



THE CITY OF



SURVEY INSIDE

We want your input!

**Residents and
Property Owners:**

**Our City is
Facing Tough
Decisions.**

THE CITY OF



February 2024

Dear Pleasanton Resident:

Your input is needed! The City of Pleasanton is committed to providing public services and facilities that help maintain your high quality of life. Every day, City employees work hard to support safe neighborhoods, quality streets and roads, attractive parks, recreation venues and programs, vibrant arts and cultural opportunities, and more.

However, our city is facing tough choices in the near future. We want to hear from YOU before important decisions are made.

Here's the problem: Pleasanton's financial future, which depends on the strength of the City's General Fund (the largest operating fund), is **at risk**. Without adequate increases in revenue over time, our city programs and services are suffering from a **severe and increasing structural deficit**, and our infrastructure and facilities are seriously underfunded.

City leaders are exploring options to address these challenges responsibly and with community support. One option under consideration is to ask voters to consider authorizing a modest increase to the local sales tax to help close the budget gap. Passing such a measure won't solve all our problems, **but it will help**.

No decisions have been made yet, and none are expected until this summer.

Since incorporating 130 years ago, the City has never asked the Pleasanton community to support a local revenue measure (a tax or bond that supports City services and/or facilities). Surrounding cities have pursued and passed local measures, and those cities are more financially secure today because they took decisive steps to protect their futures.

Please join the conversation. You can complete our survey via the tear-off response card attached here, respond online, or email us your input at PleasantonListens@cityofpleasantonca.gov

Please respond by March 31, 2024. Your opinion matters. **We are listening!** Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Gerry Beaudin". The signature is written in a cursive, flowing style.

Gerry Beaudin, AICP

Pleasanton City Manager



Our Goal:

Maintain Essential City Services



► **Public Safety:** Protect 911 rapid-response, fire, emergency medical, and police services; maintain crime prevention, disaster preparedness, safe traffic flow, pedestrian safety, etc.; keep existing police and fire stations in good condition

► **Road Repair & Maintenance:** Repair potholes; maintain local streets, roads, sidewalks, crosswalks, pedestrian pathways, and trails



► **Stormwater Systems:** Maintain stormwater drainage systems to prevent flooding and protect water quality

► **Quality Parks and Open Spaces:** Maintain safe, clean, high quality parks, play fields, and open spaces



► **Economic Vitality:** Support small businesses; attract new businesses, jobs, and economic activity

► **Library, Youth & Senior Programs, Recreation and Other City Services:** Maintain library services and hours, programs that help youth and senior citizens, recreation and other general city services



What Do You Think?

PLEASANTON RESIDENTS: Your feedback is important. Please respond by March 31, 2024.

For additional information, please visit:

www.cityofpleasantonca.gov

Email: PleasantonListens@cityofpleasantonca.gov

Phone: (925) 931-5044



CITY SURVEY

Your input is important to us.

Take this survey online. Scan the QR code or go to:
www.cityofpleasantonca.gov



Please rank these City of Pleasanton priorities
in order of their importance to you
(1 = most important, 9 = least important).

▶ **PROTECT 911 Emergency Services.** Protect 911 rapid-response, fire, emergency medical, and police services

▶ **REPAIR & Maintain Local Roads.** Repair potholes; maintain City streets, roads, sidewalks, crosswalks, pedestrian pathways, and trails

▶ **MAINTAIN Public Safety Services & Facilities.** Public safety, crime prevention, disaster preparedness, safe traffic flow, pedestrian safety, etc. Keep existing police and fire stations in good condition

▶ **OPERATE Effective Stormwater Systems.** Maintain stormwater systems to prevent flooding

▶ **INVEST In Quality Parks & Open Spaces.** Safe, clean, high quality parks, play fields, and open spaces

▶ **IMPROVE Economic Vitality.** Support small businesses; attract new businesses, jobs and economic activity

▶ **CONTINUE Library Services.** Maintain library services and hours

▶ **PROVIDE Youth & Senior Programs.** Provide programs that help youth and senior citizens

▶ **OTHER:** _____

Comments/questions:

Contact information is optional:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

THE CITY OF



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P.O. Box 520, 123 Main Street
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