BALLOT MEASURE SUBMITTAL FORM

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Alameda County
JUL 20 2026
Reg. of Voters

All fields with an * are required.

BALLOT MEASURE QUESTION

Jurisdiction Name*: CITY OF PLEASANTON	Election Date*: NOVEMBER 3, 2026

Note: The information as it appears within the text box will be printed on the ballot and voter guide.

Insert ballot question text here*:

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?

TYPE OF MEASURE*

☒ Regular Measure ☐ Parcel Tax

☐ Bond Measure ☐ Charter Amendment

PERCENTAGE NEEDED TO PASS*

☒ 50% + 1 ☐ 66.6667% ☐ 2/3

☐ Other: Click or tap here to enter text.

FULL-TEXT OPTION*

Full Text to be printed in the Voter Information Pamphlet:

☐ **YES** ***(note:** must provide an MS Word file)*

☒ **NO** – Do not print, but it's accessible at: https://www.cityofpleasantonca.gov/our-government/elections-measures/measures/

AUTHORIZED REPRESENTATIVE/CONTACT PERSON*
(office use)

Print Name: [redacted]	Signature: [redacted]
Phone #: [redacted]	Email: [redacted]

CONTACT INFORMATION
(public use)

Phone #: Click or tap here to enter text.	Email: Click or tap here to enter text.
	Website: Click or tap here to enter text.

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RESOLUTION NO. 2026-056

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLEASANTON ORDERING THE SUBMISSION TO THE QUALIFIED ELECTORS OF THE CITY OF PLEASANTON A MEASURE TO APPROVE A UNIFORM TRANSIENT OCCUPANCY TAX INCREASE; REQUESTING THAT THE ALAMEDA COUNTY BOARD OF SUPERVISORS PERMIT CONSOLIDATION OF THE MEASURE WITH THE PLEASANTON GENERAL MUNICIPAL ELECTION WITH THE STATEWIDE GENERAL ELECTION TO BE HELD ON THE SAME DATE; SETTING PRIORITIES FOR FILING A WRITTEN ARGUMENT REGARDING A CITY MEASURE AND DIRECTING THE CITY ATTORNEY TO PREPARE AN IMPARTIAL ANALYSIS

WHEREAS, the City Council of the City of Pleasanton ("City Council") desires to submit to the voters a measure to increase the City's Uniform Transient Occupancy Tax in the General Municipal Election to be held on November 3, 2026; and

WHEREAS, on June 2, 2026, the City Council adopted Resolution No. 2026-040 calling for the holding of a General Municipal Election and Resolution No. 2026-041 requesting the Board of Supervisors of the County of Alameda to consolidate a General Municipal Election to be held on November 3, 2026, with a Statewide General Election to be held on that date pursuant to section 10403 of the Elections Code for the purpose of the election of a Mayor to a two-year term, and two Members of the City Council from Districts 1 and 3 to a four-year term.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. Pursuant to the requirements of section 10403 of the Elections Code, the Board of Supervisors of the County of Alameda is hereby requested to consent and agree to the consolidation of a General Municipal Election to be held on November 3, 2026, with a Statewide General Election to be held on that date for the purpose of submitting to the qualified voters of the City the ballot measure set forth in the ballot question shown below in Section 4.

SECTION 2. Pursuant to California Constitution Article XIIIC, Section 2, Government Code Section 53724, and Elections Code Section 9222, the City Council of the City of Pleasanton hereby calls an election at which it shall submit to the qualified voters of the City a measure to increase the City's Uniform Transient Occupancy Tax from 8% to 10% on July 1, 2027, and to 12% on July 1, 2028 as authorized by Revenue and Taxation Code section 7280.

SECTION 3. The proposed complete text of the Ordinance submitted to the voters pursuant to Section 2 is set forth in Exhibit A. The City Council hereby approves the Ordinance, the form thereof, and its submission to the voters of the City at the November

3, 2026 election, as required by Revenue and Taxation Code section 7280, subject to the approval of a majority of the voters voting on the measure.

SECTION 4. The City Council, pursuant to its right and authority, does order submitted to the voters at the General Municipal Election on November 3, 2026, the following question, which question shall require the approval of a majority (50%+1) of qualified electors casting votes to pass:

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

SECTION 5. The ballots to be used at the election shall be in form and content as required by law. The City Clerk is authorized, instructed and directed to coordinate with the County of Alameda Registrar to procure and furnish any and all official ballots, notices, printed matter and all supplies, equipment and paraphernalia that may be necessary in order to properly and lawfully conduct the election. The City of Pleasanton recognizes that additional costs will be incurred by the County by reason of this consolidation and agrees to reimburse the County for any costs.

SECTION 6. That the Alameda County Registrar of Voters is authorized to canvass the returns of the municipal election. The election shall be held in all respects as if there were only one election.

SECTION 7. In all particulars not recited in this Resolution, the election shall be held and conducted as provided by law for holding municipal elections and that the City Clerk is authorized to transmit a certified copy of this resolution to the Alameda County Board of Supervisors and the Alameda County Registrar of Voters.

SECTION 8. The City Council shall file a written argument not exceeding 300 words and a rebuttal argument not exceeding 250 words regarding the City measure as specified above), accompanied by the printed name(s) and signature(s) of the author(s) submitting it, in accordance with Article 4, Chapter 3, Division 9 of the Elections Code of the State of California.

The arguments and rebuttals may be changed or withdrawn until and including the date fixed by the City Clerk after which no arguments for or against the City measure may be submitted to the City Clerk. Arguments and rebuttal arguments may not be signed by more than five authors. Rebuttal arguments shall be printed in the same manner as the direct arguments. Each rebuttal argument shall immediately follow the direct argument which it seeks to rebut.

SECTION 9. City Attorney Impartial Analysis. That the city council directs the city attorney to prepare an impartial analysis of the measure.

SECTION 10. The approval of this Resolution is exempt from the California Environmental Quality Act (Public Resources Code §§ 21000, et.seq., "CEQA," and 14 Cal. Code Reg. §§ 15000 et. seq., "CEQA Guidelines"). The City's Uniform Transient Occupancy Tax increase to be submitted to the voters is a general tax that can be used for any legitimate governmental purpose; it is not a commitment to any particular action. Accordingly, under CEQA Guidelines section 15378(b)(4), the tax is not a project within the meaning of CEQA because it creates a government funding mechanism that does not involve any commitment to any specific project that may result in a potentially significant physical impact on the environment. If revenue from the tax were used for a purpose that would have either such effect, the City would undertake the required CEQA review for that particular project. Therefore, pursuant to CEQA Guidelines section 15060 CEQA analysis is not required.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Pleasanton at a regular meeting held on July 7, 2026.

I, Jocelyn Kwong, City Clerk of the City of Pleasanton, California, certify that the foregoing resolution was adopted by the City Council at a regular meeting held on the 7th day of July 2026, by the following vote:

Ayes:	Councilmembers Eicher, Gaidos, Nibert, Testa, Mayor Balch
Noes:	None
Absent:	None
Abstain:	None

[redacted]

Jocelyn Kwong, City Clerk

APPROVED AS TO FORM:

[redacted]

Daniel G. Sodergren, City Attorney

I certify that the foregoing is a correct copy of Resolution No. 2026-056
Adopted by the City Council of the City of Pleasanton, Alameda County, California, on July 7, 2026
Attest: [redacted]
City Clerk

EXHIBIT A

ORDINANCE NO.

AN ORDINANCE OF THE CITY OF PLEASANTON AMENDING SECTION 3.20.030 OF CHAPTER 3.20 OF TITLE 3 OF THE PLEASANTON MUNICIPAL CODE RELATED TO THE CITY'S UNIFORM TRANSIENT OCCUPANCY TAX ORDINANCE

THE PEOPLE OF THE CITY OF PLEASANTON DO HEREBY ORDAIN AS FOLLOWS:

SECTION 1. Section 3.20.030 of Chapter 3.20 of Title 3 of the Pleasanton Municipal Code is amended to read as follows:

3.20.030. Imposed—Rate.

For the privilege of occupancy in any hotel, each transient is subject to and shall pay a tax in the following amounts:

A. Eight percent (8%) of the rent charged by the operator for any period of occupancy commencing before July 1, 2027;

B. Ten percent (10%) of the rent charged by the operator for any period of occupancy commencing on or after July 1, 2027, and before July 1, 2028; and

C. Twelve percent (12%) of the rent charged by the operator for any period of occupancy commencing on or after July 1, 2028.

The tax constitutes a debt owed by the transient to the city which is extinguished only by payment to the operator or to the city. The transient shall pay the tax to the operator of the hotel at the time the rent is paid. If the rent is paid in installments, a proportionate share of the tax shall be paid with each installment. The unpaid tax shall be due upon the transient's ceasing to occupy space in the hotel. If for any reason the tax due is not paid to the operator of the hotel, the tax administrator may require that such tax shall be paid directly to the tax administrator.

SECTION 2. This ordinance relates to the levying and collecting of the City's Uniform Transient Occupancy Tax and shall take effect immediately.

SECTION 3. A summary of this ordinance shall be published once within fifteen (15) days after its adoption in "The Valley Times," a newspaper of general circulation published in the City of Pleasanton, and the complete ordinance shall be posted for fifteen (15) days in the City Clerk's office within fifteen (15) days after its adoption.

The foregoing Ordinance was approved and adopted by the voters of the City of Pleasanton on November 3, 2026.

Jack Balch, Mayor

ATTEST:

____
Jocelyn Kwong, City Clerk

APPROVED AS TO FORM:

____
Daniel G. Sodergren, City Attorney