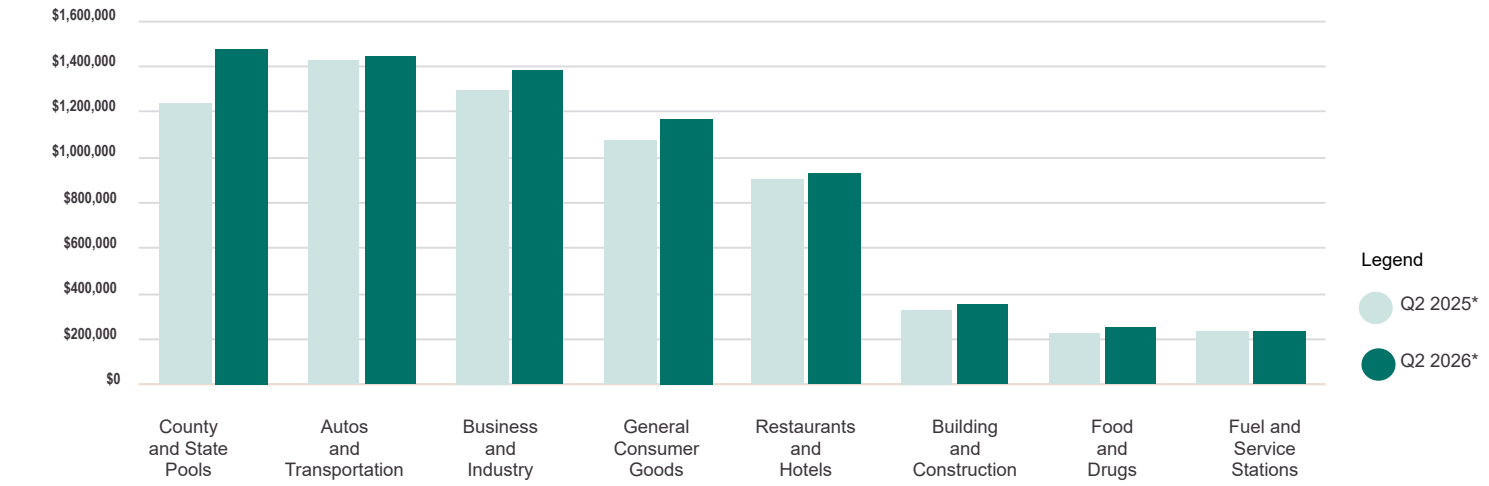
CITY OF PLEASANTON
SALES TAX UPDATE
2Q 2026 (APRIL - JUNE)

PLEASANTON	7.6%	7.3%	5.9%
TOTAL: $ 7,245,671	2Q2026 ↑	COUNTY ↑	STATE ↑

*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP



CITY OF PLEASANTON HIGHLIGHTS

Pleasanton's receipts from April through June were 12.8% above the second sales period in 2025. Excluding reporting aberrations, actual sales were up 7.6%.

Spring was good for City sales taxes; all eight categories posted positive comparisons. Business-industry grew $88,000 due to stronger medical/ biotech sales and growth in activity by a confidential segment.

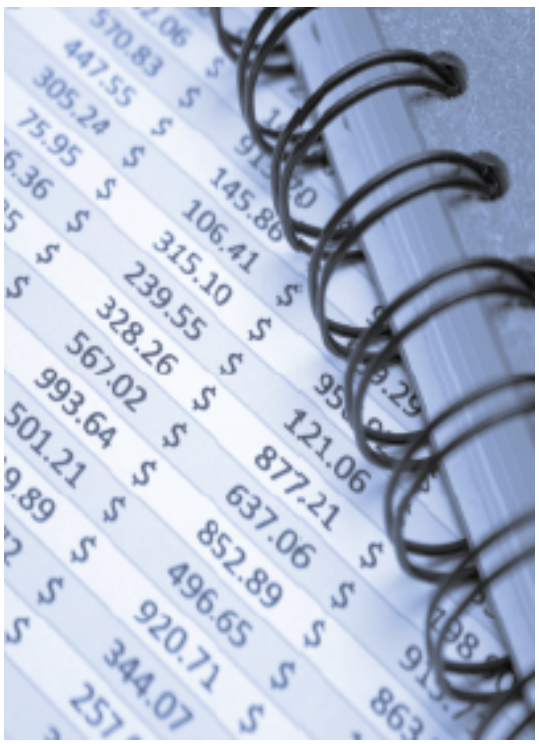
Ongoing global events disrupted crude oil prices which landed well above year ago levels; however, service stations increased only 1%. Related, a sizeable portion of the 9% growth in general consumer goods was purchases linked to retailers that sell gasoline at competitive rates.

Food-drugs gains was driven by increases via grocers, inclusive of one location also selling fuel. Data analyzed in building-construction demonstrated contractors were quite busy, up 28% and overcame a 4% fall off from building materials merchants.

Enthusiastic household and business-based ecommerce procurement, plus the City's hearty point of sale results outpacing other jurisdictions in Alameda County, inflated Pleasanton's share of the pool this quarter which soared upward 19%.

Declines of 8% occurred at new motor dealerships as buyers navigated window sticker hikes, financing challenges. However, autos-transportation eked out 1% improvement thanks to more leases being executed and greater volumes of pre-owned vehicles being sold.

Net of aberrations, taxable sales for the Bay Area climbed higher by 6.2%.



STATEWIDE RESULTS

California's local one cent sales and use tax receipts posted vibrant growth during the second quarter, reflecting sustained consumer behavior ahead of potential economic headwinds. For the months of April through June, revenues increased 5.9% from the year ago quarter after adjusting for accounting anomalies.

Strong consumer spending patterns that began in the first quarter continued through the current period. This activity aligns with the income tax refund timeline, reportedly 11% higher than 2025, beginning of summer tourism and larger inflation factors propelling the economy forward.

Similar to last quarter, online retailers and brick and mortar merchants continued to surge over last year far exceeding expectations. E-commerce remains the platform of choice providing convenience, broad product availability, and flexible payment options – benefitting the business-industry sector and allocations via the countywide use tax pool. Multiple apparel merchants and discount department stores, especially those selling fuel, boosted general consumer goods the most.

Sustained tensions in the Middle East kept West Texas Intermediate (WTI) crude oil prices above $100 per barrel to start off the travel season, pushing local gas prices higher and revenue from service stations up 18% more than one year ago. With refinery closures in both Northern and Southern California regions compounding supply pressures, all signs indicate higher prices through the remainder of summer.

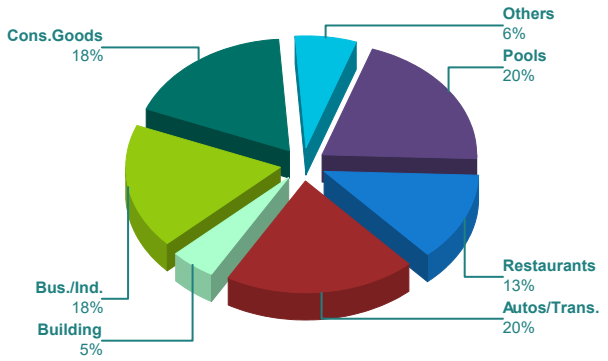
Restaurant sales taxes rose again, experiencing an additional uptick from World Cup activities and seasonal tourism. While operators reported continual pressure from rising costs that influenced customer behavior like visit frequency and alcohol purchases, gains by all types of eateries signal unwavering resolve to dining out. Even with additional sporting events on the horizon, unfavorable economic conditions could constrain growth.

Autos-transportation returns also exceeded expectations this quarter, supported by higher-income consumers, who now account for more than half of new vehicle purchases and benefitted from recent tax cuts and equity market gains. Hybrids continued to gain share as fuel prices increased, while electric vehicle sales also improved.

Recently, the Federal Reserve moved interest rates higher with a stated goal of slowing inflation and cooling economic growth. This action should temper short-term growth prospects especially from sectors requiring long-term financing like autos and building-construction. As gas prices average above $6 per gallon during peak summer months, consumers may further curb discretionary-type spending heading into the holiday shopping season.

REVENUE BY BUSINESS GROUP

Pleasanton This Fiscal Year*



*ADJUSTED FOR ECONOMIC DATA

TOP NON-CONFIDENTIAL BUSINESS TYPES

Business Type	Q2 '26*	Pleasanton Change	County Change	HdL State Change
New Motor Vehicle Dealers	853.1	-8.3%	7.3%	2.9%
Casual Dining	472.6	4.2%	5.3%	4.2%
Medical/Biotech	429.2	34.4%	27.1%	6.2%
Computer/Office Equipment	403.7	1.1%	3.6%	8.9%
Service Stations	236.3	1.3%	8.2%	14.6%
Quick-Service Restaurants	214.3	2.9%	0.8%	1.8%
Building Materials	185.7	-4.4%	1.6%	0.1%
Grocery Stores	156.3	28.6%	0.2%	-0.2%
Contractors	153.2	23.9%	5.2%	-0.4%
Auto Lease	139.3	10.7%	26.3%	8.8%

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*In thousands of dollars