REBUTTAL TO ARGUMENT AGAINST THE MEASURE

A YES vote will help keep Pleasanton's finances secure, maintaining the services and programs we rely on to protect our quality of life.

In the last two years, Pleasanton has reduced spending, made operations more efficient, and attracted businesses to generate revenue. Yet, Pleasanton still faces a structural budget deficit and needs new, recurring revenue to maintain the programs and services that benefit all residents.

The Transient Occupancy Tax (TOT) is paid by visitors staying in hotels and short-term lodging, not residents or property owners. Studies also show that moderate increases to hotel tax do NOT cause measurable changes in hotel occupancy, revenue, average daily room rate, or hotel employment. The current tax rate – one of the lowest in the area -- was established more than 40 years ago and it hasn't been updated since. Low taxes are good. However, the beneficiaries of this lower tax rate are visitors – not Pleasanton residents.

Hotel tax increases generally have a negligible impact on hotel activity, according to recent academic studies and research done by other Bay Area cities. Pleasanton's rate will remain at or below most neighboring cities, keeping our business climate and hospitality businesses competitive.

Measure HH will generate $1.4 million in new revenue in its first year and $2.8 million annually starting in the second year. This General Fund revenue will support city services such as public safety, parks and recreation, infrastructure maintenance, and community programs.

Vote YES on Measure HH to protect the quality-of-life Pleasanton residents expect and deserve.

s/Jack Balch, Mayor
s/Matt Gaidos, Vice Mayor
s/Julie Testa, Councilmember
s/Jeff Nibert, Council Member
s/Craig Eicher, Council Member