

**CITY OF PLEASANTON  
NOTICE OF NOVEMBER 3, 2026 GENERAL MUNICIPAL ELECTION AND  
MEASURE TO BE VOTED ON**

NOTICE IS HEREBY GIVEN that the following measure will be voted on at the City of Pleasanton General Municipal Election to be held in the City on Tuesday, November 3, 2026.

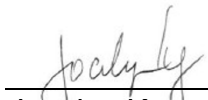
Notice is further given, that the deadline for arguments pro/con on the proposed measure will be August 13, 2026 at 4:00 p.m. The word limit for the argument is 300 words.

Notice is further given, that rebuttals will be accepted and the deadline for will be August 20, 2026 at 4:00 p.m. The word limit for the rebuttal is 250 words.

The following ballot question, to be numbered or designated by the County of Alameda, as City Council proposed Ballot Measure is to appear as follows:

Shall a measure be adopted to increase the City's Uniform Transient Occupancy Tax paid by hotel guests from 8% to 10% on July 1, 2027, and to 12% on July 1, 2028, generating an estimated \$1.4 to \$2.8 million per year in additional revenue, that can be used to maintain city services, such as: police and fire protection; park and street maintenance; recreation programs; and other general government uses, until ended by voters?

Yes \_\_\_\_\_ No \_\_\_\_\_

  
\_\_\_\_\_  
Jocelyn Kwong  
City Clerk

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