

VOTE YES · 2026 VCTA VOTER GUIDE

Simi Valley Measure A: Lodging Tax 10% to 12%

Paid only by overnight guests — not by residents as a property or sales tax

By the Ventura County Taxpayers Association · September 2026

The Ventura County Taxpayers Association recommends a Yes vote on Simi Valley Measure A. The measure raises the City's transient occupancy tax from 10 percent to 12 percent. It is paid only by overnight guests at hotels and short-term lodging — not by residents as a property tax or as a sales tax on groceries. The rate has been unchanged for more than 30 years. The City's estimate is about \$400,000 a year for general city services. Simple majority; Simi Valley voters only.

Who pays is VCTA's first test. A lodging tax is one of the few local levies that exports a share of police, fire, and street costs to visitors who use those services for a night and then leave. Simi Valley Municipal Code section 3-5.303 has sat at 10 percent since Ordinance 824, effective October 20, 1994. Assistant City Manager Luis Garibay told the Acorn the tax now brings in about \$2 million a year; two more points are estimated at \$400,000. That is a 2 percent increment on the guest's bill, not a new line on a resident's property-tax statement.

The City Council voted unanimously on June 8, 2026 (Resolution 2026-25) to place the measure on the November 3 ballot. The same meeting gave final approval to a short-term rental ordinance, so Airbnb-style stays are in the TOT base if voters approve the rate. The ballot question describes general city services — 9-1-1 and police, streets and sidewalks, senior services including programs such as Meals on Wheels — with independent audits and local control, until ended by voters.

Because this is a general tax under Proposition 218 (article XIII C), proceeds go to the general fund and a simple majority carries it. That is less airtight than a two-thirds special tax tied to a project list. VCTA still supports Measure A because the base is visitors, the increase is small and published, and the rate has been frozen since the mid-1990s while the lodging market changed. Neighboring Ventura County cities already sit at 10 percent TOT, several with added tourism assessments on top: Oxnard and Ventura at 10 percent plus 4 percent assessments (14 percent combined), Thousand Oaks and Port Hueneme at 10 percent plus 2 percent, Camarillo at 9 percent plus 4 percent, Ojai at 15 percent plus 2 percent. A move from 10 to 12 percent does not make Simi an outlier. It catches the City up, modestly, after 32 years.

The ballot language, like Measure E's, runs "until ended by voters." On a visitor tax that is less dangerous than erasing a sunset on a citywide sales tax, but it is still not a five-year check-in. VCTA would prefer a stated review date. We are not making that a condition of support. The burden is on guests, the increment is two points after 32 years, and Simi voters can repeal it the same way they adopt it — by majority. That is a cleaner accountability path than Oxnard's \$20 million general-fund stream.

Compare that to Oxnard Measure E on the same ballot. Measure E would take a half-cent sales tax that every shopper pays and erase a 20-year sunset so it never ends. Measure A does not

touch residents' sales tax or property tax. It charges the guest. VCTA does not endorse every local tax. We do not endorse candidates. We endorse this increment because the payer is the visitor, the dollars stay in Simi, and the City waited a generation to ask. Vote Yes on Measure A.

Sources

City of Simi Valley, Transient Occupancy Tax Measure page; Council action June 8, 2026 (Resolution 2026-25).

Simi Valley Municipal Code § 3-5.303 (10% rate; Ord. 824, effective Oct. 20, 1994).

Simi Valley Acorn, June 13, 2026 (Garibay: ~\$2 million current TOT; ~\$400,000 from the 2-point increase; STR ordinance same night).

June 8, 2026 City Council staff report (county TOT comparison table; majority-vote general tax).

California Constitution, article XIIC (Proposition 218).

Ventura County Clerk-Recorder, 2026 local measures.