

July 28, 2026

Anaheim City Council
200 S. Anaheim Boulevard
Anaheim, CA 92805

Re: Agenda Item 15 – Opposition to Proposed Tourism Mobility Tax Ballot Measure

Dear Mayor and Members of the Anaheim City Council:

On behalf of the Orange County Business Council (OCBC), we respectfully write to express our opposition to Agenda Item 15, which would place before Anaheim voters a proposed Tourism Mobility Tax imposing a 10 percent tax on rideshare trips originating from or ending in designated visitor-serving areas of Anaheim.

OCBC supports strategic investments that improve mobility, reduce congestion and strengthen Anaheim's position as a premier destination for tourism, conventions, entertainment and business. However, we are concerned that the proposed measure raises significant policy and economic questions that should be addressed before asking voters to approve a new tax.

At a time when affordability remains a top concern for California families, workers, employers and visitors, this proposal would increase the cost of transportation for individuals who rely on rideshare services to access jobs, entertainment venues, hotels, restaurants and convention facilities. Many hospitality employees, service workers and visitors depend on rideshare services as a safe and reliable transportation option. Adding another cost to these trips runs counter to broader efforts to improve affordability and maintain Orange County's competitiveness as a destination to live, work and visit.

The proposed tax also raises important questions regarding its scope and proportionality. A 10 percent surcharge is substantial and would increase as fares rise during periods of high demand or on longer trips, resulting in higher costs for consumers when transportation options may already be limited. Additionally, because the tax applies whenever either the origin or destination of a rideshare trip is within the designated districts, its impact extends well beyond tourists to include employees, local residents and convention attendees traveling to and from Anaheim's major employment and tourism centers. OCBC believes additional analysis is warranted to demonstrate that the proposed rate is appropriately calibrated to the public costs the City seeks to address.

We are also concerned that the City has not demonstrated a clear nexus between the proposed tax and the impacts associated with rideshare activity. While the measure is presented as a way to address mobility and congestion, the revenues generated would be deposited into the City's General Fund and could be used for any lawful governmental purpose. If the City's objective is to improve transportation infrastructure, curb management or mobility services, OCBC believes revenues generated for those purposes should be dedicated to those investments rather than deposited into the General Fund.

Approval of this measure could establish a precedent for similar taxes in other visitor-serving communities throughout Orange County and California. As local governments continue to face fiscal challenges, additional taxes on transportation services risk creating a patchwork of local surcharges that increase costs for consumers and businesses while diminishing the region's economic competitiveness.



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Anaheim competes with destinations across the country for conventions, major events and visitors. Policies that increase the cost of accessing those destinations should be evaluated carefully to ensure they do not erode the City's competitive position. OCBC remains committed to working collaboratively with the City on solutions that improve mobility, enhance the visitor experience and support Anaheim's long-term economic success without placing additional financial burdens on residents, workers, businesses and visitors.

For these reasons, we respectfully urge the Anaheim City Council to refrain from placing this measure on the November ballot and instead engage with the business community, transportation providers and other stakeholders to evaluate alternative approaches that address the City's transportation objectives while preserving affordability and economic competitiveness.

Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink that reads "Amanda Walsh". The signature is written in a cursive, flowing style.

Amanda Walsh

Vice President, Government Affairs
Orange County Business Council