

ARGUMENT AGAINST THE MEASURE

Vote NO

Trust is earned, and Pleasanton leadership lost our trust when they misrepresented and grossly exaggerated a projected budget deficit, threatening to cut public safety like police, fire service and crossing guards.

Their proposed tax rate will be the highest in the state at 10.75%, which will damage local businesses.

When financial challenges loom, cities typically look inward for cost savings and other revenue sources. Our leadership has done little of the deep inward look. Rather, they have jumped to a tax increase without analyzing reserve dollars available to address the budget shortfall or considered delaying projects.

Their measure is based on erroneous budgeting assumptions developed more than a year ago, predicting we would be in a recession in 2024. We're NOT in a recession. Their property tax projections dramatically underestimate growth, even as new developments are coming online.

There is NO requirement that the ½% tax increase will be spent on essential services. There is NO safeguard against misallocation of funds or their use for pet projects like a skate park. The sales tax will go into the General Fund with NO guarantee it will be fully allocated to the priorities of the residents like police, fire and children's safety.

The ½% tax measure WILL tax non-prescription medications, which account for a major portion of all medical expenses. It will also disproportionately affect lower income residents, burdening most those who can afford it least.

We have endured a City and a costly Consultant-led campaign of fear and intimidation. Voters should reject this measure and demand the City convene a budget task force, do the necessary work, and produce a proper, balanced budget that does not threaten to cut what we care about most.

Douglas W. Miller, Pleasanton Voter
Cheryl Cook-Kallio, Former Pleasanton Vice Mayor
Jan Batcheller, Pleasanton Voter
Frank Capilla, Pleasanton Voter
Randall C. Brown, Pleasanton Voter