



## Information about Upcoming Municipal Election New Voting Procedures, and Local Measure E

**Q: What's different about this upcoming Municipal Election?**

A: In June of this year, Governor Newsom signed a suite of bills changing the format of the state election this year. Among other items, the law mandates that Counties mail ballots to all active registered voters, while providing options for in person voting. For more information visit: [www.lavote.net](http://www.lavote.net) or [www.weho.org/Elections](http://www.weho.org/Elections).

**Q: What is on my local ballot?**

A: West Hollywood voters will consider candidates for City Council and Local Measure E.

**Q: What is Measure E?**

A: On August 3, 2020, the West Hollywood City Council unanimously placed Measure E on the November Ballot for voter consideration.

If approved by West Hollywood voters, Measure E would enact a ¾-cent sales tax, providing local funds for local needs.

**Q: Why was Measure E placed on the ballot?**

A: Like many Cities statewide, West Hollywood has been affected by the significant financial impacts of COVID-19 and is projected to lose as much as \$35,000,000 in revenue this year and next. Measure E funds could prevent cuts to programs and services that could otherwise help our City recover from the current crisis, such as protecting public health, working with local non-profits to help community members in need, and helping local businesses survive.

**Q: Can the State or Federal governments help?**

A: To date, we have not been able to count on the state or federal government to take care of our local needs. West Hollywood will need to be self-reliant ensuring that the City can continue to provide essential services to residents and help our local businesses recover.

**Q: What service needs could Measure E address?**

A: The pandemic further highlights the fact that our City must address and prevent homelessness and protect public health. Currently there are over 125 homeless individuals within West Hollywood's less than two-square mile boundary. Additionally, the senior center at Plummer Park — used by the City and community partners as a cooling center and gathering point for community members in need— is in need of improvements.



Measure E funds can help fund temporary shelter and homeless services including health and mental health services, substance abuse treatment, and assistance to prevent rental evictions, support services that more than 4,000 West Hollywood senior citizens and their families rely on, like meal delivery services, health screenings, transportation services and cultural and recreation programs, and upgrade the senior center.

**Q. Who will pay for Measure E? Is it accountable to the West Hollywood Community?**

**A.** As a local sales tax, as much as 2/3rds of Measure E would be paid by tourists and visitors to West Hollywood, ensuring out-of-town visitors pay their fair share to use our City's streets, 911 emergency services, parks, and litter removal.

Measure E accountability provisions include annual independent financial audits and public review of expenditures during an annual public hearing. Finally, by law, all funds must remain in the City of West Hollywood and cannot be taken by the state.

**Q: How can I get more information about Measure E and the Municipal Election?**

**A:** Please visit [www.weho.org/MeasureE](http://www.weho.org/MeasureE). In addition to Measure E, West Hollywood voters will decide on City Council members. For voting information, including updated information on the State's historic all-mail ballot election, visit [www.weho.org/Elections](http://www.weho.org/Elections).