PLEASANTON

PROGRESS

FALL
WINTER
2026

NEWSLETTER OF THE CITY OF PLEASANTON, CALIFORNIA

FALL IN PLEASANTON

From cultural celebrations and community events to holiday happenings, there are plenty of ways to connect, explore, and enjoy the season in our city.

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THE CITY OF PLEASANTON

SAVE THE DATE! The 2026 Hometown Holiday Parade is Saturday, December 5.

CULTURAL CELEBRATIONS

Gear up this fall for the City's Cultural Celebration Series, which provides opportunities to connect with neighbors and honor the beauty of Pleasanton's cultural diversity. In addition to joining the events, community members of all ages are encouraged to get involved by volunteering, supporting program planning, or participating as performers or cultural partners. Individuals and organizations are invited to submit an interest form online.



Diwali

Saturday, October 17
1–3 p.m.
Pleasanton Senior Center

The fall Cultural Celebration Series begins with Diwali, the Festival of Lights. The celebration features live music and dance, storytelling, arts and crafts, face painting, light refreshments, and more.



Día de los Muertos

Saturday, November 7
1–3 p.m.
Pleasanton Senior Center

Celebrate the lives of the deceased and honor their memories through ofrendas, storytelling, crafts, and cultural activities rooted in Mexican heritage. Join family, friends, and neighbors in celebrating this beautiful tradition.



Native American Heritage Month Celebration

Saturday, November 14
1–3 p.m.
Alviso Adobe Community Park

Come out for an afternoon of learning, creativity, and connection. Enjoy hands-on crafts, educational displays, and family-friendly games that highlight the traditions and stories of Native peoples.

SAVE THE DATES

Mark your calendars for more free, family-friendly cultural events coming in 2027.



Lunar New Year Celebration

Saturday, January 30, 2027
11 a.m.–1 p.m.
Lions Wayside Park



Black History Month Celebration

Saturday, February 27, 2027
1–3 p.m.
Pleasanton Library



AAPI Heritage Month Celebration

Saturday, May 15, 2027
11 a.m.–1 p.m.
Lions Wayside Park

All Cultural Celebration events are free and open to the public. No registration is required. For more information or to get involved, visit **firehousearts.org/programs/cultural-celebration**.



SAVE THE DATE
SATURDAY DECEMBER 5 2026

HOMETOWN HOLIDAY CELEBRATION

The holiday season is just around the corner! Mark your calendar for one of Pleasanton's most cherished traditions as the Hometown Holiday Celebration returns to downtown Pleasanton on **Saturday, December 5**.

Beginning at **5 p.m.**, the Hometown Holiday Parade will make its way down Main Street with illuminated floats, marching bands, community groups, musical performances, and plenty of holiday cheer.

Following the parade, gather in front of the Museum on Main for the annual **Tree Lighting Ceremony**, featuring live musical entertainment, the lighting of the tree by the Mayor and City Council, and a special appearance by Santa.

Whether participating in the parade or watching from along Main Street, the Hometown Holiday Celebration is a festive way to gather with friends and neighbors and welcome the holiday season in Pleasanton.

Hometown Holiday Parade and Tree Lighting Ceremony

Saturday, December 5, 2026

5 p.m.

Registration:
hometownholiday.com or call (925) 931-5352

Parade registration is now open. For additional event, volunteer, and sponsorship information, visit hometownholiday.com or call (925) 931-5352.

Visit **hometownholiday.com** or call **(925) 931-5352** to learn more!

KNOW YOUR BALLOT

VOTE2026
YOUR VOICE COUNTS

PLEASANTON GENERAL MUNICIPAL ELECTION

Tuesday, November 3, 2026

Election season is now well underway, and the City of Pleasanton has launched **VOTE 2026: Your Voice Counts** to help our community stay informed and be ready for the November 3, 2026 General Election.

This year, Pleasanton voters will have the opportunity to vote on a number of state and local races and measures, including the race for California Governor.

Here in Pleasanton, voters will elect the Mayor and the City Council members representing Districts 1 and 3. Voters will also consider Measure HH, a uniform transient occupancy tax measure that proposes a phased increase to the City's hotel tax.

Since 2022, Pleasanton has used a district-based election system for its four City Council seats. Voters in each district elect the Council member who represents their district, while all Pleasanton voters elect the Mayor citywide. Not sure which district you live in? Scan the QR code to find your City Council district:

Consider this your go-to guide for everything VOTE 2026, including key election dates, voter registration, ballot tracking, local ballot drop boxes, and official election resources. For more information, visit the official Alameda County election site at **ACVote.org**.

Track Your Ballot

Sign up at **WheresMyBallot.sos.ca.gov** to receive updates when your ballot is mailed, received, and counted.

Alameda County Elections

Visit **ACVote.org** for official election information, voting locations, ballot drop boxes, election updates, results, and more.

Did You Know?

California 16 and 17-year-olds can now pre-register to vote and will automatically become registered voters when they turn 18. Pre-register at **RegisterToVote.ca.gov**.

WHAT'S ON **THE BALLOT**

City Council: District 1
- Vin Kruttiventi
- Kathy Narum

City Council: District 3
- Jamie Yee
- Reena Gupta

Mayor
- Jack Balch
- Julie Testa

Measure HH
Uniform Transient Occupancy Tax

VOTE 2026 **KEY DATES**

September 24:
Alameda County Voter Information Guides mailed

October 5:
Vote-by-mail ballots mailed, early voting began, and ballot drop boxes opened

October 19:
Regular voter registration deadline

October 24:
11-Day Vote Centers open

October 31:
4-Day Vote Centers open

November 3:
Election Day

OFFICIAL ELECTION **RESOURCES**

Visit **RegisterToVote.ca.gov** to register to vote or confirm your voter registration information before the election.

WHERE TO VOTE IN PLEASANTON

EARLY VOTING VOTE CENTERS

11-Day Vote Center: Opens October 24
- Pleasanton Unified School District: 5794 West Las Positas Blvd.

4-Day Vote Centers: Opens October 31
- Valley View Elementary School: 480 Adams Way
- Pleasanton Middle School: 5001 Case Ave.
- Harvest Park Middle School: 4900 Valley Ave.
- Alisal Elementary School: 1454 Santa Rita Rd.

VOTE-BY-MAIL BALLOT DROP BOXES

- Pleasanton City Hall: 123 Main St.
- Dolores Bengston Aquatic Center: 4455 Black Ave.
- Pleasanton Sports Complex: 5800 Parkside Dr.

For voting hours and the most current election information, visit **ACVote.org**.



ABOUT **MEASURE HH**

Measure HH – Uniform Transient Occupancy Tax

On July 7, 2026, the City Council voted unanimously to place a ballot measure on the November 3, 2026 General Municipal Election ballot. The ballot measure asks the following question:

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?

What is Measure HH?

Measure HH is a City of Pleasanton ballot measure proposing a phased increase to the City's Transient Occupancy Tax, commonly known as the hotel tax. If approved by the voters, the rate would increase from 8% to 10% on July 1, 2027, and to 12% on July 1, 2028.

Why was Measure HH placed on the ballot?

Over the past several years, the City has been evaluating a broad range of ways to address its long-term financial outlook, including operational efficiencies, spending reductions, economic development opportunities, fee adjustments, and potential new revenue sources.

Following financial analysis, stakeholder engagement, and community outreach, the City Council placed Measure HH on the ballot for voters to consider as one component of the City's broader financial strategy.

Who pays Pleasanton's hotel tax?

The tax is paid **only by guests who occupy hotels, motels, and other short-term lodging within Pleasanton**. Residents would pay the tax if they choose to stay in a local hotel or motel.







PREPAREDNESS STARTS BEFORE AN EMERGENCY

September was National Preparedness Month, but being ready for an emergency is important year-round. Following the Little Fire this summer, the City's Ready Pleasanton campaign highlighted simple steps residents can take to prepare. The City is grateful to the firefighters, Pleasanton Police officers, emergency personnel, City staff, and regional partners whose swift, coordinated response helped protect our community.

Preparedness doesn't end with September. Take a few minutes today to make sure you and your household are ready.

Three Easy Ways to Prepare Today

1 Sign Up for AC Alert

Receive important local emergency alerts through Alameda County's free notification system. Keep your contact information and addresses up to date.

2 Know Your Zone

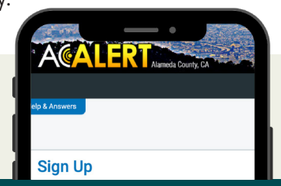
Use Genasys Protect to find your evacuation zone before an emergency and check current evacuation warnings and orders.

3 Make a Plan

Know how your household will communicate, where you will meet, possible evacuation routes, and what you would take if you needed to leave quickly.

Explore Emergency Preparedness Resources

Find preparedness information for wildfires, earthquakes, power outages, winter storms, flooding, and more.



STORM WATCH PLEASANTON

The City is preparing for the rainy season by inspecting and cleaning critical drainage facilities and clearing leaves and debris. **You can help keep stormwater flowing and reduce the risk of localized flooding.**

Three Ways to Prepare for the Wet Season

1 Keep Leaves Out of Streets & Gutters

From **November through February**, crews collect naturally fallen leaves from City-owned street trees before scheduled street sweeping.

This is not a residential curbside leaf pickup program. Place leaves and yard waste in your green organics cart, keep debris away from storm drains, and never blow or pile leaves into streets or gutters.

Extra yard waste?
Contact Pleasanton Garbage Service at **(925) 846-2042**.

2 Get Free Sandbags

Prepare before the rain arrives. Free sand and sandbags are available **24/7** at the City's self-service station:

Operations Services Department:
3333 Busch Road

Bring your own shovel and fill your own bags. Limit 10 bags per household.

3 Report Drainage Concerns

See a blocked storm drain or localized flooding? Report it through the **City's MaintStar system** so staff can investigate and respond.

Know Before the Storm

Find storm preparation tips, sandbag information, stormwater updates, and ways to report drainage concerns.







SUPPORT LOCAL THIS HOLIDAY SEASON



GIVE LOCAL GIFT PLEASANTON

This holiday season, find the perfect gift while supporting businesses right here in Pleasanton.

The **Gift Pleasanton Card** is a digital community gift card accepted at more than 50 participating local businesses, with 100% of every dollar spent going directly to Pleasanton small businesses. Available in amounts from **$25 to $300,** the cards never expire and can be used at participating restaurants, retailers, service businesses, and more.

Whether you're shopping for family and friends, thanking a teacher or coworker, or treating yourself, Gift Pleasanton makes it easy to **give local this holiday season.**

Discover Something Local

From new restaurants and longtime favorites to shops, services, and businesses you may not have discovered yet, **inPleasanton** showcases local businesses year-round. **Follow inPleasanton on social media** for business spotlights, new openings, dining inspiration, shopping ideas, and more ways to explore Pleasanton.

@inPleasanton

The Holiday Bonus is Coming Back!

The popular **Gift Pleasanton Holiday Bonus Promotion** returns this holiday season!

For a limited time, when you purchase a Gift Pleasanton eGift Card, you'll receive a bonus card to spend at participating Pleasanton businesses. It's an easy way to make your holiday dollars go further while supporting the local businesses that help make Pleasanton special.

Stay tuned for this year's bonus offer and promotion details.

Purchase Gift Pleasanton Cards inPleasanton.com

Small Business Saturday

Saturday, November 28, 2026

Celebrate **Small Business Saturday** by shopping, dining, and supporting local businesses throughout Pleasanton. Every local purchase helps support the businesses that make our community unique.

Shop local. Dine local. Support Pleasanton.

Find Us Online:
cityofpleasantonca.gov

@CityofPleasantonCA
Nextdoor.com
@CityofPleasantonCA

THE CITY OF PLEASANTON

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KNOW YOUR **PLEASANTON PARKS**:

Wildfire Mitigation Progress at Augustin Bernal Park

If you've visited Augustin Bernal Park recently, you may have noticed important work taking place throughout the park. Since this summer, crews have been making progress on the Augustin Bernal Fuel Reduction Project, a proactive effort to reduce wildfire risk in and around the park.

Crews have completed more than 20 acres of fuel management work along the main trails, strategically reducing hazardous vegetation to create and maintain a reduced fuel zone within the park and surrounding wildland-urban interface. Work is expected to continue through the end of 2026.

Made possible by a $1 million CAL FIRE grant, the project is a collaborative effort between the City and the Livermore-Pleasanton Fire Department, with the Alameda County Fire Department's Fuel Management Crew completing the fuel reduction work. By reducing hazardous vegetation, the project is designed to help firefighters more effectively suppress wildfires, reduce fire intensity, and slow the spread of flames toward nearby neighborhoods.

The work is being conducted strategically to minimize impacts to wildlife and protected plant species while preserving the natural beauty and recreational experience that make Augustin Bernal Park such a valued community resource.

What to Expect During Your Visit

As work continues, visitors may encounter periodic trail closures in active treatment areas. Closure notices will be posted at park trailheads, and visitors should follow all posted signs and avoid closed areas while crews are working.