

ARGUMENT IN FAVOR OF THE MEASURE

If you live in Pleasanton, **VOTING YES on Measure _** may be **the most important local vote you cast** in the November 5th Presidential Election.

The purpose of Measure _ is simple: to PROTECT Pleasanton from devastating cuts to valued city services - like keeping our neighborhoods safe; fire protection and 911 emergency response; quality city streets, parks, libraries, and other services that contribute to Pleasanton's high quality of life.

Without Measure _, painful cuts await: e.g., the City may be forced to close a fire station, which could double response times for emergency 911 calls in certain Pleasanton neighborhoods.

Measure _ authorizes a City of Pleasanton ½ cent sales tax to provide needed locally controlled funding for police, fire, 911 response, and other city services that make Pleasanton a quality community.

VOTING YES will:

- **Protect** 911 emergency response services (police, firefighters, and paramedics)
- **Ensure** all Pleasanton fire stations remain open to serve our community
- **Maintain** neighborhood police patrols at current levels
- **Repair** potholes, maintain public streets, roads, trails and pathways
- **Improve** stormwater systems and disaster response in severe climate conditions
- **Keep** City parks/open spaces safe and clean
- **Preserve** library services/hours, and youth/senior programs

TAXPAYER PROTECTIONS ARE MANDATORY!

- **ALL funds stay LOCALLY controlled in Pleasanton.** The State can't take these funds away.
- **Annual independent audits and public reporting ensure proper spending.**
- **Measure _ lasts 10 years ONLY. It cannot be extended without a new vote.**

Basic necessities like groceries and prescription medications WON'T be taxed. Visitors to Pleasanton will pay their fair share, so residents won't shoulder the entire cost.

Local firefighters, police officers, and caring residents across Pleasanton are united behind Measure _ and our city to protect Pleasanton's future.

Stand with us. You'll be in good company.

Say YES to Pleasanton! VOTE YES on Measure _ .

SayYesToPleasanton.com

Brian Jewell, President, Pleasanton Police Officer Association
A. Kellene Cousins, Ph.D., Arts Advocate, 31-year Pleasanton Resident
Steve Sherman, Small Business Owner, Attorney, 31-year Pleasanton Homeowner
Yu Tao, Library Advocate & 27-year Pleasanton Resident
James Smith, President, Livermore-Pleasanton Firefighters Local 1874