

CITY OF PLEASANTON
CITY ATTORNEY’S IMPARTIAL ANALYSIS OF MEASURE “ ___ ”
HALF-CENT TRANSACTIONS AND USE (SALES) TAX

On July 16, 2024, the City Council voted to place Measure “ ___ ” on the November 5, 2024 general municipal election ballot. By placing Measure “ ___ ” on the ballot, the City of Pleasanton complies with the California Constitution, which requires a majority of the voters to approve an ordinance that establishes a general tax.

If approved by a majority of Pleasanton voters, this Measure would authorize a half-cent retail transactions and use (sales) tax within the City of Pleasanton. A half-cent sales tax increase would result in an additional half-cent for every dollar spent on taxable goods. For example, for every \$100 spent on taxable goods, the tax would increase by 50 cents. Items that are exempt from sales tax include groceries, prescription medicine and certain medical devices.

Currently, the sales tax rate in Pleasanton is 10.25% (including various State, County, City, and other district taxes); the City receives 1.00% directly. If Measure _____ is approved, the total sales tax rate in Pleasanton will increase to 10.75%. All revenues raised by Measure _____ would remain in the City and would not be shared with the State, County, or any other agency.

It is estimated that Measure “ ___ ” will provide an additional \$10,000,000 in annual funding for the City that could be used to maintain City services, and minimize cuts to such services, such as: police and fire protection; 911 emergency response; disaster preparedness; pedestrian safety; park maintenance; pothole repair and street maintenance; recreation programs; open space preservation; and other general government uses. This tax would be a “general tax,” meaning that revenues raised from the tax would go into the City’s general fund to pay for any lawful City program, improvement, or service.

California Revenue and Taxation Code section 7285.9 authorizes the City to levy this tax so long as it is approved by a majority of the voters voting in an election on that issue. If approved, the tax would remain in effect for 10 years. The tax would be paid in addition to current sales taxes and would be collected at the same time and in the same manner as existing sales taxes. The revenues and expenditures generated by the tax would be subject to the same independent audit requirements as other city revenues and expenditures and also be subject to review by a citizen oversight committee.

A “yes” vote on Measure “ ___ ” will authorize the half-cent transactions and use (sales) tax.

A “no” vote on Measure “ ___ ” will not authorize the half-cent transactions and use (sales) tax.

The above statement is an impartial analysis of Measure _____. If you desire a copy of the measure, please visit <https://www.cityofpleasantonca.gov/our-government/elections-measures/november-2024-measure/> or call the City Clerk’s Office at (925) 931-5027 and a copy will be mailed at no cost to you.

s/Daniel G. Sodergren
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