



Local Ballot Measure: D

Impartial Analysis of Measure D

The City Council unanimously approved placing Measure D on the ballot. Measure D would adopt a general transactions and use tax in the City of Monterey at the rate of 0.375%. This kind of tax is often called a “sales” tax. The money from this tax would go into the City’s general fund and could be used for any lawful City purpose, including but not limited to: protecting the City’s financial stability and maintaining services such as police; fire; 9-1-1 emergency response and preparedness; and other general fund expenses.

The tax would be in addition to existing state and local sales taxes and would be collected along with them. It would only apply to purchases subject to sales taxes. For example, purchases of prescription drugs and most food would not be taxed.

The sales tax proposed by Measure D would only go to the City, and not to the State or any other governmental entity. The City would be required to retain an independent auditor each year to audit tax receipts and how money from the tax is spent and to make that audit report public.

The sales tax will automatically end nine years after collection begins.

A “Yes” vote is a vote to impose the sales tax. A “No” vote is a vote not to impose the sales tax. Measure D will be approved if it receives a simple majority of “yes” votes (50% plus 1).

A full copy of the ordinance is printed in these ballot materials.

Date: March 9, 2026

By: _____

/s/ M. Christine Davi
Monterey City Attorney