

San Francisco School Board Members and City College Trustees support Prop D to help ease traffic congestion and make our streets safer. Prop D adds funding to improve our crosswalks and crossing signals that will make it safer for students of all ages to walk to school and home. By generating more money for Muni drivers, trains and buses, Prop D provides students, faculty and staff improved Muni service that will deliver them to school and work on time and safely.

Join San Francisco's education community in supporting Prop D.

*Rachel Norton, San Francisco Board of Education Commissioner**
*Jenny Lam, San Francisco Board of Education Commissioner**
*Alex Randolph, President City College Trustee**
*Tom Temprano, VP City College Trustee**
*Ivy Lee, City College Trustee**
*Thea Selby, City College Trustee**

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The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

San Francisco labor says YES on D!

San Francisco's growing economy is good for working families. But the traffic congestion and transit challenges caused by growth are making it difficult for many workers to reach their jobs -- and back home -- in a safe, effective and convenient way. That's why labor is united for Prop D. This business tax on Uber and Lyft will not raise costs on Muni riders, BART riders, commuters, taxis, pedestrians or bicyclists. But it will raise millions for vital improvements that benefit all working San Franciscans. Vote YES on D!

San Francisco Labor Council
San Francisco Building & Construction Trades Council

The true source(s) of funds for the printing fee of this argument: Safer Streets & Better transit coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

San Francisco Business Community supports Yes on D

San Francisco businesses large and small depend on our transportation system to effectively serve our customers, our employees and our suppliers. That's why we support Proposition D. Prop D will provide improvements to Muni, help mitigate traffic congestion and increase public safety without hurting our economy. Please join us in voting Yes on D.

*Henry Karnilowicz, President Emeritus San Francisco Council of District Merchants Associations**
*Kathleen Dooley, San Francisco Small Business Commissioner**

*William Ortiz-Cartagena, San Francisco Small Business Commissioner**
San Francisco Chamber of Commerce

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The true source(s) of funds for the printing fee of this argument: Safer Streets & Better Transit Coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

San Francisco's Democratic Leaders Agree- Yes on Prop D!

Proposition D takes significant steps toward improving San Francisco's transit, pedestrian safety and our environment.

Proposition D will provide critical funding to purchase new Muni trains and buses, and to hire more Muni drivers, helping to expand Muni service for those communities who depend on it most to get to work, school, the doctor, or shopping.

Proposition D will improve bike and pedestrian safety, by making our bike lanes safer and creating safer pedestrian crossings.

Proposition D will help our environment by encouraging people to bike and walk, and incentivizing use of ride shares and zero emissions vehicles which decrease carbon emissions.

Proposition D improves transit for seniors and people with disabilities who are most in need of expanded transit options and better service.

Board President, Norman Yee
Supervisor Sandy Lee Fewer
Supervisor Catherine Stefani
Supervisor Aaron Peskin
Supervisor Gordon Mar
Supervisor Vallie Brown
Supervisor Rafael Mandelman
Supervisor Hillary Ronen
Supervisor Shamann Walton
Supervisor Ahsha Safai
State Senator Scott Wiener
Assemblymember David Chiu
Assemblymember Phil Ting

The true source(s) of funds for the printing fee of this argument: Safer Streets & Better Transit Coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.



Paid Argument IN FAVOR of Proposition D

Join LGBTQ Leaders In Supporting Prop D

Anyone who commutes to work, to school, to an appointment or is trying to join friends for a night out knows firsthand how crowded and sometimes dangerous our city streets have become. We are supporting Prop D to make a difference in everyone's ability to move safely and efficiently around San Francisco. Through a small fee on Uber and Lyft, needed funds will be raised to expand protected bike lanes, upgrade crosswalks and improve pedestrian crossing signals. Funds will be available to hire more Muni drivers and purchase more buses and train cars to expand and improve public transit options that will encourage riders out of cars and onto public transit.

Join us in voting yes on Prop D!

*Alice B. Toklas LGBTQ Democratic Club
Honey Mahogany, Past Co-President Harvey Milk LGBTQ Democratic Club*
State Senator Scott Wiener
Supervisor Rafael Mandelman
Bevan Dufty, BART Board Director President*
Janice Li, BART Board Director*
Alex Randolph, LGBTQ Leader
Tom Temprano, VP, City College Trustee*
David Campos, San Francisco Democratic Party Chair**

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The true source(s) of funds for the printing fee of this argument: Safer Streets & Better transit coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

African American leaders ask you to vote YES on D

San Francisco's African American community needs better transit and safer streets. Prop D is a fair and effective solution. Prop D is a business tax paid for by Uber and Lyft -- not Muni riders, BART riders, commuters or anyone else. It will provide funding for new Muni drivers, new Muni buses and trains, and new transit options for people with disabilities. It will also invest in more effective traffic signals that will help keep our children and seniors safe. Your vote is critical -- please vote YES on D!

*Supervisor Shamann Walton
Gwyneth Borden, SFMTA Vice-Chair*
Sophie Maxwell, San Francisco Democratic Party*

*Central Committee member**

*Leah LaCroix, San Francisco Democratic Party Central Committee member**

*Honey Mahogany, San Francisco Democratic Party Central Committee member**

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The true source(s) of funds for the printing fee of this argument: Safer Streets & Better transit coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

Join Latinx Community in Supporting Prop D for Better Transit!

Prop D will provide needed funding to improve our Muni system in every neighborhood across the city. When the City does not have enough drivers to operate all routes, we as passengers suffer. Prop D generates funding to hire more drivers. When old trains or buses break down, we as passengers pay the price. Prop D dedicates more funding to purchase new trains and buses, creating fewer mechanical problems and more on time routes.

Join our Latinx community leaders in supporting Prop D for better transit!

David Campos, Chair San Francisco Democratic County Central Committee member
Petra DeJesus, San Francisco Democratic County Central Committee member*
Wendy Aragon, Vice chair, Parks, Recreation & Open Space Advisory Committee*
Tracy Gallardo, Board chair, Mission language vocational School**

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The true source(s) of funds for the printing fee of this argument: Safer Streets & Better Transit Coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

Environmental leaders urge you to vote YES on D

Prop D is a clear step forward for San Francisco transit, which will shift more San Franciscans out of their cars and help us achieve our goals in reducing the emissions which cause climate change. Prop D also directly creates incentives for those who take Uber

and Lyft to do so in a way which is better for the environment -- both by encouraging more riders to use the "shared ride" services, and by encouraging drivers to use all-electric, low-emission vehicles. Prop D also increases safety for cyclists and pedestrians, the two most environmentally-friendly transportation choices available. Please vote YES on D!

*Wendy Aragon, Past chair, SFPUC CAC**
*Kelly Groth, Former SFPUC CAC member**
*Eddie Ahn, Member, San Francisco Environmental Commission**
*Steven G. Kight-Buckley, SFPUC CAC member**

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The true source(s) of funds for the printing fee of this argument: Safe Streets & Better transit Coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.

Paid Argument IN FAVOR of Proposition D

Democratic Party Leaders Support Prop D

As leaders of the Democratic Party, we are committed to policies that advance pedestrian and bike safety, full investment in the operations and infrastructure of our public transportation system, and initiatives that support a sustainable environment. Prop D addresses all three of those principles. Funds from a small tax on Uber and Lyft will provide revenue to expand protected bike lanes; create safer crosswalks and crossing signals for pedestrians; funding to hire more Muni drivers and purchase new buses and trains that operate more efficiently; and encourage more ride shares that lower vehicle emissions.

*David Campos, Chair, San Francisco Democratic County Central Committee**
*Frances Hsieh, San Francisco Democratic County Central Committee member**
*Alysabeth Alexander, San Francisco Democratic County Central Committee member**
*Leah LaCroix, San Francisco Democratic County Central Committee member**
*Tom A. Hsieh, San Francisco Democratic County Central Committee member**
*Honey Mahogany, San Francisco Democratic County Central Committee member**
*Sophie Maxwell, San Francisco Democratic County Central Committee member**
*Petra DeJesus, San Francisco Democratic County Central Committee member**
Bevan Dufty, San Francisco Democratic County Central

*Committee member**
*Jen Low, San Francisco Democratic County Central Committee member**
*Rachel Norton, San Francisco Democratic County Central Committee member**
*Hene Kelly, CDP Regional Director**

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The true source(s) of funds for the printing fee of this argument: Safer Streets & Better Transit Coalition, Yes on D.

The sole contributor to the true source recipient committee: UBER.

End of Paid Arguments IN FAVOR of Proposition D

Paid Argument AGAINST Proposition D

The number of vehicle miles traveled must be reduced to effectively combat our climate crisis. But the San Francisco County Transportation Authority 2017 study reveals that ride hail companies - Uber and Lyft - add 570,000 polluting vehicle miles traveled to our streets daily. This tiny proposed tax does nothing to cap the number of Uber and Lyft vehicles congesting our streets and polluting our air.

The state legislation enabling this tax may not have been necessary for San Francisco to pass ride hail charges to mitigate environmental damage. Uber and Lyft lobbied for this legislation to cap this small tax for 25 years to avoid a gross receipts tax on their profits.

However, we don't have 25 years to prevent climate catastrophe by polluting vehicles. Scientists have given us a decade to lower greenhouse gas emissions by 45 percent to start combating the climate crisis. Uber and Lyft add 132 million pounds of carbon dioxide to San Francisco air on weekdays annually. Moreover, Uber and Lyft are financially failing companies, competing with Muni for passengers to the detriment of the environment.

Since 2010 Muni's carbon footprint has been decreasing. It generates less than two percent of San Francisco's transportation-related greenhouse gas emissions, yet makes 26 percent of all daily trips in San Francisco. It's our lowest carbon mode of moving large numbers of people.

Uber and Lyft have been negating Muni's environmental improvements. The proposed tax doesn't sufficiently compensate for their environmental degradation.

We the people can write a better law to protect our environment from their negative impacts.



Vote no on Proposition D.

*Evelyn Engel, San Francisco Taxi Workers Alliance,
Secretary
Edward Mason
Susan Vaughan*

The true source(s) of funds for the printing fee of this argument: Evelyn Engel, David Fairley, Ruach Graffis, Patrick John Maley, Edward Mason, Richard Meghoo, Susan Vaughan, San Francisco Taxi Workers Alliance, Barry Hermanson.

Paid Argument AGAINST Proposition D

The title of this measure, "Traffic Congestion Mitigation Tax", is misleading. Proposition D would **not** tax people for driving in congested areas.

In fact it taxes not drivers, but passengers — **anyone who relies on ride-share services like Lyft and Uber anywhere in San Francisco, regardless of whether an area is congested.** Even multiple passengers sharing a ride instead of each using a separate form of transportation would be taxed.

We get that **politicians are sore at ride-sharing because it disrupted their money-making scheme of ripping off taxi drivers by collectively charging them \$64 million for now-worthless "medallions"**, but Proposition D is bad policy.

By taxing ride-shares, this measure **would incentivize people to drive their own vehicles** instead of using these services.

With fewer passengers, ride-share drivers will have to work longer hours — i.e. **spend more time driving around** — in order to get the same number of rides and take home the same amount of money.

In other words, Proposition D will likely **increase** traffic congestion, not decrease it.

We urge you to vote NO.

*Libertarian Party of San Francisco
LPSF.org*

The true source(s) of funds for the printing fee of this argument: LIBERTARIAN PARTY OF SAN FRANCISCO.

The three largest contributors to the true source recipient committee: 1. SCOTT BANISTER, 2. TIM CARRICO, 3. DAVID JEFFRIES.