



CITY COUNCIL REGULAR MEETING AGENDA

Tuesday, February 3, 2026
7:00 PM

City Council Chamber
200 Old Bernal Avenue
Pleasanton, CA 94566

Cm. Nibert Teleconference Location:
52 Hopetoun Rd, Drouin, VIC, 3818 Australia

The meeting will be held in-person, broadcast live on Channel 29 and streamed live for viewing at the following links TV30 <https://www.tri-valleytv.org>, the City's website in the Meetings portal (a red dot will indicate a live meeting) <https://www.cityofpleasantonca.gov/>, and the City's YouTube channel: <https://www.youtube.com/user/TheCityofPleasanton>.

Public participation: It is requested that members of the public wishing to address the City Council submit a speaker card. When public comment is opened on an agenda item, individuals may speak once per agenda item.

To submit written public comment regarding an open session item on this meeting agenda visit <https://forms.cityofpleasantonca.gov/f/writtenpubliccomment>. Comments will be accepted by the City Clerk's Office until 12:00 p.m. on the day of the Council meeting.

In Person at Council Chamber:

- Submit a physical speaker card to the City Clerk at the meeting. When your name is called, please provide comment at the podium.

CALL TO ORDER

- Welcome and Pledge of Allegiance - Cm. Gaidos
- Roll Call

Resolution No. 2026-003
Ordinance No. 2304

AGENDA AMENDMENTS

CONSENT CALENDAR

Items listed on the consent calendar are considered routine in nature and may be enacted by one motion. If discussion is required, that particular item will be removed from the consent calendar and will be considered separately.

City Manager

1. Approve meeting minutes of January 13, 2025 and January 20, 2025

Library and Recreation

2. Authorize the City Manager to enter into the second amendment to the services agreement with Folger Graphics for Activities Guide and City Newsletter printing

services in an amount not to exceed \$51,525 until November 30, 2026, for a total amount not to exceed \$411,829

Public Works

3. Accept public improvements performed by Sierra Nevada Construction, Inc., for the Annual Slurry Sealing of Various Streets Project, CIP No. 25504, and approve a budget amendment to return \$83,939 to the Gas Tax Fund

MEETING OPEN TO THE PUBLIC

4. Public Comment regarding items not listed on the agenda – Speakers are limited to 3 minutes.

PUBLIC HEARINGS AND OTHER MATTERS

If necessary to ensure completion of the following items, the Mayor may alter time limits.

5. Receive an update on the Regional Groundwater Facilities Improvement Project – Phase 1 Feasibility Study Results
6. Receive an update on stakeholder engagement and provide direction on a potential Transient Occupancy Tax (TOT) measure on the November 2026 ballot
7. Consider developing a policy for evaluation of development-related General Plan amendments and re-zoning requests

MATTERS INITIATED BY COUNCIL

COUNCIL REPORTS

Brief reports on conferences, seminars, and meetings attended by the Council

CITY MANAGER UPDATES

ADJOURNMENT

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda and items received by the City Clerk's Office by 12:00 p.m. on the day of the meeting provided to a majority of the City Council after distribution of the agenda packet will be available for public inspection on the City's website <https://www.cityofpleasantonca.gov/> and also at the Pleasanton Library located at 400 Old Bernal Ave., Pleasanton, CA 94566.

There is a 90-day limit for the filing of a challenge in the Superior Court to certain City administrative decisions and orders, which require a hearing by law, the receipt of

evidence, and the exercise of discretion. The 90-day limit begins on the date the decision is final (Code of Civil Procedure § 1094.6). Further, if you challenge an action taken by the City Council in court, you may be limited, by California law, including but not limited to Government Code §65009, to raising only those issues you or someone else raised in the public hearing, or in written correspondence delivered to the City Council prior to or at the public hearing. The City Council may be requested to reconsider a decision if the request is made prior to the next City Council meeting, regardless of whether it is a regular or special meeting.

Accessible Public Meetings

The City of Pleasanton can provide special assistance for persons with disabilities to participate in public meetings. To make a request for a disability-related modification or accommodation (e.g., an assistive listening device), please contact the City Clerk's Office at 123 Main Street, Pleasanton, CA 94566 or (925) 931-5027 at the earliest possible time. If you need translation or interpretation assistance, please provide at least two working days' notice prior to the meeting date.



**CITY OF PLEASANTON
CITY COUNCIL
MINUTES**

**Tuesday, January 13, 2026
2:00 PM**

CALL TO ORDER

Mayor Balch called the Special Meeting Closed Session of the City Council to order at the hour of 2:03 p.m. from the Council Chamber located at 200 Old Bernal Avenue.

ROLL CALL

Present: Councilmembers Eicher, Gaidos, Nibert (teleconference), Testa, Mayor Balch
Absent: None.

1. Public Comment

Mayor Balch opened public comment. There being no speakers, Mayor Balch closed the public comment.

ADJOURN TO CLOSED SESSION

- 2. CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION**
Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Gov't Code Section 54956.9: 1 potential case

REPORT ON CLOSED SESSION

The City Council gave conditional direction to initiate an action. The action and other particulars shall, once formally commenced, be disclosed to any person upon inquiry. Approved by the following vote:

Ayes: Councilmembers Eicher, Gaidos, Nibert, Mayor Balch
Noes: Councilmember Testa

ADJOURNMENT

Mayor Balch adjourned the meeting at 2:50 p.m.

Jocelyn Kwong, City Clerk



**CITY OF PLEASANTON
CITY COUNCIL
MINUTES**

**Tuesday, January 20, 2026
7:00 PM**

CALL TO ORDER

Mayor Balch called the Regular Meeting of the City Council to order at the hour of 7:00 p.m. from the Council Chamber located at 200 Old Bernal Avenue.

ROLL CALL

Present: Councilmembers Eicher, Gaidos, Nibert (teleconference), Testa, Mayor Balch
Absent: None.

AGENDA AMENDMENTS

None.

CONSENT CALENDAR

Mayor Balch opened public comment. There being no speakers, Mayor Balch closed the public comment.

MOTION: It was m/s by Councilmember Gaidos/Councilmember Eicher to approve the consent calendar as recommended. Motion passed by the following vote:

Ayes: Councilmembers Eicher, Gaidos, Nibert, Testa, Mayor Balch

Noes: None

Absent: None

City Manager

1. Approve meeting minutes of November 18, 2025, December 2, 2025, December 3, 2025, and December 16, 2025

Recommendation: Approve meeting minutes of November 18, 2025, December 2, 2025, December 3, 2025, and December 16, 2025.

Community and Economic Development

2. Actions of the Zoning Administrator and Planning Commission

Recommendation: Actions of the Zoning Administrator and Planning Commission.

3. Adopt a resolution approving a Ground Lease Amendment for Promenade Apartments at 5300 Case Avenue

Recommendation: Adopt Resolution No. 2026-001 to:

1. Approve the Ground Lease Amendment for the Promenade Apartments;
2. Authorize the City Manager and City Attorney to make minor modifications to Ground Lease Amendment, including any extensions or minor amendments that are necessary in the future; and
3. Authorize the City Manager or designee to execute such additional documents and take all necessary steps to implement the transactions described in the resolution.

Finance

4. Public Hearing - Adopt a resolution finding that certain development impact fees subject to the Mitigation Fee Act (Government Code section 66000, et seq.) are unexpended after five years and the funds are committed to particular projects

Recommendation: Adopt Resolution No. 2026-002 finding that certain development impact fees subject to the Mitigation Fee Act (Gov. Code section 66000, et seq.) are unexpended after five years and the funds are committed to particular projects.

5. Accept the monthly disbursements and investment report for November 2025

Recommendation: Accept claim disbursements in the amount of \$13,696,577 and the investment report for the month of November 2025.

Library and Recreation

6. Approve the Library Commission's workplan priorities for fiscal years 2025/26-2026/27

Recommendation: Approve the Library Commission's workplan priorities for fiscal years 2025/26-2026/27.

Public Works

7. Authorize the City Manager to enter into the first amendment to the Maintenance and Trade Services agreement with East Bay Pool Service, Inc. for pool maintenance services and repairs, increasing the annual not-to-exceed amount by \$75,000 to \$254,950, increasing the cumulative not-to-exceed amount to \$1,124,750, and extending the term through fiscal year 2027/28

Recommendation: Authorize the City Manager to enter into the first amendment to the Maintenance and Trade Services agreement with East Bay Pool Service, Inc. for pool maintenance services and repairs, increasing the annual not-to-exceed amount by \$75,000 to \$254,950, increasing the cumulative not-to-exceed amount to \$1,124,750, and extending the term through fiscal year 2027/28.

8. Authorize the City Manager to amend the professional services contracts and increase the on-call general civil engineering professional services agreements with Pakpour Consulting Group, Inc., Mark Thomas, Wood Rodgers, Inc., and Ruggeri-Jensen-Azar to a grouped aggregate not-to-exceed contract limit of \$1,250,000, an increase of \$500,000, through June 30, 2026

Recommendation:

1. Authorize the City Manager to amend the professional services contracts and increase the on-call general civil engineering professional services agreements with Pakpour Consulting Group, Inc., Mark Thomas, Wood Rodgers, Inc., and Ruggeri-Jensen-Azar to a grouped aggregate not-to-exceed contract limit of \$1,250,000, an increase of \$500,000, through June 30, 2026.
 2. Authorize the City Manager or designee to approve task authorizations.
9. Authorize the City Manager to enter into a professional services agreement with Operational Technical Services, LLC for staff augmentation services in an amount not-to-exceed \$1,500,000 for a three-year term

Recommendation: Authorize the City Manager to enter into a professional services agreement with Operational Technical Services, LLC for staff augmentation services in an amount not-to-exceed \$1,500,000 for a three-year term.

10. Authorize the City Manager to enter into a professional services agreement with Woodard & Curran, Inc. to support sewer system operations in an amount not-to-exceed \$500,000 for a five-year term

Recommendation: Authorize the City Manager to enter into a professional services agreement with Woodard & Curran, Inc. to support sewer system operations in an amount not-to-exceed \$500,000 for a five-year term.

11. Authorize the City Manager to enter into an on-call professional services agreement with Pakpour Consulting Group, Inc. for Utility Program Manager Services, in an amount not-to-exceed \$5 million for a five-year term and approve the budget amendments

Recommendation:

1. Authorize the City Manager to enter into an on-call professional services agreement with Pakpour Consulting Group, Inc. for Utility Program Manager

- Services, in an amount not-to-exceed \$5 million for a five-year term and approve the budget amendments.
2. Authorize the Public Works Director to approve future task authorizations under this contract without further council approval.
 3. Approve the budget amendments to transfer \$150,000 from Fund 431 (Sewer CIP Fund) to Fund 430 (Sewer Operating Fund) and appropriate \$150,000 to the Sewer Operating Fund Professional Services account (43041202-430101).

MEETING OPEN TO THE PUBLIC

12. Public Comment regarding items not listed on the agenda – Speakers are limited to 3 minutes.

Mayor Balch opened public comment. The following individuals provided comment: Kelly Cousins, Jan Coleman-Knight.

Mayor Balch closed the public comment.

PUBLIC HEARINGS AND OTHER MATTERS

13. Accept the audited financial statements of the City of Pleasanton including the Annual Comprehensive Financial Report and other related audit reports for the fiscal year ended June 30, 2025

Recommendation: Accept the audited financial statements, including the Annual Comprehensive Financial Report (ACFR) and the related audit reports for FY 2024/25.

Presentation by Susan Hsieh, Director of Finance.

Mayor Balch opened public comment. There being no speakers, Mayor Balch closed the public comment.

MOTION: It was m/s by Councilmember Eicher/Councilmember Testa to approve the item as recommended. Motion passed by the following vote:

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

14. Receive an update on Utilities System Activity advancing the ONE Pleasanton Strategic Priority, Investing in Our Environment

Recommendation: Receive an update on Utilities System Activity advancing the ONE Pleasanton Strategic Priority, Investing in Our Environment.

Presentation by Siew-Chin Yeong, Director of Public Works.

Mayor Balch opened public comment. There being no speakers, Mayor Balch closed the public comment.

MATTERS INITIATED BY COUNCIL

Councilmember Eicher requested a revisit of Downtown ground floor use restrictions at a future City Council meeting. City Manager Beaudin requested if the City Council would be willing to have the item be considered with the next City Council workplan review in a month and a half. The City Council agreed to the future update.

Councilmember Gaidos asked if a formal request was needed to initiate a new appointment to the Altamont Community Monitor Committee. Staff confirmed that the position will be advertised as part of the spring 2026 recruitment.

COUNCIL REPORTS

Councilmembers reported on regional and local meetings attended.

CITY MANAGER UPDATES

The City Manager provided informational updates on the community and organization.

ADJOURNMENT

Mayor Balch adjourned the meeting at 9:10 p.m.

Jocelyn Kwong, City Clerk

CITY COUNCIL AGENDA REPORT

February 3, 2026
Library and Recreation

TITLE: AUTHORIZE THE CITY MANAGER TO ENTER INTO THE SECOND AMENDMENT TO THE SERVICES AGREEMENT WITH FOLGER GRAPHICS FOR ACTIVITIES GUIDE AND CITY NEWSLETTER PRINTING SERVICES IN AN AMOUNT NOT TO EXCEED \$51,525 UNTIL NOVEMBER 30, 2026, FOR A TOTAL AMOUNT NOT TO EXCEED \$411,829

SUMMARY

The City produces an Activities Guide highlighting its programs and services, which is now distributed twice per year (reduced from three times per year) and a City Newsletter. This amendment extends the existing agreement with Folger Graphics for printing services for an additional year and reflects the reduced number of Activities Guides, resulting in a decrease to the annual not-to-exceed amount, with additional savings possible depending on the final page counts of the Activities Guide and City Newsletter.

RECOMMENDATION

Authorize the City Manager to enter into the second amendment to the services agreement with Folger Graphics for Activities Guide and City Newsletter printing services in an amount not to exceed \$51,525 until November 30, 2026, for a total amount not to exceed \$411,829.

BACKGROUND

The City offers a range of recreational classes, preschool activities, environmental education, and civic arts programs. It also manages and coordinates youth sports programs and recreational activities for adults with developmental disabilities, as well as community-wide special events. The City advertises these classes and programs in its biannual Activities Guide, which residents use to register for the wide variety of activities available.

The City provides the Progress Newsletters to inform residents of important topics, events, and key milestones.

The City and Folger Graphics executed the original agreement on November 20, 2021 with a three-year term and a not to exceed amount of \$91,000 in year one, \$94,640 in year two, and \$98,426 in year three for a total amount of \$284,066 (four percent increase per year). In December 2024 the City executed an amendment to the agreement for a one-year term, for \$76,238, for a total amount not to exceed \$360,304.

DISCUSSION

In an effort to reduce General Fund expenses while maintaining effective community outreach, the City has transitioned from printing three Activities Guides per year to two. This change reflects updated program scheduling and marketing practices, resulting in cost savings while continuing to provide residents with a comprehensive and accessible overview of programs and services.

Printing two guides per year allows the City to better align content with seasonal programming, reduce redundancy, and streamline production and distribution costs. This adjustment also reduces the total number of pages printed annually and lowers the overall not-to-exceed amount under the printing agreement.

The City will continue to publish the Progress Newsletter in the upcoming year.

Folger Graphics has provided excellent service to the City of Pleasanton and has demonstrated a high level of professionalism and quality of work.

EQUITY AND SUSTAINABILITY

The proposed agreement supports equity by providing the Activities Guide and City Newsletter in both print and digital formats, ensuring broad access for residents. Sustainability is supported by combining the Spring and Summer Activities Guides into a single publication, reducing paper use and printing impacts.

OUTREACH

As a matter of routine business, no outreach was associated with this item.

STRATEGIC PLAN ALIGNMENT

By reducing printing costs for the Activities Guide, this Amendment advances the ONE Pleasanton Goal A - Funding our Future to support financial health and sound fiscal policies through long-term planning, cost recovery, and cost containment.

FISCAL IMPACT

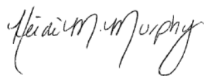
Funding for this contract is included in the Library and Recreation Department budget (00150100 435135) and in the City Manager's Office's Communication Division budget (00132400 435135). The not-to-exceed amount is \$31,790 for the Library and Recreation, and \$19,735 for the City Manager's Office, for a total of \$51,525, with the total not-to-exceed amount of \$411,829 for five years (Attachment 1).

Prepared by:



Ania Pawlak, Management
Analyst

Submitted by:



Heidi Murphy, Director of Library and
Recreation

Approved by:



Gerry Beaudin, City
Manager

Attachments:

1. Folger Graphics - Second Amendment to Agreement

SECOND AMENDMENT TO AGREEMENT

This Second Amendment to Agreement ("Second Amendment") is entered into this First day of January 2026 by the City of Pleasanton ("City") and Folger Graphics, Inc. ("Contractor")

Whereas, on November 30, 2021, City and Contractor entered into an Agreement for printing services ("Agreement"); and

Whereas, on December 1, 2024, City and Contractor entered into a First Amendment to the Agreement, and

Whereas the parties desire to extend the Agreement

Now, therefore, in exchange for valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

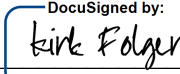
1. Section 6 of the Agreement, "Terms," is amended to extend the term through November 30, 2026.
2. Section 7 of the Agreement, "Compensation," is amended to read: the compensation from December 1, 2025 to November 30, 2026 shall not exceed \$51,525 and the total compensation for this Agreement shall not exceed \$411,829.
3. This amendment may be executed in multiple counterparts, each of which shall be an original and all of which together shall constitute one agreement. Counterparts may be delivered via facsimile, electronic mail (including pdf or any electronic signature complying with U.S. federal E-Sign Act of 2000 (15 U.S. Code §7001 et seq.), California Uniform Electronic Transactions Act (Cal. Civil Code §1633.1 et seq.), or other applicable law) or other transmission method, and any counterpart so delivered shall be deemed to have been duly and validly delivered and be valid and effective for all purposes.
4. All other terms and conditions of the Agreement shall remain in full force and effect.

In witness whereof, authorized representatives of the parties have executed this First Amendment to the Agreement as of the date first above written.

CITY OF PLEASANTON

Gerry Beaudin, City Manager

CONTRACTOR or CONSULTANT

By: 
Signature _____
Kirk Folger

Print name
Title: VP of Sales _____

*[If Contractor or Consultant is a corporation,
signatures must comply with California
Corporations Code §313]*

ATTEST:

Jocelyn Kwong, City Clerk

APPROVED AS TO FORM:

Daniel G. Sodergren, City Attorney

By: _____
Signature

Print name

Title: _____

Rev. 3/23

Exhibit A for Second Amendment

Scope of Work with Folger Graphics

Scope of work will include the following projects and tasks:

Library and Recreation Activities Guide

Task 1: Produce a final printing proof from an uploaded file (PDF) received from City's contract graphics artist. The production timeline should allow for changes (spelling, dates, grammar, corrections, etc.) before the final draft is printed. The contractor shall submit costs associated with revisions made on the printing proof to the Project Manager and receive the Project Manager's approval before final printing of the project.

Task 2: Provide same-day courier service to drop off and deliver printing proof copy to and from the City of Pleasanton Library and Recreation Office, located at 400 Old Bernal Avenue, Pleasanton, CA.

Task 3: Produce up to 32,000 copies of the Library and Recreation Activities Guide two (2) times a year. Each brochure will contain up to 92 pages, cover to cover, depending upon content, and will be produced in accordance with the specifications below:

The document shall consist of a four-color, smooth Hi-Brite offset cover (outside front cover, inside front cover, inside back cover, outside back cover), and inside document color shall consist of four-color standard throughout. Paperweight shall be 70# gloss book for cover and 27.7# Newsprint for inside material. Bindery shall be stapled using saddle stitch.

Task 4: Obtain City of Pleasanton residential mailing list/routes for zip codes 94566 and 94588 and deliver the appropriate number of activities guides to Pleasanton Post Office, located at 4300 Black Avenue, Pleasanton, CA. *Post office boxes and commercial addresses are not to be included.*

Task 5: Deliver remaining activities guides to the Library and Recreation Department-Administration Office on the same day as delivery is made to the Post Office.

Printing for up to 32,000 copies per guide, by page count	Amount (Annual)
88 pages + 4-page cover	\$ 31,690
Annual sales tax on approximately 1,700 booklets (850 per guide @ 88 pages) to be delivered directly to the Library and Recreation Administration Office (400 Bernal Avenue) (based on 10.25 % rate)	\$ 100
Timelines - <i>The parties shall agree in writing to a production timeline for each Activity Guide, which shall include these and other relevant elements.</i>	
Turnaround time to receive, print, and deliver blueline and color key to Library and Recreation Administration Office (400 Bernal Avenue)	2-3 days

Turnaround time from receipt of blueline to print and deliver to the Post Office and Library and Recreation Administration Office (400 Bernal Avenue)	7 days
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City Newsletter

Task 1: Produce up to 33,378 copies of the City's Newsletter up to three times per year, generally Spring, Summer, Fall. Each publication will contain up to 8 pages, cover to cover, depending upon content, and will be produced in accordance with the specifications below:

- 4 Color Process & 60# web offset Throughout
- Cut, Score, Fold, Mail

Task 2: Obtain City of Pleasanton residential mailing list/routes for zip codes 94566 and 94588 and deliver the appropriate number of newsletters to Pleasanton Post Office, located at 4300 Black Avenue, Pleasanton, CA. *Post office boxes and commercial addresses are not to be included.*

Task 3: Deliver remaining newsletters to the City of Pleasanton Administration Office, located at 200 Old Bernal Avenue, Pleasanton, CA, on the same day as delivery is made to the Post Office.

Printing for up to 33,378 per newsletter, by page count	Amount (Annual)
8 pages	\$17,900
Annual sales tax (based on 10.25% rate)	\$1,835
Timelines - <i>The parties shall agree in writing to a production timeline for each Activity Guide, which shall include these and other relevant elements.</i>	
Turnaround time to receive, print and deliver blueline and color key to the City of Pleasanton Administration Office (200 Bernal Avenue)	2-3 days
Turnaround time from receipt of blueline to print and deliver to the Post Office and City of Pleasanton Administration Office (200 Bernal Avenue)	7 days

CITY COUNCIL AGENDA REPORT

February 3, 2026
Public Works - Engineering Division

TITLE: ACCEPT PUBLIC IMPROVEMENTS PERFORMED BY SIERRA NEVADA CONSTRUCTION, INC., FOR THE ANNUAL SLURRY SEALING OF VARIOUS STREETS PROJECT, CIP NO. 25504, AND APPROVE A BUDGET AMENDMENT TO RETURN \$83,939 TO THE GAS TAX FUND

SUMMARY

Slurry seal is an application of a thin coat of asphalt/aggregate slurry mixture that seals the road surface. The 2025 Annual Slurry Sealing of Various Streets project consisted of applying a slurry seal to existing pavement to prolong the useful life of the street infrastructure while providing a safe and smooth riding condition. On May 6, 2025, the City Council awarded the contract to Sierra Nevada Construction, Inc., in the amount of \$293,007. The work has been completed to the satisfaction of the Director of Public Works and in accordance with the City Engineer's approved scope of work. It is recommended that the City Council accept the project as complete.

RECOMMENDATION

1. Accept the project as complete and authorize the City Clerk to file a Notice of Completion.
2. Authorize release of the retention in the amount of \$14,743 to Sierra Nevada Construction, Inc., 30 days after the recordation of the Notice of Completion.
3. Approve a budget amendment to return the project's unused balance of \$83,939 to the Gas Tax fund balance (Fund 160).

BACKGROUND

On May 6, 2025, the City Council awarded Sierra Nevada Construction, Inc. a contract for \$293,007 and authorized the Director of Public Works to approve change orders up to the project contingency amount of \$29,301. Construction began in September 2025 and was successfully completed in October 2025.

DISCUSSION

As part of the City's Pavement Program, this annual project applied slurry seal on approximately 744,000 square feet of existing pavement.

The new asset upgrade is captured in the geographic information system (GIS) and asset management databases for tracking. See Attachments 1 and 2 for the slurry street list and the project location map, respectively.

All work performed by Sierra Nevada Construction, Inc. has been reviewed and verified by the City Engineer to meet the City's approved plans and specifications and has been completed to

the satisfaction of the Director of Public Works. Staff recommends the City Council accept the work, authorize the City Clerk to file a Notice of Completion, and authorize the release of the retention 30 days after recordation.

EQUITY AND SUSTAINABILITY

Ensuring the safe condition of Pleasanton's streets benefits all residents and visitors who travel on local roadways.

OUTREACH

Construction notices, social media messaging, and information on the City's website were provided before the start of construction. The contractor hand-delivered construction notices to businesses and residents in the area where the project occurred.

STRATEGIC PLAN ALIGNMENT

Approval of this action advances the ONE Pleasanton strategic plan goal of *Investing in Our Environment*, Strategy 1 – Implement the four-year Capital Improvement Program (CIP) to complete design and construction of budgeted capital projects.

FISCAL IMPACT

Funding for this project totaled \$785,000, and the available balance for the Annual Slurry Sealing of Various Streets project, following a transfer to the Annual Resurfacing and Preventative Maintenance, CIP No. 25503, to cover the costs for base repairs on slurry seal streets, was \$385,000. Project expenditures totaled \$301,061, including final contract (\$293,007) and change order with Sierra Nevada Construction, Inc. (\$1,847), material testing by the City's on-call contractor (\$5,384), and other project support costs (\$824), leaving a balance of \$83,939 (see Attachment 3). Staff recommends that the project balance be returned to the fund balance in the Gas Tax Fund (Fund 160) for all future eligible projects through the CIP Prioritization process.

Prepared by:



Adam Nelkie, Assistant Dir.
of Public Works -
Engineering

Submitted by:



Siew-Chin Yeong, Director of Public
Works

Approved by:



Gerry Beaudin, City
Manager

Attachments:

1. Slurry Street List
2. Location Map
3. Financial Expenditure Summary, CIP No. 25504

SLURRY STREET LIST

STREET NAME	BEGIN LOCATION	END LOCATION	SLURRY SEAL AREA (SF)
MARIGOLD CT	COLUMBINE DR	END	16356
OAK CREEK CT	COLUMBINE DR	END	14062
OAK CREEK DR	FOOTHILL RD	COLUMBINE DR	24253
ARBUTUS CT	OAK CREEK DR	END	6020
CAMELLIA CT	OAK CREEK DR	END	7258
PALM CT	MUIRWOOD DR	END	14042
ASPEN CT	MUIRWOOD DR	END	15556
ALDER CT	MUIRWOOD DR	END	16632
LEMONWOOD WAY	MUIRWOOD DR	ASHWOOD DR	12060
ASHWOOD CT	ASHWOOD DR	END	10022
ASHWOOD DR	EASTWOOD WAY	LEMONWOOD DR	42190
EASTWOOD CT	MUIRWOOD DR	END	8491
EASTWOOD WAY	MUIRWOOD DR	COUNTY LINE	12267
GRAND CANYON CT	VALLEY TRAILS DR	END	8,268
MT MCKINLEY CT	LASSEN ST	END	8,060
N GLACIER CT	VALLEY TRAILS DR	END	15,424
MESA VERDE CT	VALLEY TRAILS DR	END	10,935
SHENANDOAH CT	VALLEY TRAILS DR	END	17,705
S GETTYSBURG CT	VALLEY TRAILS DR	END	8,157
PETRIFIED FOREST CT	VALLEY TRAILS DR	END	8,422
ISLE ROYAL CT	VALLEY TRAILS DR	END	17,721
ZION CANYON CT	VALLEY TRAILS DR	END	19,508

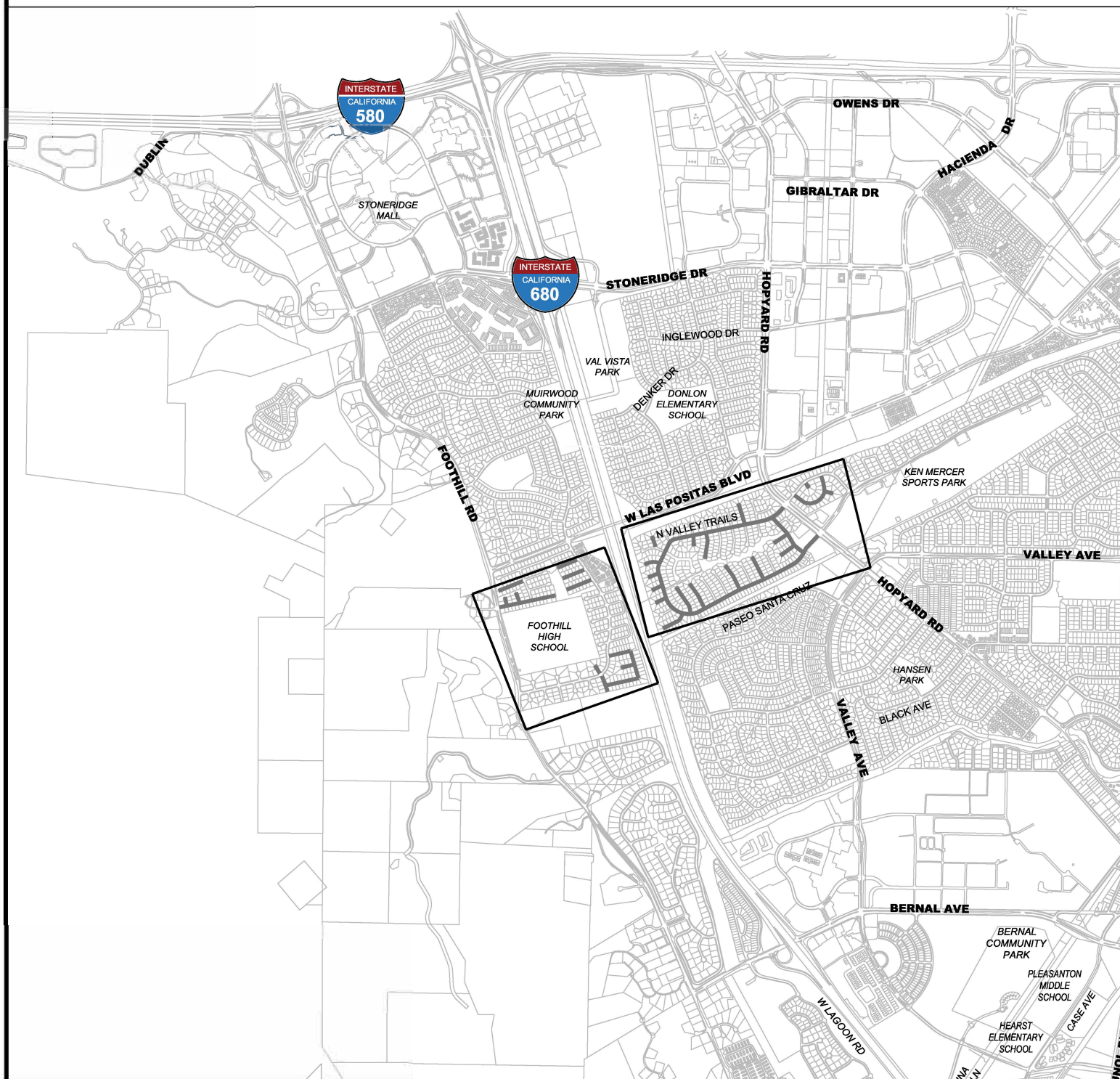
SEQUOIA CT	NATIONAL PARK RD	END	11,932
ACADIA CT	NATIONAL PARK RD	END	11,163
VIRGIN ISLAND CT	VALLEY TRAILS DR	END	20,211
HOT SPRINGS CT	VALLEY TRAILS DR	END	8,431
WIND CAVE CT	VALLEY TRAILS DR	END	19,827
S PLATT CT	VALLEY TRAILS DR	END	18,233
NATIONAL PARK RD	SEQUOIA	VALLEY TRAILS (S)	12,228
NATIONAL PARK RD	VALLEY TRAILS (N)	SEQUOIA	16,588
VALLEY TRAILS DR	HOPYARD RD	PLATT CT	61,302
VALLEY TRAILS DR	PLATT CT	PETRIFIED FOREST CT	56,908
VALLEY TRAILS DR	PETRIFIED FOREST CT	ZION CANYON CT	68,476
VALLEY TRAILS DR	ZION CANYON CT	HOPYARD RD	64,966
VIRGIL CIR	ARTHUR DR (WEST)	ARTHUR DR (EAST)	39291
KEVIN CT	VIRGIL CIR	END	7,192
KIM CT	ARTHUR DR	END	6740

This is provided for information only.

CITY OF PLEASANTON
PUBLIC WORKS DEPARTMENT

ANNUAL SLURRY SEALING OF VARIOUS STREETS

PROJECT- CIP NO. 25504



LOCATION MAP

NOT TO SCALE

ANNUAL SLURRY SEAL OF VARIOUS STREETS
CIP NO. 25504
02/17/26

<u>Project Funding to Date</u>	<u>Amount</u>	<u>Totals</u>
2024-25 CIP Allocation (Fund 160 - Gas Tax)	\$785,000	
CCAR # 05/06/2025 transferred to CIP No. 25503	(400,000)	
TOTAL PROJECT FUNDING TO DATE		\$385,000
<u>Project Expenditures to Date</u>		
Bay Area News Group (advertising)	\$786	
Sierra Nevada Construction, Inc. - Construction Contract	293,007	
Sierra Nevada Construction, Inc.- BCO#1	1,847	
Testing/Inspection Services - Geocon (on-call consultant)	5,384	
Studio Blue Digital Print & Copy (printing services)	38	
TOTAL PROJECT EXPENDITURES		\$301,061
<u>Funding Balance/ (Shortfall)</u>		
Project Balance (Return to F160)		\$83,939

CITY COUNCIL AGENDA REPORT

February 3, 2026
Public Works - Utilities Division

**TITLE: RECEIVE AN UPDATE ON THE REGIONAL GROUNDWATER FACILITIES
IMPROVEMENT PROJECT – PHASE 1 FEASIBILITY STUDY RESULTS**

SUMMARY

This report provides the City Council with an informational update on the Phase 1 Feasibility Study for the Regional Groundwater Facilities Improvement Project.

RECOMMENDATION

Receive an update on the Regional Groundwater Facilities Improvement Project – Phase 1 Feasibility Study Results.

BACKGROUND

On June 18, 2024, the City Council approved an agreement between the City of Pleasanton and Zone 7 Water Agency to perform a Phase 1 feasibility review for the Regional Groundwater Facilities Improvement Project. This work was necessary after per- and polyfluoroalkyl substances (PFAS) were discovered in the City's groundwater supply, and because the City's wells were aging and beginning to fail. Therefore, this effort supports the City's evaluation of options to recover the use of its Groundwater Production Quota (GPQ) of 3,500 acre-feet per year.

The City shared costs with Zone 7 to explore the feasibility of constructing new groundwater wells in Pleasanton. The City's cost-share portion for this phase is not to exceed \$1,283,231. The three proposed sites for the Phase 1 feasibility work included Tennis Park, Hansen Park, and Del Prado Park, which are located on property owned by the City of Pleasanton.

DISCUSSION

As the Tri-Valley Groundwater Manager, Zone 7 Water Agency has taken the lead in performing the Phase 1 feasibility study for engineering and construction, water modeling, contract management and feasibility analysis.

The feasibility study was completed in December 2025. An informational update was presented by Zone 7 staff to their Board on January 21, 2026. The Zone 7 agenda report and presentation materials provided to the Board are included as Attachments 1 and 2, respectively.

The purpose of this report is to provide the City Council with the same informational update presented to the Zone 7 Board.

City staff is currently reviewing the final feasibility study report and conducting an independent evaluation. Staff anticipate completing this analysis and plan to return to the City Council in late March or early April with a recommendation and to seek City Council direction on next

steps.

EQUITY AND SUSTAINABILITY

This effort advances the Citywide Climate Action Plan 2.0 (CAP) - Water Resources - Reduce greenhouse gas (GHG) emissions from water usage (including conveyance) and prepare community water resources for a changing climate which will result in cost savings, enhance water quality and availability, improve infrastructure, and increase resiliency.

OUTREACH

No outreach was conducted, as this item is a routine matter of City business.

STRATEGIC PLAN ALIGNMENT

Approval of this action advances the Citywide ONE Pleasanton strategic goal of *Investing in Our Environment*, Strategy 3 – Identify funding and implement the recommendations from the Water Supply Alternative Study to resolve PFAS water quality issues.

FISCAL IMPACT

There is no fiscal impact associated with receiving this informational update.

Prepared by:



Siew-Chin Yeong, Director
of Public Works

Submitted by:



Siew-Chin Yeong, Director of Public
Works

Approved by:



Gerry Beaudin, City
Manager

Attachments:

1. Zone 7 Water Agency Board Agenda – January 21, 2026 (Item 11)
2. Regional Groundwater Facilities Project – Phase 1 Feasibility Study Results Presentation (Zone 7)
3. Presentation

ORIGINATING SECTION: Groundwater

CONTACT: Colleen Winey/Ken Minn

AGENDA DATE: January 21, 2026

SUBJECT: Update on the Regional Groundwater Facilities Improvement Project – Phase I
Feasibility Study Results

SUMMARY:

- To support the Mission to deliver safe, reliable, efficient, and sustainable water, Zone 7 Water Agency (Zone 7) partnered with the City of Pleasanton to evaluate the feasibility of a Joint Regional Groundwater Facilities Project (the joint project) in the Bernal subbasin. This action supports Strategic Plan Goal B – Reliable Water Supply and Infrastructure, Goal C – Safe Water, and Goal D – Groundwater Management. It is also to implement Strategic Plan Initiative #5 – Develop a diversified water supply plan and implement supported projects and programs, Initiative #9 – Implement the PFAS Management Strategy, and Initiative #11 - Manage the Groundwater Sustainability Agency and implement the Groundwater Sustainability Plan.
- Zone 7 has been exploring the Bernal subbasin to recover the groundwater production capacity, which has been reduced due to out-of-commission wells and per- and polyfluoroalkyl substances (PFAS) treatment process, and to meet projected future demands. The City of Pleasanton is also planning to install new groundwater wells to recover its annual groundwater pumping quota of 3,500 acre-feet.
- If feasible, installing additional groundwater wells in the Bernal subbasin will enable Zone 7 to become more resilient to multi-year droughts by providing additional groundwater supply, operational flexibility, and redundancy, thereby increasing water supply reliability. The project could be upsized to accommodate Pleasanton’s groundwater pumping quota.
- Developing a joint project with the City of Pleasanton will be mutually beneficial, as it will enable both parties to achieve significant cost savings through economies of scale, minimize the impact on the local community and environment, and gain operational efficiencies through centralized treatment.
- Zone 7’s existing infrastructure, including the distribution system and the water treatment facilities at Hopyard well field, can be upgraded to make integrating new production wells to the existing system more cost-effective and efficient without the need to construct a new (non-PFAs) groundwater treatment facility. Groundwater treatment typically includes the addition of standard disinfectants.

- Phase I of the project, the feasibility study, has involved installing up to three test wells on the City of Pleasanton's property to assess potential yields at these locations and analyze groundwater quality. It also involved analyzing PFAS mobilization using the newly developed groundwater flow model and developing a basis of design for the transmission pipeline and water treatment facility upgrades at the Hopyard well field. Preliminary results were presented to the Board at the June 18, 2025, meeting.
- The feasibility study and the Basis of Design Report (BODR) were completed on December 31, 2025. The City of Pleasanton and Zone 7 Staff will analyze the study findings and the BODR to determine the optimal number and locations of wells, pipelines, and facility upgrades, roles and responsibilities, and terms of cost-sharing, construction, and O&M agreements.
- At the January 21 Board meeting, the findings of the Feasibility Study will be presented. The discussion at the January 21 Board meeting will not include next steps. That discussion would occur after staff from Zone 7 and Pleasanton have fully reviewed the Feasibility Study and have worked together to recommend next steps.

FUNDING:

No funding is requested at this time.

RECOMMENDED ACTION:

Information only.

The Regional Groundwater Facilities Project Phase I – Feasibility Study Results

Zone 7 Board Meeting
January 21, 2026



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Supporting Strategic Goals and Initiatives



Initiatives

- # 5** Develop a diversified water supply plan and implement supported projects and programs
- # 9** Implement the PFAs Management Strategy
- # 11** Manage the Groundwater Sustainability Agency and implement the Groundwater Sustainability Plan



2

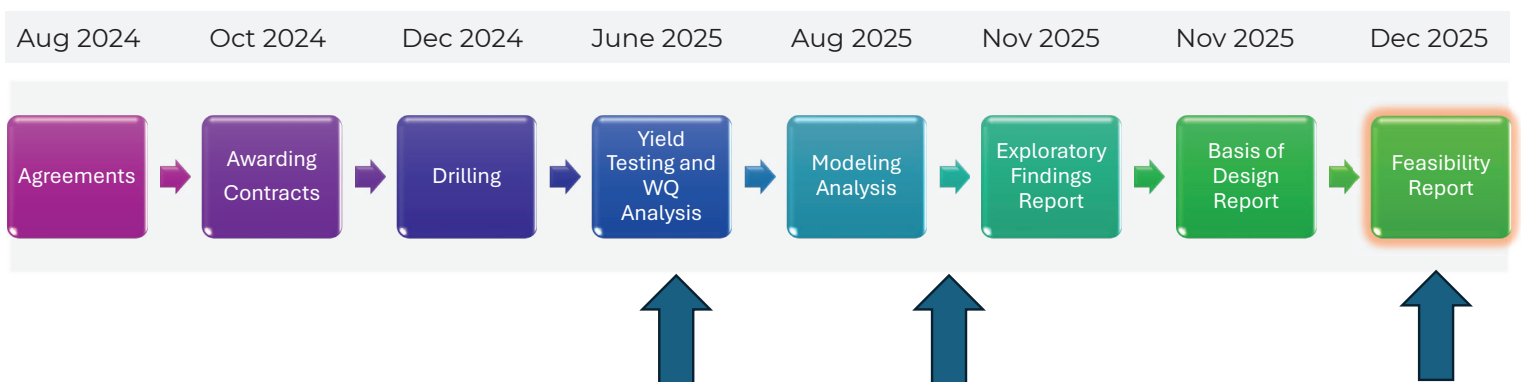
Topics of Discussion

- Project Workflow
- Project Overview
- Feasibility Study Results
- Basis of Design Report
- Q&A



3

Project Workflow



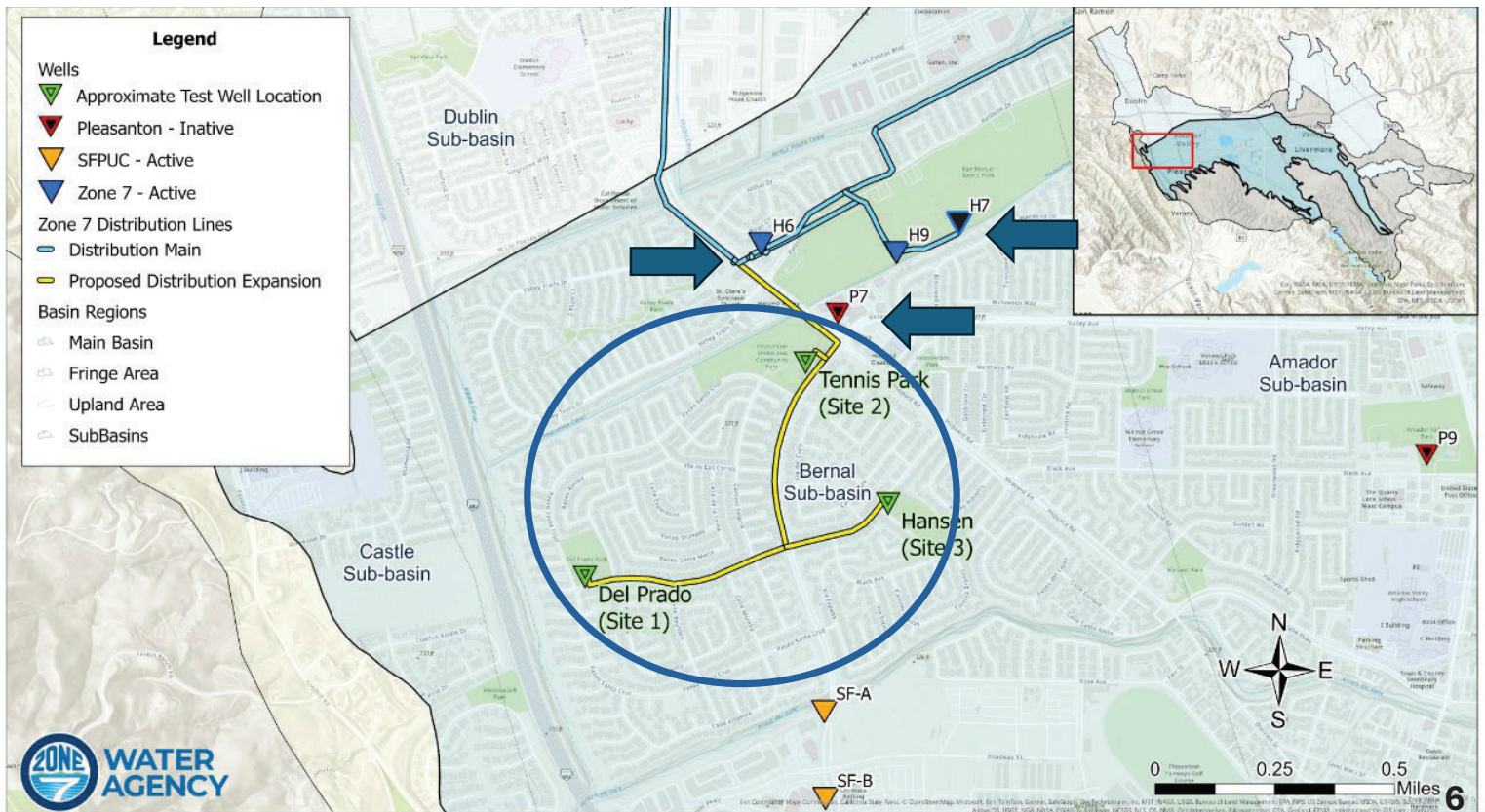
4

Scope of Work

- Drilled exploratory bore holes and constructed three test wells at:
 1. Del Prado Park
 2. Pleasanton Tennis & Community Park
 3. Hansen Park
- Conducted Yield and Water Quality Testing at all sites
- Ran Model Scenarios to analyze sustainability and PFAS mobilization
- Feasibility Study
- Basis of Design



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Summary of Findings

Well	Potential Pumping Rate (MGD)	Estimated Production Rates** (Acre-feet/year)	Title 22 Drinking Water Regulations	PFOS/PFOA	Model Results Sustainability (WQ and pumping)
Del Prado	1.87 - 2.74	1,570 - 2,300	✓	ND	✓
Tennis Park	4.90 - 7.34	4,115 - 6,170	✓	ND	✓
Hansen	4.90 - 6.05	4,115 - 5,080	✓	ND*	✓

*PFHxS: Composite: 2.5 ppt; MCL = 10 ppt (parts per trillion); Response Level = 10 ppt; Notification Level = 3 ppt

** These rates are based on 75%

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Feasibility Study: Purpose and Scope

- Evaluate feasibility of a joint City of Pleasanton & Zone 7 regional groundwater supply project
- Identify a project capable of producing total 7,000 AFY under drought conditions
 - Includes City GPQ of 3,500 AFY
- Define project alternatives consistent with Zone 7 and City objectives with project evaluation criteria
- Conduct comparative evaluation and ranking of alternatives using agreed-upon scoring and weighting criteria

Feasibility Study: Project Alternatives Evaluated

- Alternative 1:
Tennis Park
- Alternative 2:
Tennis + Hansen Parks
- Alternative 3:
Tennis + Del Prado Parks
- Alternative 4:
Tennis + Hansen + Del Prado Parks
- Project alternatives evaluated using consistent technical, cost, and sustainability criteria



Feasibility Study: Project Alternatives Evaluation Criteria

- Two pass/fail criteria:
 - Ability to produce 7,000 AFY during drought years
 - Compliance with Zone 7 groundwater sustainability criteria
- Six weighted evaluation criteria:
 - Capital cost
 - Operations and maintenance cost
 - Operational flexibility and resilience
 - Implementation schedule
 - Community and environmental impacts
 - Water quality and treatment risk
- Scoring framework developed collaboratively with Zone 7 and City staff.



Feasibility Study: Project Alternative Evaluation Results

Project Evaluation Summary				
	Alternative 1 (Tennis Park Only)	Alternative 2 (Tennis/Hansen Parks)	Alternative 3 (Tennis/Del Prado Parks)	Alternative 4 (Tennis/Hansen/Del Prado Parks)
Total Estimated AFY (Drought Years)	4,100	8,200	5,700	9,800
TOTAL PROJECT SCORE	74.0	65.5	67.5	60.0

- All project alternatives meet groundwater sustainability criteria. Alternatives 1 and 3 do not meet minimum 7,000 AFY drought year target.
- AFY estimates assume 18-hour daily operation (75% reliability) and are planning-level values subject to confirmation during production well drilling and testing.
- Basis of Design Report (BODR) prepared by Carollo Engineers to establish the conceptual and planning-level design framework for the recommended project alternative



Tennis and Hansen Park Well Project Overview

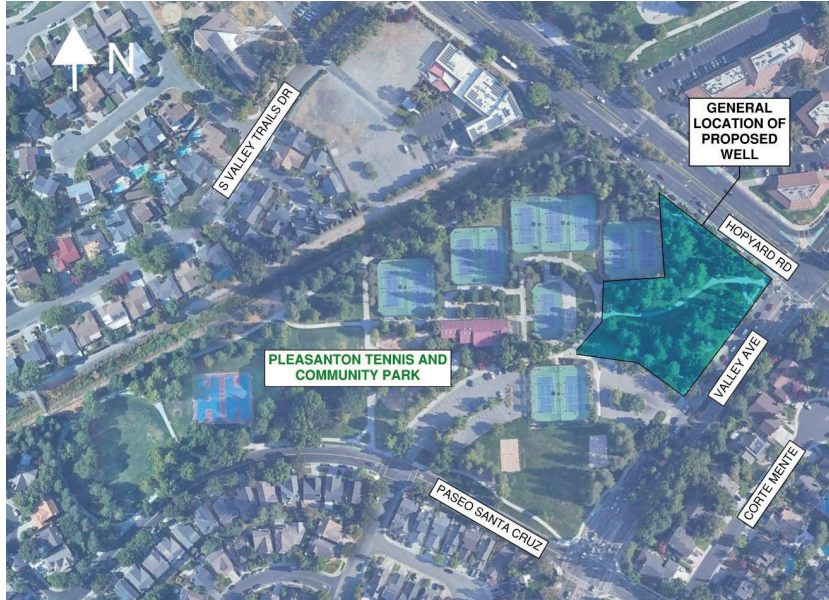


Key Elements

- Tennis Park Well
- Hansen Park Well
- New pipeline (3,970 LF)
- Improvements to Hopyard Chloramination Facility



Tennis Park Well Facility Overview



Key Design Considerations

- Confirm well/building location
- Engage City parks
- Determine landscape improvements
- Site fencing is not required
- Site access roadway

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Hansen Park Well Facility Overview



Key Design Considerations

- Confirm well/building location
- Engage City parks
- Determine landscape improvements
- Site fencing is not required
- Site access roadway

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Hopyard Chloramination Facility Upgrades



Summary

- New chloramination facility building (30'W x 50'L)
- 2,000-gallon ammonia storage
- 6,000-gallon sodium hypochlorite storage
- Partial retrofit of existing facility
- Design/construction provisions to keep HCF operational through construction

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Estimated Project Cost (AACE Level 4)

Cost Item	Cost (rounded)
Mobilization	\$800,000
Transmission Main (DIP)	\$2,400,000
Tennis Park Well Drilling and Casing Installation	\$2,000,000
Tennis Park Well Facility	\$3,850,000
Hansen Park Well Drilling and Casing Installation	\$2,000,000
Hansen Park Well Facility	\$3,850,000
Chloramination Upgrades	\$1,000,000
Direct Cost Subtotal	\$15,900,000
Sales Tax (10.25% on Half the Direct Cost)	\$820,000
Contingency (30%)	\$5,020,000
Escalation to Mid-Point (5% With Mid-Point in August 2027)	\$2,140,000
General Conditions, Contractor Overhead and Profit (15%)	\$3,590,000
Construction Change Order Allowance (10%)	\$2,750,000
Total Estimated Construction Cost⁽¹⁾	\$30,220,000
Estimated Low Range Construction Cost Total (-30%)	\$21,160,000
Estimated High Range Construction Cost Total (+50%)	\$45,330,000
Engineering, Legal, and Administration (40%)	\$12,088,000
Total Estimated Project Cost⁽²⁾	\$42,308,000

Notes:

(1) Indirect cost factors are applied to the running subtotal of direct costs plus preceding indirect cost.

(2) Cost estimate developed in December 2025; used ENR CCI 15276 (May 2025).

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Summary

- Project is feasible
- The preferred alternative is two wells in Tennis and Hansen Parks
- The project is estimated to produce over 8,200 AFY in a drought
- The project cost is estimated at \$42.3 million
- City of Pleasanton and Zone 7 Staff to analyze study findings and BODR to determine next steps
- Recommendations to the Board in a future meeting



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Questions?

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Regional Groundwater Facilities Project Phase 1- Feasibility Study Update

February 3, 2026



Timeline and Project Progress at a Glance



STRATEGIC PLAN

3. Identify funding and implement the recommendations from the Water Supply Alternative Study to resolve PFAS water quality issues.

INVESTING IN THE FUTURE OF WATER

Providing safe and reliable water in Pleasanton - today and tomorrow

STRATEGICALLY
Investing in a Safe, Reliable, and Sustainable Water Supply

- Partnership with Zone 7 for the Joint Groundwater Wells Study (February 2024)
- Well Siting Analysis and Testing of New Groundwater Well Sites (Began in June 2024)
- Phase 1 Joint Groundwater Wells Study & Preliminary Design (Fall 2025)
- Phase 2 of Joint Groundwater Wells Project (Completed 2029)

PROACTIVELY
Meeting Increasing Regulatory Mandates

- City Groundwater Wells Taken Offline Due to PFAS Levels (December 2022)
- Water Supply Alternatives Study in Response to PFAS Requirements (October 2023)
- Lead and Copper Inspection Plan (October 2024)
- Cross Connection Control Plan under AB 1071 (July 2025)
- Compliance with Water Conservation as a California Way of Life Requirements, LA 58 806 and AB 1668 (January 2027)
- Implementation of AB 1572 Non-Functional Turf Ban (January 2027)

PROGRESSIVELY
Planning for Water Infrastructure Needs

- Hydraulic Model Master Plan to Evaluate Water Capacity (May 2024)
- Started Stormwater and Sewer Water Line & Turnout No. 4 Replacement (May 2024)
- Bernal Avenue Water Line & Turnout No. 1 (July 2024)
- Finalized Water System Management Plan & 10-year Capital Improvements Program (January 2025)
- Install Turnout No. 4 Booster Station (Spring 2026)

RESPONSIBLY
Funding the Future of Pleasanton Water

- Water Rate Study Approved (November 2023)
- Achieved an AA Credit Rating for Financial Stability and Responsible Governance
- Connection Fee Study (May 2024)
- Issued \$10 Million Water Revenue Bonds for New-Term Water Infrastructure Projects and Design of Joint Groundwater Wells Project (June 2024)
- Water Enterprise Financial Analysis and Water Planning Scenarios (March 2025)
- Water Rate Study to Meet Future Needs (Adoption Expected Fall 2025)
- Issue Revenue Bonds (Winter 2025)
- Implement New Water Rates (January 2026)

REGULARLY
Expanding Public Engagement, Programs, and Services

- Established Pleasanton Water Advisory Group (July 2024)
- Created Joint Groundwater Wells Study Website (Summer 2024)
- Launched Pleasanton Water Portal & App for Online Payments and Services
- Started Pleasanton Pipeline Special Edition E-Newsletter (August 2023)
- Held Pleasanton Water Open House (March 2025)

Stay Tuned for New Programs and Future Opportunities for Engagement with the City

PleasantonWater.com @cityofpleasantonca

2024 WSMP and 2025 Water Rate Study estimated groundwater supply improvements at \$27 million (in 2024 dollars)

Pleasanton's Goals

1. Seek replacement of Wells 5, 6 and 8
2. Recover 3,500 acre-feet of groundwater production quota
3. Improve water supply reliability, quality and sustainability
4. Reduce overall water supply and distribution costs
5. Improve management of water quality and ability to meet future regulations



Summary of Technical Feasibility Study by LSCE



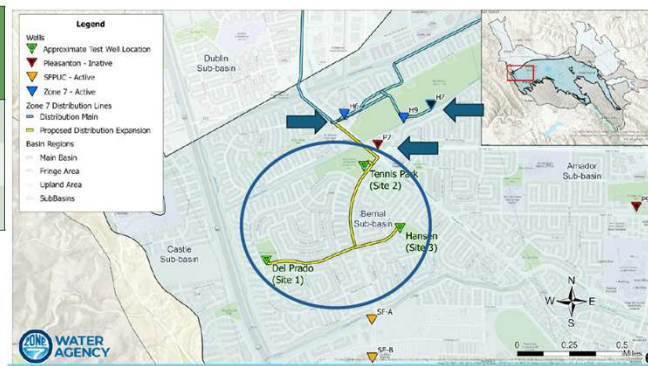
Zone 7 Groundwater Testing and Modeling Results

Summary of Findings

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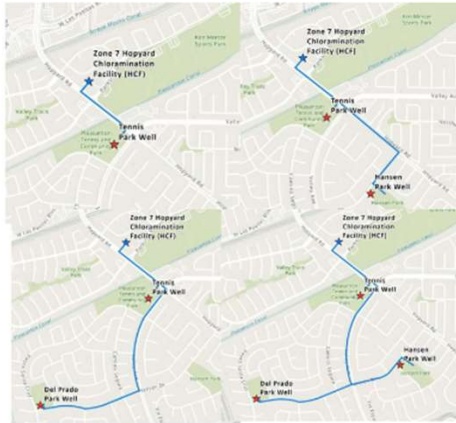
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** These rates are based on 75%



Feasibility Study: Project Alternatives Evaluated

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Tennis + Hansen + Del Prado Parks
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10 LSCE

Treatment for all 4 alternatives would occur at Zone 7 Hopyard Treatment Facilities



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Regional Feasibility Mandatory Criteria

1. Ability to produce 7,000 AFY during drought year
2. Comply with Zone 7 groundwater sustainability criteria

Regional Feasibility Scoring Criteria

1. Capital Cost
2. Operations and Maintenance Cost
3. Operational flexibility and resilience
4. Implementation Schedule
5. Community and environmental impacts
6. Water quality and treatment risk



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Feasibility Study: Project Alternative Evaluation Results

	Project Evaluation Summary			
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- All project alternatives meet groundwater sustainability criteria. Alternatives 1 and 3 do not meet minimum 7,000 AFY drought year target.
- AFY estimates assume 18-hour daily operation (75% reliability) and are planning-level values subject to confirmation during production well drilling and testing.
- Basis of Design Report (BODR) prepared by Carollo Engineers to establish the conceptual and planning-level design framework for the recommended project alternative



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Regional Project Feasibility Study Summary

- Project is determined to be feasible
- Highest scoring alternative is two wells in Hansen and Tennis Community Parks
- The project is estimated to produce over 8,200 AFY in a drought
- The total project cost is estimated at \$42.3 million (NOT including Pleasanton required infrastructure costs)



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Pleasanton Next Step



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Next Steps

- Analyze study findings and Basis of Design Report (BODR)
- Discussion with Zone 7 on draft Terms and Conditions for a joint project
- City's independent evaluation of cost and benefits of independent project vs. joint regional project
- Pleasanton staff return to a future City Council meeting: target March/ April 2026
 - Present results of independent evaluation and options comparison
 - Provide recommendation to City Council
 - Seek City Council direction to select an option and proceed with Phase II-Design and Phase III-Construction



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Questions and Answers



February 3, 2026
City Manager

TITLE: RECEIVE AN UPDATE ON STAKEHOLDER ENGAGEMENT AND PROVIDE DIRECTION ON A POTENTIAL TRANSIENT OCCUPANCY TAX (TOT) MEASURE ON THE NOVEMBER 2026 BALLOT

SUMMARY

Following City Council direction on August 19, 2025, staff conducted stakeholder engagement with Pleasanton hotel operators and regional partners to assess the feasibility of a Transient Occupancy Tax (TOT) rate increase on the November 2026 ballot. Pleasanton's current TOT rate of 8 percent has remained unchanged since 1983 and is among the lowest in Alameda County.

Engagement with hotel operators and partners revealed no opposition to a potential rate increase, with feedback ranging from neutral to supportive. Operators generally accepted that a rate adjustment is reasonable given the current market and Pleasanton's competitive position. One theme that emerged was a preference for phased implementation to smooth impact on guest rates.

Staff also engaged with neighboring jurisdictions to explore opportunities for regional coordination. Staff recommends Pleasanton proceed with ballot measure development for a TOT increase for the November 2026 ballot on its own timeline while remaining open to alignment with regional partners.

RECOMMENDATION

1. Direct staff to proceed with development of a Transient Occupancy Tax ballot measure for the November 2026 election;
2. Provide direction on a target rate of 12 percent, with phased implementation (10 percent effective July 1, 2027; 12 percent effective July 1, 2028); and
3. Authorize staff to return with draft ballot language for City Council consideration.

BACKGROUND

Structural Budget Deficit and Revenue Options

The City of Pleasanton faces a projected structural budget deficit based on the budget adopted for the 2025-27 budget cycle. On August 19, 2025, the City Council received a staff presentation that outlined several potential new or expanded revenue options. The City Council directed staff to focus on a Transient Occupancy Tax (TOT) increase to bolster an existing revenue source and to begin stakeholder engagement.

Transient Occupancy Tax Overview

TOT is a tax on the rental of hotel and motel rooms where stays are limited to 30 days or less.

The tax is collected by lodging operators from guests and remitted to the City. Pleasanton's TOT rate of 8 percent was established in 1983 and has not been adjusted since. In FY 2024/25, the City received \$5.3 million in TOT revenue. \$5.5 million is budgeted for FY 2025/26 and \$5.6 million is budgeted for FY 2026/27. For the first half of FY 2024/25, the City received over \$1.7 million in revenue.

Pleasanton's 8 percent TOT rate is tied with Dublin and Livermore for the lowest in Alameda County, where rates range from 8 to 14 percent. Most other Alameda County cities charge between 10 and 14 percent, with five cities (Oakland, Alameda, Newark, Hayward, and San Leandro) at 14 percent. Pleasanton's rate has not changed in over 40 years, while several neighboring cities have increased their rates recently. Based on current occupancy levels, a 2-percentage-point increase to 10 percent would generate an estimated \$1.4 million in additional annual revenue, while a 4-percentage-point increase to 12 percent would generate approximately \$2.8 million per year. Like several other sources of revenue the City relies on, economic upswings and downswings make TOT volatile.

Hotel tax accounts for 3.4 percent of the FY 2025/26 General Fund budgeted revenues and transfers from other funds. It was 3.0 percent for FY 2024/25, 3.4 percent for FY 2023/24, and 3.2 percent for FY 2022/23.

Statewide Context

TOT measures have historically performed well at the ballot. According to CaliforniaCityFinance's November 2024 Election Results report (Attachment 1), TOT measures achieved an 82 percent passage rate statewide. As a tax primarily paid by visitors rather than residents, TOT increases tend to generate less local opposition than taxes with direct resident or property owner impact.

DISCUSSION

Stakeholder Engagement Results

Staff conducted outreach and a series of listening sessions with hotel operators during November and December 2025, representing a cross-section of Pleasanton's lodging market, including full-service properties, select-service and extended stay hotels, independent operators, and budget/economy properties. Staff reached out to representatives of all hotels in Pleasanton, offering the opportunity to meet with staff, although not all hoteliers attended.

Key themes from stakeholder engagement include:

- **No opposition to a rate increase.** No operator expressed intent to actively oppose a TOT measure. Feedback ranged from neutral acceptance to acknowledgment that the market can accommodate a higher rate.
- **Market capacity exists.** Operators and industry representatives confirmed that Pleasanton's current rate is well below regional comparables, and that the market could absorb an increase to 12 percent without significant competitive disadvantage.
- **Preference for phased implementation.** Some operators preferred incremental rate changes over a single large adjustment, citing concerns about guest perception.
- **Limited active engagement expected.** Most operators indicated they would not

actively campaign for or against the measure and would not oppose it.

Staff also engaged with Visit Tri-Valley (VTV), the regional tourism marketing organization. The cities of Pleasanton, Livermore, and Dublin, and the town of Danville, provide funding for VTV through tourism assessments collected from hotel guests. The rate is currently \$4.0 per paid occupied room per night, less any applicable exemptions. The funding to VTV was \$2.9 million for FY 2024/25, \$2.8 million for FY 2023/24, and \$2.8 million for FY 2022/23. VTV uses the funding for marketing campaigns, community outreach, and sales initiatives.

VTV expressed interest in receiving additional funding. Specifically, VTV would like to see some of the new TOT revenue (collected by the cities and Town of Danville) be "passed through" to fund a potential future regional event venue. Staff has communicated that dedicating new revenue in Pleasanton is not feasible or recommended by staff at this time for several reasons. Specifically, the City of Pleasanton needs to address its operating budget to fund core services and maintain its quality of life for residents, as well as tactical concerns related to a tax increase for a specific purpose, resulting in the vote threshold moving to two-thirds from the 50 percent + 1 required for an increase associated with general city needs.

Regional Coordination

Staff engaged with counterparts in neighboring jurisdictions to explore opportunities for a coordinated regional approach. Dublin has expressed interest in a TOT adjustment, and staff will continue to coordinate as those discussions develop.

Staff recommends that Pleasanton proceed with ballot measure development on its own timeline while remaining open to coordination with regional partners as their processes advance.

Rate Options and Phased Implementation

Based on stakeholder feedback and regional analysis, staff recommend a target rate of 12 percent with phased implementation over two years. This approach addresses operator preferences while maximizing long-term revenue generation. Under this approach, voters would approve a single measure authorizing a 12 percent rate, with implementation occurring in two steps:

- Phase 1 (July 1, 2027): Rate increases from 8 percent to 10 percent
- Phase 2 (July 1, 2028): Rate increases from 10 percent to 12 percent

This phased approach requires only one ballot measure and one voter approval, streamlining the process while achieving the full 12 percent rate.

As an alternative, the City Council could seek a 10 percent increase now and return later for an additional increase. However, this approach would require two campaigns (and incur related costs), two votes, and delay full revenue realization. Or the City Council could move forward with implementing the full 12 percent increase at one time, minimizing administrative burden but creating a higher up-front impact on rates.

General Tax Requirement

Staff recommends that any TOT measure be structured as a general tax, with the revenue deposited into the City's General Fund without a specific purpose dedication. Under California law, a general tax requires only a simple majority (50 percent + 1) for approval, while a special tax dedicated to specific purposes requires a two-thirds supermajority.

Next Steps and Timeline

If the City Council provides direction to proceed, staff will undertake the following:

- Develop draft ballot language for City Council review
- Continue coordination with regional partners
- Develop community education materials
- Return to Council for final approval and November 2026 ballot placement by June 2026

EQUITY AND SUSTAINABILITY

A TOT increase has limited direct local implications, as the tax is paid primarily by visitors rather than local residents and property owners. Unlike a sales tax or parcel tax, the TOT does not impose a financial burden on Pleasanton households, including lower-income residents.

General Fund revenue generated by a TOT increase would support City services that benefit all residents, including public safety, parks and recreation, infrastructure maintenance, and other community priorities.

OUTREACH

Staff conducted targeted stakeholder engagement with the following groups:

- Pleasanton hotel operators across multiple market segments
- Visit Tri-Valley
- Staff in neighboring Tri-Valley jurisdictions

If the City Council directs staff to proceed, additional community outreach will be conducted, including public information about the ballot measure, opportunities for public comment, and educational materials explaining the measure's purpose and impact.

STRATEGIC PLAN ALIGNMENT

This item aligns with the City of Pleasanton Five-Year Strategic Plan (FY 2023-24 through FY 2027-28), specifically:

- **Funding Our Future: Fiscal Sustainability, Strategy 1:** Develop a long-term strategy for funding operations and maintenance needs to ensure reliability of community-owned facilities and infrastructure and continuity of City services.
- **Funding Our Future: Fiscal Sustainability, Strategy 2:** Identify expanded and new

revenue sources to address significant infrastructure needs.

FISCAL IMPACT

The fiscal impact of this staff report is limited to staff time already budgeted for this initiative.

If approved by voters, the projected annual revenue from a TOT increase (based on current TOT levels) would be:

- Approximately \$1.4 million in additional annual revenue (10 percent rate)
- Approximately \$2.8 million in additional annual revenue (cumulative/12 percent rate)

These projections are based on current TOT collections and assume stable hotel occupancy. Actual revenue will vary based on market conditions.

Alameda County's costs for a consolidated general election are estimated at a rate of between \$5 to \$7 per registered voter, effective as of July 10, 2025. A ballot measure would be mailed to all registered voters in the city of Pleasanton. As of the writing of this report, the cost is estimated to be approximately \$242,040 to \$338,856 for the November 2026 general municipal election.

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Attachments:

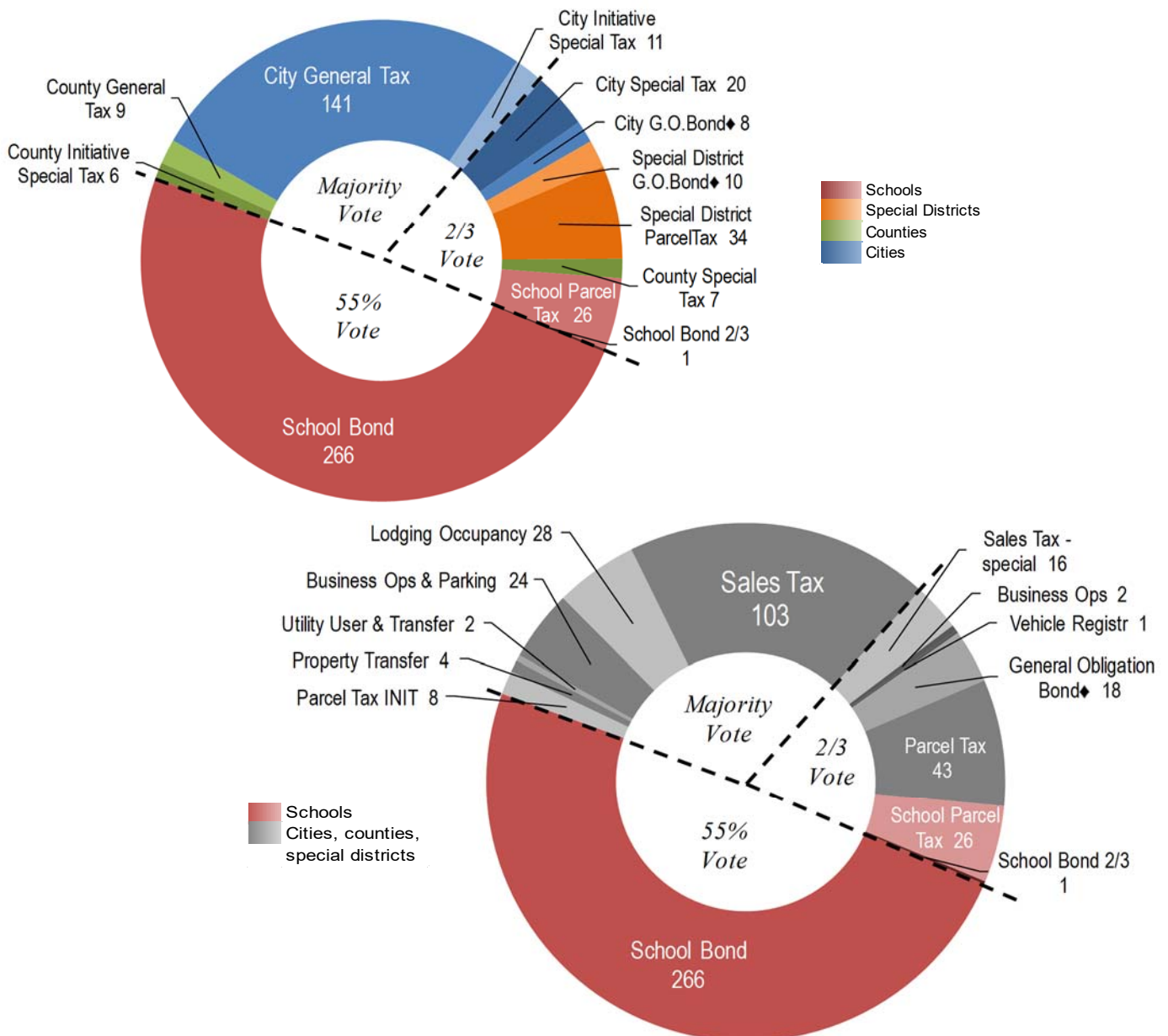
1. Local Revenue Measure Results November 2024
2. Presentation

Local Revenue Measure Results

November 2024

There were over 700 measures on local ballots in California for the November 5, 2024 election including 539 local tax and bond measures. Well over half of these measures (293) were school tax or bond measures. A third (180) were proposed by or for cities. There were also 22 county and 44 special district measures. Among the measures were 285 general obligation bonds, 267 for schools. There were 119 measures to increase or extend local sales taxes, 77 parcel taxes, and 28 lodging occupancy tax increases.

Proposed Local Revenue Measures November 2024



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Overall Passage Rates

With final tallies completed, 410 of the 539 tax and bond measures passed. The overall (preliminary) 76% passage rate is within the range of the last few election cycles. With about 10 million ballots counted on election night, 388 measures were passing. But as an additional 6 million ballots were tabulated, some results shifted.

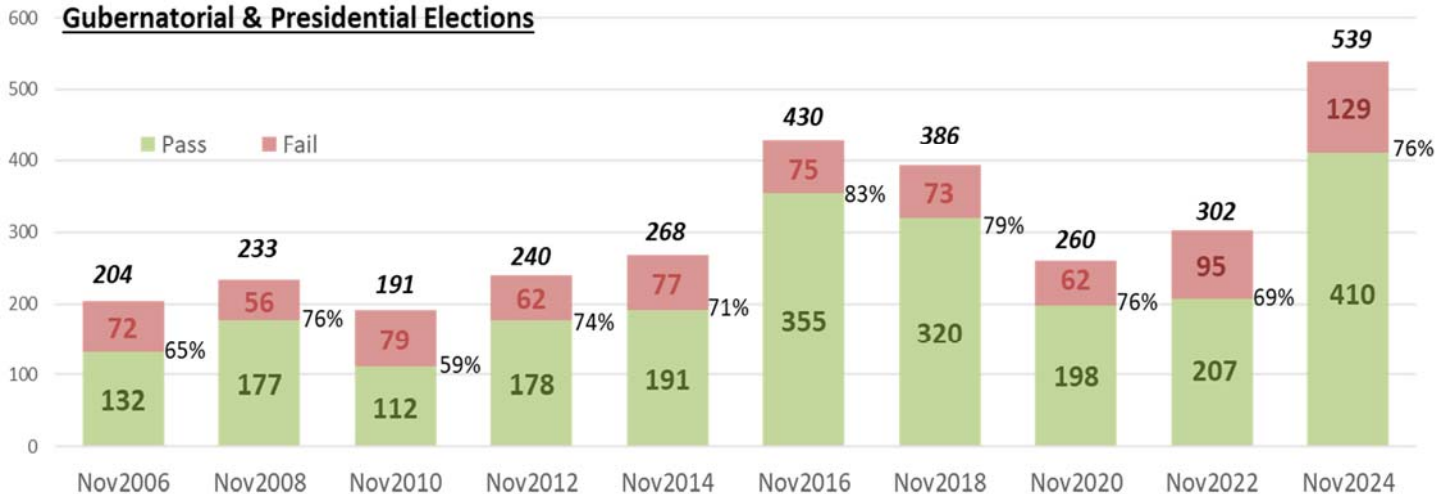
Local Revenue Measures November 2024

	Total	Pass	Passing%
City General Tax (Majority Vote)	141	121	86%
County General Tax (Majority Vote)	9	7	78%
City Initiative Special Tax -MajorityVote*	11	4	36%
County Init. Special Tax -Majority Vote*	6	5	83%
City SpecialTax or G.O.bond (2/3 Vote)	28	17	61%
County Spec.Tax, G.O.bond (2/3 Vote)	7	3	43%
SpecDistrict Tax, G.O.bond (2/3 Vote)	44	24	55%
School ParcelTax (2/3 vote)	26	24	92%
School Bond 2/3 vote	1	1	100%
School Bond 55% vote	266	204	77%
Total	539	410	76%

The City/County of San Francisco is counted as a city

California Local Tax and Bond Measures

Gubernatorial & Presidential Elections



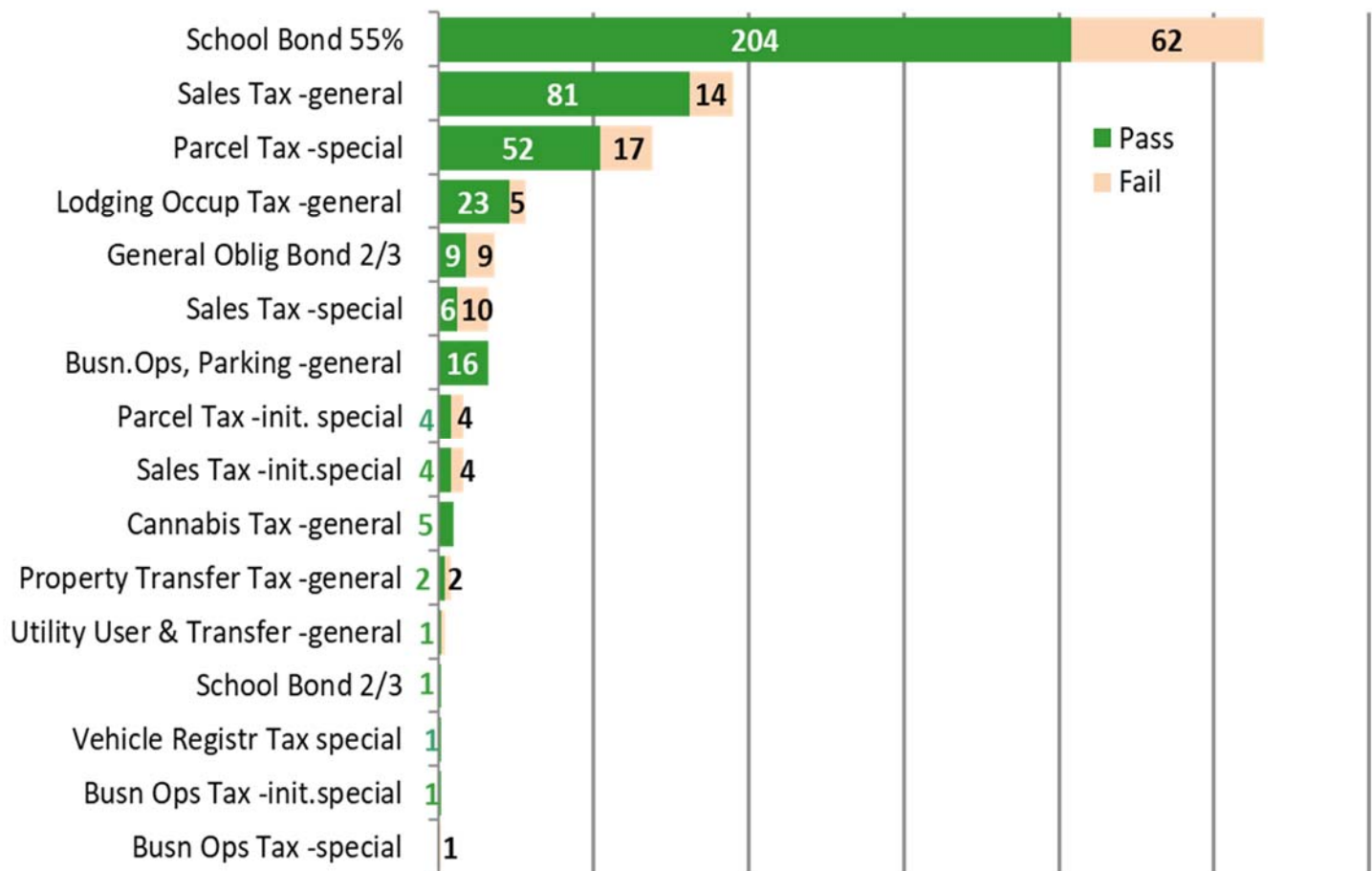
©2024 Michael Coleman

This is the largest number of local tax and bond measures passed at one election in California history. It was also the largest number proposed. This high number reflects a rebound from voter's fiscal anxiety coming through the Covid-19 pandemic. It does not necessarily indicate a trend. At this same election, Californians approved Proposition 2, a \$10 billion education school bond that will provide matching funds for many local school projects. In March 2020, as the pandemic emerged, voters defeated a \$15 billion state bond proposal and most local school construction bonds. In the lingering anxiety from the pandemic, local agencies have been reluctant to go to voters with tax and bond measures since.

Measure Outcome by Category

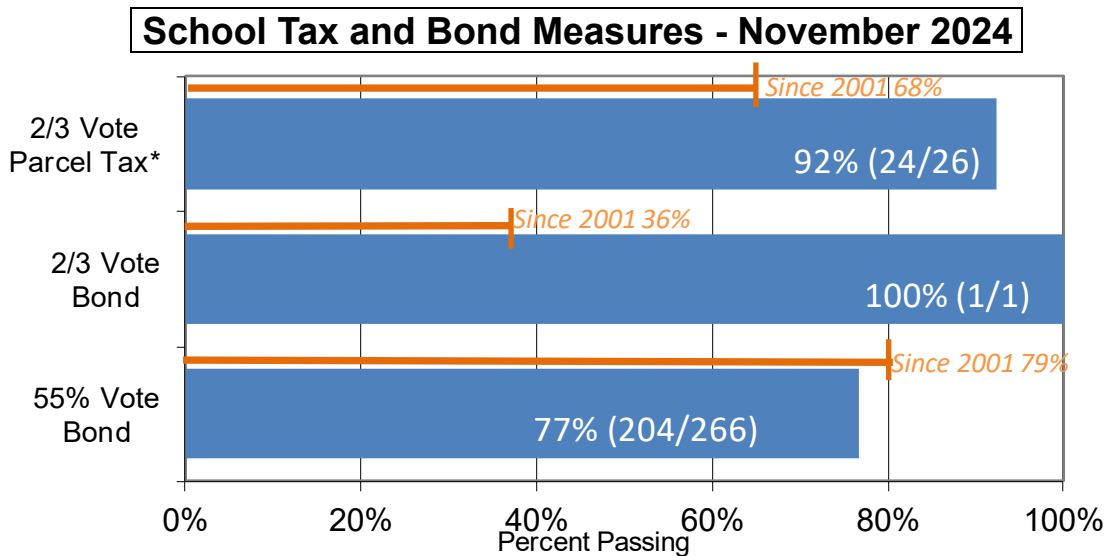
Most school bond measures are designed to meet the tax rate limits in the California Constitution for approval with 55 percent of voters. 205 of 267 school bond measures passed (including one two-thirds vote measure), a 77 percent passage rate that is typical of elections prior to the pandemic in 2022. Majority-vote general purpose tax measures, mostly sales tax increases were common and did well. Two-thirds vote special taxes and non-school bonds not so well.

Passing and Failing Measures by Type November 2024



School Measures

There were 267 school bond measures this election, all but one requiring 55% voter approval. Pleasant View Elementary School District's Measure J exceeds the tax rate limits stipulated in Proposition 39 (2000) to be passed with 55% approval. It still passed with more than the two-thirds approval it needed. Voters approved \$45.4 billion of local school construction bonds of the \$50 billion proposed from \$9 billion for Los Angeles Unified School District, \$790 million for San Francisco Unified School District, and \$3.5 billion for San Diego Community College District. The Kingsburg High School (Fresno) and Elverta (Sacramento) measures each failed by just three votes. Weed Elementary (Siskiyou) failed by four votes.



School Bonds ✓

School District	County	Measure	Amount	Tax Rate	YES%
Earlimart Elementary SD	Tulare	H	\$ 8,500,000	\$30/\$100k	81.6% PASS
San Ysidro SD SFID#1	San Diego	MM	\$ 12,900,000	\$30/\$100k	78.0% PASS
Merced Community College D	Merced	P	\$ 46,000,000	\$17/\$100k	76.8% PASS
Local Public Schools Funding Authority (JF	Los Angeles	LP	\$ 89,000,000	\$16/\$100k	76.8% PASS
Delano Union Elementary SD	Kern	J	\$ 41,800,000	\$25/\$100k	76.4% PASS
Palm Springs Unified SD	Riverside	S	\$ 465,000,000	\$40/\$100k	74.8% PASS
Paramount Unified SD	Los Angeles	Q	\$ 190,000,000	\$60/\$100k	74.6% PASS
Greenfield Unified SD	Kern	L	\$ 25,000,000	\$30/\$100k	74.6% PASS
Sacramento City Unified SD	Sacramento	D	\$ 543,000,000	\$35/\$100k	74.1% PASS
San Francisco Unified SD	San Francisco	A	\$ 790,000,000	\$13/\$100k	72.9% PASS
Pacific Grove Unified SD	Monterey	B	\$ 78,000,000	\$32/\$100k	72.9% PASS
Los Nietos SD	Los Angeles	RU	\$ 28,500,000	\$30/\$100k	72.7% PASS
Orchard SD	Santa Clara	GG	\$ 30,000,000	\$12/\$100k	72.5% PASS
Albany Unified SD	Alameda	L	\$ 63,800,000	\$60/\$100k	72.2% PASS
Los Nietos SD	Los Angeles	ST	\$ 26,500,000	\$28/\$100k	72.1% PASS
San Marino Unified SD	Los Angeles	M	\$ 200,000,000	\$60/\$100k	71.8% PASS
Pleasant View Elementary SD	Tulare	J	\$ 3,000,000	\$59/\$100k	71.6% PASS
Keyes Union SD	Stanislaus	U	\$ 8,500,000	\$29/\$100k	71.3% PASS
Pittsburg Unified SD	Contra Costa	P	\$ 140,000,000	\$60/\$100k	71.2% PASS

<u>School District</u>	<u>County</u>	<u>Measure</u>	<u>Amount</u>	<u>Tax Rate</u>	<u>YES%</u>
Menlo Park City SD	San Mateo	U	\$ 123,600,000	\$19/\$100k	70.7% PASS
Bayshore Elementary SD	San Mateo	HH	\$ 12,500,000	\$30/\$100k	70.6% PASS
Pomona Unified SD	Los Angeles	UU	\$ 385,000,000	\$60/\$100k	70.6% PASS
Mount Pleasant Elementary SD - renovator	Santa Clara	T	\$ 24,000,000	\$26/\$100k	70.5% PASS
Cotati-Rohnert Park Unified SD	Sonoma	BB	\$ 91,500,000	\$35/\$100k	70.4% PASS
Perris Elementary SD	Riverside	H	\$ 38,000,000	\$30/\$100k	70.3% PASS
Mount Pleasant Elementary SD - STEAM	Santa Clara	S	\$ 28,000,000	\$29/\$100k	70.1% PASS
Moreno Valley Unified SD	Riverside	X	\$ 240,000,000	\$40/\$100k	69.7% PASS
Long Beach Community College D	Los Angeles	AC	\$ 990,000,000	\$25/\$100k	69.3% PASS
Glendale Community CD	Los Angeles	GCC	\$ 600,000,000	\$25/\$100k	69.2% PASS
Weaver Union SD	Merced	K	\$ 20,000,000	\$28/\$100k	69.0% PASS
Parlier Unified SD	Fresno	P	\$ 14,100,000	\$60/\$100k	69.0% PASS
Santa Ana Unified SD	Orange	I	\$ 355,000,000	\$30/\$100k	68.9% PASS
Colton Joint Unified SD	SanBernardino Riverside	BB	\$ 225,000,000	\$40/\$100k	68.6% PASS
Modesto City Elementary SD	Stanislaus	X	\$ 85,000,000	\$29/\$100k	68.5% PASS
Compton Community CD	Los Angeles	CC	\$ 200,000,000	\$20/\$100k	68.5% PASS
Victor Valley Union High SD - upgrades	San Bernardino	X	\$ 180,000,000	\$23/\$100k	68.2% PASS
Heber Elementary SD	Imperial	H	\$ 4,000,000	\$29/\$100k	68.1% PASS
Los Angeles Unified SD	Los Angeles	US	\$ 9,000,000,000	\$25/\$100k	68.0% PASS
Mission Union Elementary SD	Monterey	N	\$ 1,500,000	\$30/\$100k	67.9% PASS
Riverbank Unified SD	Stanislaus	E	\$ 21,600,000	\$53/\$100k	67.7% PASS
Whittier City SD	Los Angeles	W	\$ 99,000,000	\$30/\$100k	67.7% PASS
Newark Unified SD	Alameda	O	\$ 205,000,000	\$50/\$100k	67.6% PASS
South Bay Union SD - Repair	San Diego	QQ	\$ 58,000,000	\$30/\$100k	67.6% PASS
Buena Park SD	Orange	M	\$ 84,000,000	\$30/\$100k	67.5% PASS
New Haven Unified SD	Alameda	N	\$ 272,000,000	\$60/\$100k	67.5% PASS
Redondo Beach Unified SD	Los Angeles	S	\$ 278,000,000	\$30/\$100k	67.5% PASS
Bonny Doon Elementary SD	Santa Cruz	L	\$ 7,000,000	\$30/\$100k	67.5% PASS
Buttonwillow Unified SD	Kern	I	\$ 4,000,000	\$15/\$100k	67.5% PASS
Victor Valley Union High SD - overcrowdir	San Bernardino	A	\$ 180,000,000	\$23/\$100k	67.5% PASS
Roseland SD	Sonoma	M	\$ 12,000,000	\$30/\$100k	67.3% PASS
Petaluma Elementary SD	Sonoma	Z	\$ 70,000,000	\$30/\$100k	67.0% PASS
Anaheim Union High SD	Orange	K	\$ 496,000,000	\$30/\$100k	66.9% PASS
Folsom Cordova SD SFID#4 Elementary	Sacramento	R	\$ 144,000,000	\$60/\$100k	66.9% PASS
San Jacinto Unified SD	Riverside	C	\$ 78,000,000	\$60/\$100k	66.9% PASS
Tustin Unified SD	Orange	J	\$ 261,000,000	\$30/\$100k	66.9% PASS
Sierra Unified SD	Fresno	U	\$ 24,150,000	\$45/\$100k	66.9% PASS
Manhattan Beach Unified SD	Los Angeles	RLS	\$ 200,000,000	\$32/\$100k	66.7% PASS
Lancaster SD	Los Angeles	LS	\$ 122,100,000	\$30/\$100k	66.7% PASS
San Lorenzo Unified SD	Alameda	Q	\$ 195,000,000	\$60/\$100k	66.5% PASS
Fontana Unified SD	San Bernardino	I	\$ 408,000,000	\$52/\$100k	66.4% PASS
Jurupa Unified SD	Riverside	V	\$ 180,000,000	\$40/\$100k	66.4% PASS
Los Gatos Union SD	Santa Clara	CC	\$ 163,000,000	\$30/\$100k	66.4% PASS
Ceres Unified SD	Stanislaus	Y	\$ 114,000,000	\$60/\$100k	66.4% PASS
Folsom Cordova SD SFID#4 Middle/High	Sacramento	S	\$ 144,000,000	\$60/\$100k	66.3% PASS
San Gabriel Unified SD	Los Angeles	SG	\$ 178,000,000	\$44/\$100k	66.3% PASS
Santa Barbara Community CD	Santa Barbara	P	\$ 198,000,000	\$35/\$100k	66.2% PASS
South Bay Union SD - STEAM	San Diego	PP	\$ 67,000,000	\$30/\$100k	66.0% PASS
King City Union SD - rennovations	Monterey	K	\$ 19,800,000	\$26/\$100k	65.8% PASS

<u>School District</u>	<u>County</u>	<u>Measure</u>	<u>Amount</u>	<u>Tax Rate</u>	<u>YES%</u>
King City Union SD - safety/tech	Monterey	L	\$ 21,600,000	\$29/\$100k	65.8% PASS
Merced City SD	Merced	O	\$ 80,000,000	\$30/\$100k	65.8% PASS
Tamalpais Union High SD	Marin	B	\$ 289,000,000	\$18/\$100k	65.8% PASS
Firebaugh-Las Deltas Unified SD	Fresno Madera	F	\$ 25,000,000	\$60/\$100k	65.6% PASS
La Habra City SD	Orange	O	\$ 73,000,000	\$25/\$100k	65.5% PASS
Bishop Elementary SD	Inyo	S	\$ 14,200,000	\$18/\$100k	65.4% PASS
Pasadena Unified SD	Los Angeles	R	\$ 900,000,000	\$59/\$100k	65.3% PASS
Owens Unified SD	Inyo	T	\$ 7,500,000	\$49/\$100k	65.2% PASS
Rio Hondo Community College D	Los Angeles	RH	\$ 442,200,000	\$25/\$100k	65.1% PASS
Belmont-RedwoodShores SD	San Mateo	P	\$ 171,000,000	\$29/\$100k	65.1% PASS
Wasco Union High SD	Kern	D	\$ 35,400,000	\$30/\$100k	64.9% PASS
Healdsburg Unified SD SFID#1	Sonoma	R	\$ 49,500,000	\$29/\$100k	64.8% PASS
Campbell Union High SD	Santa Clara	P	\$ 474,000,000	\$24/\$100k	64.7% PASS
San Jose Unified SD	Santa Clara	R	\$ 1,150,000,000	\$60/\$100k	64.7% PASS
Brea Olinda Unified SD	Orange	H	\$ 160,000,000	\$39/\$100k	64.6% PASS
East Whittier City SD	Los Angeles	C	\$ 97,000,000	\$30/\$100k	64.5% PASS
Salida Union SD	Stanislaus	Q	\$ 16,000,000	\$19/\$100k	64.5% PASS
Lemon Grove SD	San Diego	EE	\$ 30,000,000	\$25/\$100k	64.5% PASS
Fresno Unified SD	Fresno	H	\$ 500,000,000	\$60/\$100k	64.5% PASS
Banning Unified SD	Riverside	O	\$ 74,000,000	\$51/\$100k	64.4% PASS
Stanislaus Union SD	Stanislaus	R	\$ 45,000,000	\$29/\$100k	64.3% PASS
Fremont Unified SD	Alameda	M	\$ 919,000,000	\$49/\$100k	64.3% PASS
Denair Unified SD	Stanislaus	Z	\$ 34,300,000	\$60/\$100k	64.2% PASS
Central Unified SD	Fresno	X	\$ 109,000,000	\$50/\$100k	64.2% PASS
Bishop Union High SD	Inyo Mono	R	\$ 46,300,000	\$52/\$100k	64.1% PASS
Monterey Peninsula Unified SD	Monterey	A	\$ 340,000,000	\$50/\$100k	63.9% PASS
San Ysidro SD SFID#2 improvement	San Diego	KK	\$ 68,500,000	\$30/\$100k	63.9% PASS
Antelope Valley Joint Union High SD	Los Angeles Kern	AVH / C	\$ 398,000,000	\$20/\$100k	63.8% PASS
Siskiyou Union High SD	Siskiyou	Z	\$ 22,000,000	\$29/\$100k	63.8% PASS
Mountain View SD - SFID#3	San Bernardino	H	\$ 56,000,000	\$26/\$100k	63.8% PASS
Chualar Union SD	Monterey	J	\$ 5,600,000	\$30/\$100k	63.7% PASS
Tracy Unified SD	San Joaquin	O	\$ 190,000,000	\$50/\$100k	63.7% PASS
El Monte Elementary SD	Los Angeles	ME	\$ 105,000,000	\$30/\$100k	63.7% PASS
Burbank Unified SD	Los Angeles	ABC	\$ 458,205,000	\$41/\$100k	63.7% PASS
Chico Unified SD	Butte	C	\$ 239,000,000	\$60/\$100k	63.6% PASS
San Ysidro SD SFID#2 safety	San Diego	LL	\$ 66,500,000	\$30/\$100k	63.4% PASS
Warner Unified SD	San Diego	TT	\$ 3,800,000	\$38/\$100k	63.4% PASS
Pollock Pines Elementary SD	El Dorado	P	\$ 11,500,000	\$30/\$100k	63.0% PASS
Santa Monica - Malibu Unified SD	Los Angeles	QS	\$ 495,000,000	\$30/\$100k	62.9% PASS
Petaluma Joint Union High SD	Sonoma Marin	AA	\$ 159,000,000	\$30/\$100k	62.9% PASS
Salinas Union High SD	Monterey	G	\$ 115,000,000	\$19/\$100k	62.9% PASS
Dinuba Unified SD	Tulare Fresno	D	\$ 42,000,000	\$60/\$100k	62.7% PASS
Soledad Unified SD	Monterey	E	\$ 42,000,000	\$60/\$100k	62.6% PASS
Lemon Grove SD	San Diego	CC	\$ 30,000,000	\$25/\$100k	62.5% PASS
Lynwood Unified SD	Los Angeles	U	\$ 200,000,000	\$32/\$100k	62.4% PASS
Cottonwood Union SD	Shasta	E	\$ 21,700,000	\$30/\$100k	62.4% PASS
Sebastopol Union SD	Sonoma	N	\$ 24,000,000	\$29/\$100k	62.4% PASS
Santa Maria-Bonita SD	Santa Barbara	K	\$ 77,000,000	\$30/\$100k	62.3% PASS
Armona Elementary SD	Kings	A	\$ 9,000,000	\$29/\$100k	62.3% PASS
Santa Monica - Malibu Unified SD	Los Angeles	MM	\$ 395,000,000	\$40/\$100k	62.3% PASS

<u>School District</u>	<u>County</u>	<u>Measure</u>	<u>Amount</u>	<u>Tax Rate</u>	<u>YES%</u>
Hermosa Beach City SD	Los Angeles	HV	\$ 28,700,000	\$13/\$100k	62.1% PASS
South Monterey County Joint Union High	Monterey SanBenito	H	\$ 35,000,000	\$30/\$100k	61.8% PASS
South Monterey County Joint Union High	Monterey SanBenito	I	\$ 35,000,000	\$30/\$100k	61.8% PASS
Chula Vista Elementary SD	San Diego	AA	\$ 360,000,000	\$29/\$100k	61.7% PASS
Lone Pine Unified SD	Inyo	U	\$ 7,500,000	\$27/\$100k	61.7% PASS
West Hills Community CD - Dist#2	Fresno Monterey SanBenito	C	\$ 19,000,000	\$24/\$100k	61.6% PASS
Newman-Crows Landing Unified SD - repa	Stanislaus	T	\$ 27,000,000	\$43/\$100k	61.4% PASS
Arcadia Unified SD	Los Angeles	AS	\$ 358,000,000	\$60/\$100k	61.3% PASS
Lake Tahoe Unified SD	El Dorado	U	\$ 127,000,000	\$35/\$100k	61.2% PASS
Fullerton SD	Orange	N	\$ 262,000,000	\$30/\$100k	61.2% PASS
Sweetwater Union High SD	San Diego	RR	\$ 647,000,000	\$30/\$100k	61.1% PASS
Sierra Sands Unified SD	Kern SanBernardino	AA	\$ 42,000,000	\$60/\$100k	61.1% PASS
Cupertino Union SD	Santa Clara	Z	\$ 347,000,000	\$21/\$100k	61.1% PASS
Redlands Unified SD	San Bernardino	D	\$ 500,000,000	\$45/\$100k	61.0% PASS
Rim of the World Unified SD	San Bernardino	E	\$ 71,000,000	\$30/\$100k	60.9% PASS
Cabrillo Unified SD	San Mateo	K	\$ 153,400,000	\$55/\$100k	60.9% PASS
McKinleyville Union SD	Humboldt	N	\$ 18,500,000	\$29/\$100k	60.9% PASS
San Juan Unified SD	Sacramento	P	\$ 950,000,000	\$60/\$100k	60.9% PASS
Tulare Joint Union High SD	Tulare Kings	E	\$ 80,000,000	\$29/\$100k	60.9% PASS
Millbrae Elementary SD	San Mateo	J	\$ 95,000,000	\$30/\$100k	60.8% PASS
Corning Union Elementary School	Tehama	J	\$ 13,700,000	\$29/\$100k	60.7% PASS
Elk Grove Unified SD	Sacramento	N	\$ 542,000,000	\$34/\$100k	60.7% PASS
Fruitvale SD	Kern	K	\$ 36,000,000	\$30/\$100k	60.7% PASS
San Diego Community College D	San Diego	HH	\$ 3,500,000,000	\$25/\$100k	60.6% PASS
Hughson Unified SD	Stanislaus	B	\$ 46,000,000	\$60/\$100k	60.5% PASS
Kentfield SD	Marin	E	\$ 48,000,000	\$29/\$100k	60.4% PASS
Bellevue Union SD	Sonoma	P	\$ 38,500,000	\$30/\$100k	60.4% PASS
Morongo Unified SD	San Bernardino	C	\$ 88,300,000	\$36/\$100k	60.4% PASS
Lake Elsinore Unified SD	Riverside	T	\$ 198,000,000	\$28/\$100k	60.3% PASS
Konocti Unified SD	Lake	S	\$ 50,000,000	\$60/\$100k	60.0% PASS
Lompoc Unified SD	Santa Barbara	M	\$ 160,000,000	\$50/\$100k	59.7% PASS
Laton Joint Unified SD	Fresno Kings	L	\$ 9,700,000	\$57/\$100k	59.6% PASS
Nuview Union SD	Riverside	K	\$ 15,000,000	\$30/\$100k	59.5% PASS
Shasta Union High SD	Shasta	M	\$ 56,600,000	\$14/\$100k	59.5% PASS
Newman-Crows Landing Unified SD - clas	Stanislaus	S	\$ 30,000,000	\$45/\$100k	59.4% PASS
Hope SD	Santa Barbara	Y	\$ 40,300,000	\$18/\$100k	59.4% PASS
San Joaquin Delta Community CD SFID#1	SanJoaquin Alameda Sacramento	K	\$ 598,000,000	\$16/\$100k	59.2% PASS
Southwestern Community College D	San Diego	SW	\$ 800,000,000	\$25/\$100k	59.0% PASS
Romoland SD	Riverside	I	\$ 58,455,000	\$30/\$100k	58.9% PASS
Maxwell Unified SD	Colusa	A	\$ 9,100,000	\$60/\$100k	58.8% PASS
Shaffer Elementary SD	Lassen	W	\$ 2,000,000	\$30/\$100k	58.8% PASS
Aromas-San Juan Unified SD	SanBenito Monterey SantaCruz	D	\$ 44,000,000	\$55/\$100k	58.7% PASS
Williams Unified SD	Colusa	B	\$ 23,000,000	\$60/\$100k	58.6% PASS

School District	County	Measure	Amount	Tax Rate	YES%
Cascade Union Elementary SD	Shasta	I	\$ 16,500,000	\$28/\$100k	58.6% PASS
Travis Unified SD	Solano	R	\$ 65,000,000	\$60/\$100k	58.3% PASS
Black Oak Min Unified SD	El Dorado	A	\$ 12,700,000	\$40/\$100k	58.2% PASS
Oakdale Joint Unified SD	Stanislaus SanJoaquin	G	\$ 105,500,000	\$58/\$100k	58.2% PASS
Riverside Community College D	Riverside	CC	\$ 954,000,000	\$19/\$100k	58.1% PASS
Hanford Elementary SD	Kings	U	\$ 23,000,000	\$18/\$100k	58.1% PASS
Colusa Unified SD	Colusa	C	\$ 13,800,000	\$60/\$100k	58.0% PASS
Wright SD	Sonoma	X	\$ 29,200,000	\$30/\$100k	58.0% PASS
Southern Kern Unified SD	Kern	H	\$ 59,000,000	\$60/\$100k	58.0% PASS
Snowline Joint Unified SD	SanBernardino LosAngeles	J	\$ 70,600,000	\$40/\$100k	57.9% PASS
San Marcos Unified SD	San Diego	JJ	\$ 324,000,000	\$40/\$100k	57.8% PASS
Bella Vista Elementary SD	Shasta	G	\$ 4,400,000	\$29/\$100k	57.7% PASS
Clovis Unified SD	Fresno	A	\$ 400,000,000	\$50/\$100k	57.6% PASS
Sanger Unified SD	Fresno	M	\$ 175,000,000	\$60/\$100k	57.6% PASS
Durham Unified SD	Butte	B	\$ 24,500,000	\$60/\$100k	57.6% PASS
Galt Joint Union SD	Sacramento SanJoaquin	H	\$ 27,000,000	\$30/\$100k	57.6% PASS
Fullerton Jount Union High SD	Orange LosAngeles	L	\$ 284,000,000	\$21/\$100k	57.5% PASS
Delhi Unified SD	Merced	J	\$ 17,000,000	\$60/\$100k	57.5% PASS
Palos Verdes Penninsula Unified SD	Los Angeles	SOS	\$ 297,800,000	\$29/\$100k	57.4% PASS
Encinitas Union SD	San Diego	Z	\$ 158,300,000	\$19/\$100k	56.9% PASS
Lassen View Elementary School	Tehama	K	\$ 3,500,000	\$30/\$100k	56.8% PASS
Thermalito Union Elementary SD	Butte	D	\$ 6,800,000	\$30/\$100k	56.8% PASS
Biggs Unified SD	Butte	A	\$ 16,500,000	\$60/\$100k	56.7% PASS
Cutten SD	Humboldt	K	\$ 5,000,000	\$30/\$100k	56.7% PASS
Oxnard Union High SD	Ventura	E	\$ 285,000,000	\$18/\$100k	56.7% PASS
Atascadero Unified SD	San Luis Obispo	B	\$ 110,000,000	\$46/\$100k	56.6% PASS
Lowell Joint SD	LosAngeles Orange	P	\$ 54,000,000	\$30/\$100k	56.5% PASS
Piner-Olivet Union SD	Sonoma	K	\$ 29,500,000	\$30/\$100k	56.3% PASS
Soquel Elementary SD	Santa Cruz	P	\$ 73,000,000	\$30/\$100k	56.3% PASS
Menefee Union SD	Riverside	R	\$ 205,000,000	\$30/\$100k	56.2% PASS
Los Altos SD	Santa Clara	EE	\$ 350,000,000	\$30/\$100k	56.2% PASS
Burton Elementary SD	Tulare	G	\$ 7,100,000	\$18/\$100k	56.2% PASS
Briggs Elementary SD	Ventura	G	\$ 4,900,000	\$30/\$100k	56.0% PASS
Brawley Elementary SD	Imperial	L	\$ 20,000,000	\$30/\$100k	55.9% PASS
State Center CCD	Fresno Madera Kings	Q	\$ 698,000,000	\$20/\$100k	55.9% PASS
Martinez Unified SD	Contra Costa	O	\$ 90,000,000	\$38/\$100k	55.8% PASS
Templeton Unified SD	San Luis Obispo	D	\$ 52,300,000	\$60/\$100k	55.7% PASS
Mt San Antonio Community College D	Los Angeles	V	\$ 750,000,000	\$15/\$100k	55.6% PASS
College of the Redwoods CCD	Humboldt DelNorte Trinity	I	\$ 120,000,000	\$25/\$100k	55.5% PASS
Mammoth Unified SD	Mono	J	\$ 70,000,000	\$37/\$100k	55.5% PASS
Lucia Mar SD	San Luis Obispo	H	\$ 143,220,000	\$20/\$100k	55.3% PASS
Scotts Valley SD	Santa Cruz	O	\$ 85,000,000	\$49/\$100k	55.3% PASS
Gateway Unified SD	Shasta	J	\$ 65,000,000	\$49/\$100k	55.1% PASS
Bryon Union SD	Contra Costa	R	\$ 24,000,000	\$18/\$100k	55.1% PASS
Kingsburg Joint Union High SD	Fresno Tulare Kings	K	\$ 20,000,000	\$23/\$100k	54.9% FAIL
Elverta Joint Elementary SD	Sacramento Placer	J	\$ 4,300,000	\$29/\$100k	54.8% FAIL
Weed Union Elementary SD	Siskiyou	Y	\$ 6,500,000	\$30/\$100k	54.8% FAIL
Pajaro Valley Unified SD	SantaCruz Monterey	M	\$ 315,000,000	\$60/\$100k	54.7% FAIL

<u>School District</u>	<u>County</u>	<u>Measure</u>	<u>Amount</u>	<u>Tax Rate</u>	<u>YES%</u>
Ferndale Unified SD	Humboldt	J	\$ 9,800,000	\$60/\$100k	54.4% FAIL
Imperial Unified SD	Imperial	K	\$ 70,000,000	\$52/\$100k	54.4% FAIL
Oroville City Elementary SD	Butte	E	\$ 18,000,000	\$21/\$100k	53.8% FAIL
Santa Maria Joint Union High SD	Santa Barbara	J	\$ 194,000,000	\$24/\$100k	53.4% FAIL
Washington Union Elementary SD	Monterey	P	\$ 18,200,000	\$19/\$100k	53.3% FAIL
Ripon Unified SD	San Joaquin	J	\$ 32,000,000	\$30/\$100k	53.1% FAIL
Beaumont Unified SD	Riverside	E	\$ 148,000,000	\$28/\$100k	53.1% FAIL
Alta Loma SD	San Bernardino	G	\$ 71,000,000	\$30/\$100k	53.1% FAIL
Waterford Unified SD	Stanislaus	W	\$ 14,000,000	\$43/\$100k	52.9% FAIL
Placer Union High SD SFID#3	Placer	H	\$ 21,000,000	\$30/\$100k	52.8% FAIL
Santa Paula Unified SD - high school	Ventura	N	\$ 36,000,000	\$24/\$100k	52.6% FAIL
Kelseyville Unified SD	Lake	R	\$ 36,000,000	\$56/\$100k	52.5% FAIL
Columbia Elementary SD	Shasta	K	\$ 12,900,000	\$30/\$100k	52.4% FAIL
Santee SD	San Diego	NN	\$ 30,620,000	\$12/\$100k	52.4% FAIL
Red Bluff Jt Union High SD	Tehama Shasta	L	\$ 33,600,000	\$30/\$100k	52.2% FAIL
College SD	Santa Barbara	L	\$ 18,000,000	\$19/\$100k	52.1% FAIL
Napa Valley Unified SD SFID#1	Napa	B(sch)	\$ 230,000,000	\$22/\$100k	52.0% FAIL
Santa Paula Unified SD - middle school	Ventura	M	\$ 28,400,000	\$34/\$100k	51.9% FAIL
Ducor Elementary SD	Tulare	M	\$ 2,900,000	\$30/\$100k	51.9% FAIL
Junction Elementary SD	Shasta	H	\$ 6,100,000	\$23/\$100k	51.3% FAIL
Red Bluff Union Elementary	Tehama	M	\$ 19,000,000	\$30/\$100k	51.2% FAIL
Pacheco Union SD SFID#1	Shasta	N	\$ 14,500,000	\$30/\$100k	51.2% FAIL
Sutter Union High SD	Sutter	C	\$ 13,800,000	\$25/\$100k	51.2% FAIL
Rancho Santiago Community CD	Orange	G	\$ 720,000,000	\$25/\$100k	51.0% FAIL
Ackerman Charter SD	Placer	G	\$ 4,000,000	\$27/\$100k	51.0% FAIL
Spreckels Union SD	Monterey	O	\$ 27,000,000	\$30/\$100k	51.0% FAIL
Woodland Joint Unified SD	Yolo Sutter	P	\$ 160,000,000	\$58/\$100k	50.8% FAIL
San Benito High SD - upgrades	SanBenito SantaClara	M	\$ 70,000,000	\$19/\$100k	50.7% FAIL
Exeter Unified SD	Tulare	I	\$ 26,600,000	\$45/\$100k	50.5% FAIL
Arcohe Union SD	Sacramento	M	\$ 5,800,000	\$30/\$100k	50.4% FAIL
Windsor Unified SD	Sonoma	V	\$ 98,000,000	\$48/\$100k	50.3% FAIL
Loomis Union SD	Placer	E	\$ 48,000,000	\$27/\$100k	50.2% FAIL
Escalon Unified SD	San Joaquin	L	\$ 27,700,000	\$29/\$100k	50.0% FAIL
Rosedale Unified SD	Kern	M	\$ 52,000,000	\$19/\$100k	50.0% FAIL
Valley Center - Pauma Unified SD	San Diego	SS	\$ 84,600,000	\$54/\$100k	50.0% FAIL
Fallbrook Union High SD	San Diego	BB	\$ 56,000,000	\$24/\$100k	49.8% FAIL
San Benito High SD - vocational	SanBenito SantaClara	L	\$ 70,000,000	\$19/\$100k	49.7% FAIL
Sequoia Union Elementary SD	Tulare	L	\$ 3,400,000	\$30/\$100k	49.7% FAIL
Pleasant Ridge Elementary SD	Nevada	D	\$ 25,000,000	\$30/\$100k	49.2% FAIL
Saugus Union SD	Los Angeles	N	\$ 187,000,000	\$30/\$100k	48.8% FAIL
Del Norte Unified SD	Del Norte	H	\$ 59,000,000	\$59/\$100k	48.5% FAIL
Pacheco Union SD SFID#2	Shasta	O	\$ 14,700,000	\$30/\$100k	48.1% FAIL
Live Oak SD	Santa Cruz	N	\$ 45,000,000	\$30/\$100k	48.1% FAIL
Bonsall Unified SD	San Diego	V	\$ 59,000,000	\$40/\$100k	48.0% FAIL
Vacaville Unified SD	Solano	E	\$ 317,000,000	\$48/\$100k	48.0% FAIL
Summerville Union High SD	Tuolumne	B	\$ 13,000,000	\$17/\$100k	47.9% FAIL
Cajon Valley Union SD	San Diego	W	\$ 280,000,000	\$27/\$100k	47.7% FAIL
Paradise Unified SD	Butte	G	\$ 43,000,000	\$50/\$100k	46.4% FAIL
Ramona Unified SD	San Diego	GG	\$ 26,700,000	\$59/\$100k	45.5% FAIL

<u>School District</u>	<u>County</u>	<u>Measure</u>	<u>Amount</u>	<u>Tax Rate</u>	<u>YES%</u>
Wheatland Union HSD -SFID#1	Yuba	B	\$ 19,700,000	\$27/\$100k	44.3% FAIL
Plumas Lake Elementary SD - STEAM	Yuba	E	\$ 18,000,000	\$30/\$100k	44.2% FAIL
Plumas Lake Elementary SD - health/athlet	Yuba	F	\$ 18,000,000	\$30/\$100k	43.9% FAIL
Plumas Lake Elementary SD - classrooms	Yuba	D	\$ 18,000,000	\$30/\$100k	43.3% FAIL
Wheatland Union HSD -SFID#2	Yuba	A	\$ 9,000,000	\$28/\$100k	41.9% FAIL
Wheatland Union HSD -SFID#1	Yuba	C	\$ 20,300,000	\$27/\$100k	40.2% FAIL
Dehesa SD	San Diego	Y	\$ 3,300,000	\$25/\$100k	39.7% FAIL
Alpine Union SD	San Diego	U	\$ 6,300,000	\$30/\$100k	39.4% FAIL
Hilmar Unified SD	Merced	M	\$ 43,000,000	\$56/\$100k	31.2% FAIL

School Parcel Taxes ✓

There were 26 school parcel tax measures including 17 extensions. All but two passed.

School Parcel Taxes - 2/3 voter approval

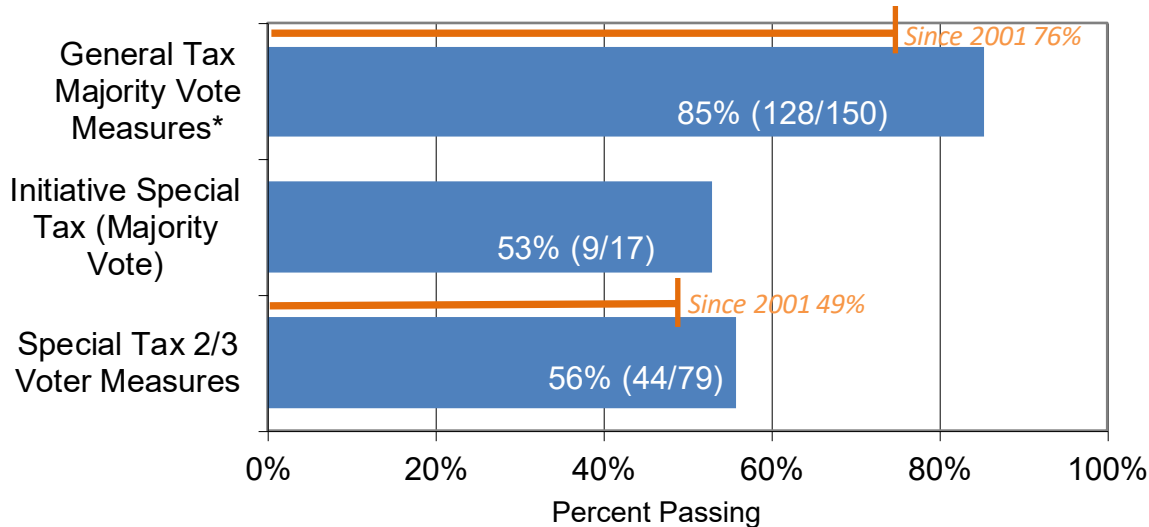
<u>Agency Name</u>	<u>County</u>	<u>Title</u>	<u>Rate</u>		<u>Sunset</u>	<u>YES%</u>	<u>NO%</u>	
Culver City Unified SD	Los Angeles	O	\$189/parcel	extend	8yrs	83.4%	16.6%	PASS
Arcata Elementary SD	Humboldt	G	\$69/parcel	extend	8yrs	82.5%	17.5%	PASS
Sunnyvale SD	Santa Clara	Y	\$59/parcel	extend	8yrs	82.2%	17.8%	PASS
Piedmont Unified SD	Alameda	P	\$0.50/sf	extend	8yrs	81.1%	18.9%	PASS
Local Classroom Funding Authority*	Los Angeles	CL	2¢+/SqFt resid, 7.5¢+/SqFt other	extend	none	78.3%	21.7%	PASS
Ravenswood City SD	San Mateo	S	\$434+/parcel	extend	8yrs	78.1%	21.9%	PASS
Franklin-McKinley SD	Santa Clara	W	\$192/parcel	extend	9yrs	77.4%	22.6%	PASS
Moreland SD	Santa Clara	U	\$142/parcel	extend	8yrs	77.2%	22.8%	PASS
Woodside Elementary SD	San Mateo	Y	\$367+/parcel	extend	12yrs	75.6%	24.4%	PASS
Mountain View Whisman SD	Santa Clara	AA	\$0.15/sf cap:\$1750	extend	8yrs	75.3%	24.7%	PASS
Jefferson Union High SD	San Mateo	Z	\$95/parcel	extend	10yrs	74.8%	25.2%	PASS
San Ramon Unified SD	Contra Costa	Q	\$144/parcel	extend	9yrs	74.8%	25.2%	PASS
Eastside Union High SD	Santa Clara	N	\$49/parcel	new	5yrs	72.9%	27.1%	PASS
San Bruno Park SD	San Mateo	X	\$68/parcel	new	8yrs	72.8%	27.2%	PASS
Bolinas-Stinson Union SD	Marin	C	\$390+/parcel	new	5yrs	72.0%	28.0%	PASS
Burlingame SD	San Mateo	GG	14¢/sf	new	8yrs	71.9%	28.1%	PASS
Milpitas Unified SD	Santa Clara	Q	\$119/parcel	new	8yrs	71.3%	28.7%	PASS
Union SD	Santa Clara	V	\$148/parcel	extend	7yrs	70.5%	29.5%	PASS
Sausalito Marin City SD	Marin	G	15¢/sf	new	8yrs	70.1%	29.9%	PASS
Pacifica SD	San Mateo	EE	\$98+/parcel	new	8yrs	69.9%	30.1%	PASS
Cabrillo USD	San Mateo	N	\$198/parcel	extend	8yrs	69.6%	30.4%	PASS
Evergreen Elementary SD	Santa Clara	X	\$125/parcel	extend	7yrs	69.5%	30.5%	PASS
Pasadena Unified SD	Los Angeles	EE	\$90/parcel	new	8yrs	69.4%	30.6%	PASS
Lakeside Joint SD	SantaCruz SantaClara	HH	\$647/parcel	extend	8yrs	67.0%	33.0%	PASS
Ventura Unified SD	Ventura	H	\$59/parcel	extend	8yrs	66.5%	33.5%	FAIL
Waugh SD	Sonoma	L	\$89/parcel	new	4yrs	62.7%	37.3%	FAIL

*JPA: Centinela Vy UHSD, Wiseburn SD, Hawthorne SD, Lawndale SD, Lennox SD

City, County and Special District Measures

Most non-school majority vote general tax measures are passed, meeting or surpassing the success of these sorts of measures compared to prior general elections. Of the 150 majority vote general tax measures, only 22 failed. As usual, special taxes, earmarked for specific purposes, did not fare as well.

City, County, Special District Tax and Bond Measures – November 2024



Local Add-On Sales Taxes (Transaction and Use Taxes) ✓

Voters in 91 cities and four counties (two unincorporated areas, two countywide) considered adding or extending general purpose majority vote add-on sales tax rates ranging from 0.25 percent to 1.75 percent. Eighty-one passed.

City	County	Measure	Rate	Annual \$	incr/ext	Sunset	YES%	
Yucca Valley	San Bernardino	Measure Y	1/2cent	\$ 3,000,000	extend	none	83.2%	PASS
Hayward	Alameda	Measure K1	1/2cent	\$ 20,000,000	extend	20yrs	83.1%	PASS
West Hollywood	Los Angeles	Measure WH	1/4cent	\$ 5,000,000	preempti	none	82.0%	PASS
La Mesa	San Diego	Measure L	3/4cent	\$ 12,000,000	extend	20yrs	81.4%	PASS
El Cerrito	Contra Costa	Measure G	1cent	\$ 4,000,000	extend	none	80.9%	PASS
Milpitas	Santa Clara	Measure J	1/4cent	\$ 7,000,000	extend	8yrs	80.2%	PASS
Colma	San Mateo	Measure AA	1/2cent	\$ 2,300,000	new	none	79.2%	PASS
Point Arena	Mendocino	Measure X	7/8cent	\$ 90,000	increase	none	78.8%	PASS
Desert Hot Springs	Riverside	Measure P	1cent	\$ 2,400,000	new	none	78.4%	PASS
Mill Valley	Marin	Measure L	1cent	\$ 4,200,000	new	10yrs	77.3%	PASS
Marysville	Yuba	Measure G	1cent	\$ 3,900,000	extend	none	75.0%	PASS
Escalon	San Joaquin	Measure P	1cent	\$ 900,000	new	none	74.4%	PASS
Moreno Valley	Riverside	Measure U	1cent	\$ 30,000,000	extend	none	74.2%	PASS
Cathedral City	Riverside	Measure W	1/2cent	\$ 5,000,000	increase	none	73.5%	PASS
Chula Vista	San Diego	Measure P	1/2cent	\$ 37,000,000	extend	10yrs	73.4%	PASS
Sebastopol	Sonoma	Measure U	1/2cent	\$ 1,500,000	increase	12yrs	72.1%	PASS
Suisun City	Solano	Measure S	1.75cent	\$ 6,766,000	increase/	15yrs	72.1%	PASS
Campbell	Santa Clara	Measure K	1/2cent	\$ 7,000,000	increase	none	72.1%	PASS
Buena Park	Orange	Measure R	1cent	\$ 20,000,000	new	none	71.7%	PASS
Lemon Grove	San Diego	Measure T	1cent	\$ 5,957,000	new	10yrs	71.6%	PASS

City	County	Measure	Rate	Annual \$	incr/ext	Sunset	YES%	
Loomis	Placer	Measure C	1/4cent	\$ 925,000	extend	none	71.4%	PASS
Palm Springs	Riverside	Measure J	1cent	\$ 22,000,000	extend	none	70.9%	PASS
Atascadero	San Luis Obispo	Measure L	1/2cent	\$ 3,000,000	extend	none	70.6%	PASS
Oceanside	San Diego	Measure X	1/2cent	\$ 19,000,000	extend	10yrs	69.7%	PASS
La Habra	Orange	Measure V	1cent	\$ 15,600,000	increase/	none	68.9%	PASS
Artesia	Los Angeles	Measure AA	3/4cent	\$ 2,500,000	new	none	68.4%	PASS
Fort Bragg	Mendocino	Measure T	3/8cent	\$ 800,000	increase	none	68.3%	PASS
Ridgecrest	Kern	Measure V	1cent	\$ 6,500,000	extend	none	68.3%	PASS
Seal Beach	Orange	Measure GG	1/2cent	\$ 3,000,000	increase	none	68.3%	PASS
El Cajon	San Diego	Measure J	1/2cent	\$ 13,000,000	extend	20yrs	68.0%	PASS
Irwindale	Los Angeles	Measure IR	1/4cent	\$ 1,000,000	preempti	none	67.9%	PASS
Pinole	Contra Costa	Measure I	1/2cent	\$ 2,500,000	increase	none	67.9%	PASS
County of Butte		Measure H	1cent	\$ 44,000,000	new	none	67.7%	PASS
Azusa	Los Angeles	Measure ZZ	1/4cent	\$ 2,500,000	preempti	none	67.5%	PASS
Lemoore	Kings	Measure S	1cent	\$ 3,850,000	new	none	67.5%	PASS
Capitola	Santa Cruz	Measure Y	by 1/4 to 1/2cent	\$ 2,200,000	increase	10yrs	67.5%	PASS
Trinidad	Humboldt	Measure L	3/4cent	???	extend	4yrs	67.4%	PASS
Downey	Los Angeles	Measure D	1/4cent	\$ 6,000,000	increase	none	67.3%	PASS
Sutter Creek	Amador	Measure P	1cent	\$ 579,000	new	none	67.1%	PASS
Clovis	Fresno	Measure Y	1cent	\$ 28,000,000	new	none	66.9%	PASS
Orland	Glenn	Measure J	1/2cent	\$ 1,500,000	increase	none	66.8%	PASS
Palm Desert	Riverside	Measure G	1cent	\$ 25,000,000	new	none	65.5%	PASS
Brawley	Imperial	Measure J	1cent	\$ 3,800,000	new	none	65.5%	PASS
Arcata	Humboldt	Measure H	3/4cent	\$ 2,600,000	increase	none	65.2%	PASS
Lafayette	Contra Costa	Measure H	1/2cent	\$ 2,400,000	new	7yrs	65.1%	PASS
Arroyo Grande	San Luis Obispo	Measure E	1cent	\$ 6,000,000	increase	10yrs	65.0%	PASS
Apple Valley	San Bernardino	Measure P	1cent	\$ 9,000,000	new	none	64.3%	PASS
Davis	Yolo	Measure Q	1cent	\$ 11,000,000	increase	none	64.2%	PASS
Rio Vista	Solano	Measure K	1cent	\$ 1,729,000	increase	5yrs	64.0%	PASS
Santa Barbara	Santa Barbara	Measure I	1/2cent	\$ 15,600,000	increase	none	63.4%	PASS
County of Humboldt		Measure O	1cent	\$ 24,000,000	increase	none	63.4%	PASS
Half Moon Bay	San Mateo	Measure R	1/2cent	\$ 2,000,000	new	none	63.2%	PASS
California City	Kern	Measure N	1cent	\$ 700,000	new	none	62.9%	PASS
Pismo Beach	San Luis Obispo	Measure F	1cent	\$ 4,000,000	increase	12yrs	62.5%	PASS
South El Monte	Los Angeles	Measure SEN	1/4cent	\$ 1,600,000	preempti	none	62.3%	PASS
Hanford	Kings	Measure H	1cent	\$ 19,200,000	new	none	62.3%	PASS
Escondido	San Diego	Measure I	1cent	\$ 28,000,000	new	20yrs	61.1%	PASS
San Marcos	San Diego	Measure Q	1cent	\$ 20,000,000	new	10yrs	60.4%	PASS
Winters	Yolo	Measure S	1cent	\$ 1,200,000	new	none	60.3%	PASS
Willows	Glenn	Measure I	1 1/2 cent	\$ 2,300,000	new	15yrs	60.1%	PASS
Yucaipa	San Bernardino	Measure S	1cent	\$ 6,000,000	new	none	60.0%	PASS
Santa Paula	Ventura	Measure R	1cent	\$ 4,500,000	increase	none	60.0%	PASS
Sonoma	Sonoma	Measure T	1/2cent	\$ 3,000,000	increase	none	58.5%	PASS
Novato	Marin	Measure M	3/4cent	\$ 10,300,000	increase	none	57.9%	PASS
Glendora	Los Angeles	Measure Z	1/4cent	\$ 3,000,000	preempti	none	57.7%	PASS
Truckee	Nevada	Measure E	1/2cent	\$ 3,500,000	increase	15yrs	57.5%	PASS
Manhattan Beach	Los Angeles	Measure MM	1/2cent	\$ 5,000,000	new	none	57.4%	PASS
Cloverdale	Sonoma	Measure DD	3/4cent	\$ 1,600,000	new	none	57.0%	PASS
San Ramon	Contra Costa	Measure N	1cent	\$ 16,000,000	new	10yrs	55.8%	PASS
Napa	Napa	Measure G	1cent	\$ 22,000,000	new	none	55.8%	PASS
El Monte	Los Angeles	Measure EM	by 1/4¢ to 3/4¢	\$ 3,500,000	increase	none	55.2%	PASS
Palmdale	Los Angeles	Measure PD	1/4cent	\$ -	preempti	none	55.0%	PASS
El Paso de Robles	San Luis Obispo	Measure I	1/2cent	\$ 5,500,000	extend	none	54.4%	PASS

<u>City</u>	<u>County</u>	<u>Measure</u>	<u>Rate</u>	<u>Annual \$</u>	<u>incr/ext</u>	<u>Sunset</u>	<u>YES%</u>	
Dixon	Solano	Measure J	1cent	\$ 3,000,000	new	none	54.0%	PASS
Maricopa	Kern	Measure W	1cent	???	new	10yrs	53.4%	PASS
West Sacramento	Yolo	Measure O	1cent	\$ 20,000,000	increase	none	53.3%	PASS
County of Monterey - Uninc		Measure AA	1cent	\$ 29,000,000	new	none	53.3%	PASS
Yreka	Siskiyou	Measure V	1cent	\$ 2,400,000	increase	none	53.2%	PASS
Lancaster	Los Angeles	Measure YM	max*	??	preempti	none	52.2%	PASS
Fontana	San Bernardino	Measure T	1cent	\$ 46,000,000	new	none	51.5%	PASS
Manteca	San Joaquin	Measure Q	3/4cent	\$ 13,000,000	increase	20yrs	50.6%	PASS
San Diego	San Diego	Measure E	1cent	\$ 400,000,000	new	none	49.7%	FAIL
Yuba City	Sutter	Measure D	1cent	\$ 17,500,000	new	none	49.1%	FAIL
Orange	Orange	Measure Z	1/2cent	\$ 19,000,000	new	10yrs	48.9%	FAIL
Coalinga	Fresno	Measure J	1cent	\$ 850,000	extend	14yrs	48.2%	FAIL
Grand Terrace	San Bernardino	Measure M	1cent	\$ 1,000,000	new	none	48.2%	FAIL
Encinitas	San Diego	Measure K	1cent	\$ 15,400,000	new	10yrs	48.1%	FAIL
Woodland	Yolo	Measure U	by 1cent to 1.75	\$ 16,500,000	increase	8yrs	46.9%	FAIL
Pleasanton	Alameda	Measure PP	1/2cent	\$ 10,000,000	new	10yrs	45.8%	FAIL
Gonzales	Monterey	Measure S	by 0.5 to 1.5cent	\$ 800,000	increase	none	44.6%	FAIL
King City	Monterey	Measure T	by 0.5 to 1.5cent	\$ 1,200,000	increase	12yrs	43.9%	FAIL
County of Tuolumne - Uninc		Measure Z	1cent	\$ 6,200,000	new	20yrs	43.0%	FAIL
Hermosa Beach	Los Angeles	Measure HB	3/4cent	\$ 3,000,000	new	20yrs	42.6%	FAIL
Fortuna	Humboldt	Measure P	by 3/4¢ to 1.5¢	\$ 1,800,000	increase	8yrs	41.7%	FAIL
Upland	San Bernardino	Measure N	1cent	\$ 20,000,000	new	???	34.8%	FAIL

There were sixteen add-on sales tax measures earmarked for specific purposes including five extensions of previously approved rates. The five extensions passed. All increases failed except a new one percent police/fire/EMX tax in Livingston.

Transactions and Use Tax (Add-on Sales Tax). Specific Use. 2/3 Vote.

<u>Agency Name</u>	<u>County</u>	<u>Measure</u>	<u>Amount</u>	<u>Purpose</u>	<u>YES%</u>	
Yucca Valley	San Bernardino	Measure Z	1/2cent	sewer	82.2%	PASS
Chowchilla	Madera	Measure N	1cent	police fire EMS	81.5%	PASS
Sanger	Fresno	Measure R	3/4cent	police/fire	75.0%	PASS
County of Napa (NapaVy Transp)		Measure U	1/2cent	transportation	72.8%	PASS
Livingston	Merced	Measure L	1cent	police fire EMS	70.7%	PASS
Sonoma County Library District		Measure W	1/8cent	libraries	68.1%	PASS
South Placer JPA (Lincoln, Rocklin, Roseville)	Placer	Measure B	1/2cent	roads	63.8%	FAIL
Red Bluff	Tehama	Measure R	3/4cent	roads	65.8%	FAIL
San Clemente	Orange	Measure BB	1/2cent	beaches	64.6%	FAIL
Gilroy	Santa Clara	Measure C	1/4cent	police fire	60.5%	FAIL
Williams	Colusa	Measure W	1/2cent	80%roads 10%parks 10%fire	58.7%	FAIL
County of Merced	Merced	Measure R	1/2cent	public safety	56.0%	FAIL
Mount Shasta	Siskiyou	Measure B	1cent	police fire	49.3%	FAIL
County of Plumas	Plumas	Measure D	3/4cent	sheriff	49.2%	FAIL
County of Lassen - Uninc		Measure V	1cent	public safety	46.1%	FAIL
County of Amador - Uninc		Measure Q	3/4cent	roads	43.2%	FAIL

There were also eight special sales tax measures qualified through citizen initiative. Under recent court rulings, these measures require majority voter approval for passage. Canyon Lake's measure was also a cannabis tax increase with restrictions on the spending for public safety services. It failed. Madera County's transportation sales tax is an extension of an existing rate.

Transactions and Use Tax (Add-on Sales Tax). Initiative Special. Majority Vote.

<u>Agency Name</u>	<u>County</u>		<u>Amount</u>	<u>Purpose</u>	<u>YES%</u>
County of Sonoma INIT		Measure I	1/4cent	childcare	62.8% PASS
Benicia INIT	Solano	Measure F	1/2cent	roads	61.8% PASS
County of Los Angeles INIT		Measure A	by 1/4¢ to 1/2¢	homelessness	57.8% PASS
County of Madera INIT		Measure T	1/2cent	transportation	51.5% PASS
Canyon Lake INIT	Riverside	Measure Z	3/4cent	police fire EMS	49.8% FAIL
County of San Diego INIT		Measure G	1/2cent	transportation	49.5% FAIL
Santee INIT	San Diego	Measure S	1/2cent	fire EMS	47.7% FAIL
Folsom INIT	Sacramento	Measure G	1cent	20%police,20%fire, 14%parks,15%street, 15%EcDev,15%CIP	37.8% FAIL

Utility User Taxes ✓

Voters in Long Beach expanded their utility user tax to businesses but voters in McFarland rejected a new utility user tax there.

Utility User Taxes. General Use. Majority Vote.

<u>City</u>	<u>County</u>		<u>Rate</u>	<u>Annual \$</u>		<u>Sunset</u>	<u>YES%</u>
Long Beach	Los Angeles	Measure LB	5% on gas	\$ 15,000,000	expand	none	81.7% PASS
McFarland	Kern	Measure P	5% gas, electr, video, telecom	\$ 750,000	-	none	36.1% FAIL

Property Transfer Taxes ✓

Only charter cities may adopt property transfer taxes which are in lieu of the state statutory documentary transfer tax applicable in general law cities. Voters in the charter cities of Mountain View and Berkeley approved increases on taxes on transfers of real estate.

Property Transfer Tax measures in Saint Helena and Benicia were dependent on voter approval of those cities establishing city charters. Both failed.

<u>City</u>	<u>County</u>		<u>Rate</u>	<u>Annual \$</u>	<u>Sunset</u>	<u>YES%</u>
Mountain View	Santa Clara	Measure G	to \$15/\$1k >\$6mAV	\$ 9,500,000	none	72.3% PASS
Berkeley	Alameda	Measure W	2.5% if >\$1.6m, 3% if >\$1.9m,	\$ 4,000,000	none	60.9% PASS
Benicia	Solano	Measure H	0.4%, 0.6% >\$2m, 0.8%	\$ 850,000	none	41.8% FAIL
Saint Helena	Napa	Measure A2	1.5%-3% >\$3m	\$ 5,300,000	none	41.0% FAIL

Transient (Lodging) Occupancy Taxes ✓

There were 28 measures to increase Transient (Lodging) Occupancy Taxes (TOT), all for general purposes (majority approval). Twenty-three passed. Avenal's unusual multi-tax measure failed (hotel occupancy tax, vacancy tax and business tax).

<u>Agency Name</u>	<u>County</u>		<u>Rate</u>	<u>Annual \$</u>	<u>Sunset</u>	<u>YES%</u>	
Menlo Park	San Mateo	Measure CC	by 3.5% to 15.5%	\$ 3,600,000	none	83.7%	PASS
Fort Bragg	Mendocino	Measure U	by 2% to 14%	\$ 400,000	none	81.5%	PASS
Newark	Alameda	Measure LL	by 4% to 14%	\$ 2,100,000	none	80.4%	PASS
Pacifica	San Mateo	Measure M	by 3% to 15%	\$ 720,000	none	77.1%	PASS
Del Rey Oaks	Monterey	Measure R	by 4% to 14%	\$ 60,000	none	76.4%	PASS
Monterey Park	Los Angeles	Measure LG	by 1% to 13%	\$ 500,000	none	76.2%	PASS
Hemet	Riverside	Measure N	by 2% to 12%	\$ 200,000	none	75.9%	PASS
Carpenteria	Santa Barbara	Measure B	by 3% to 15%	\$ 750,000	none	75.6%	PASS
Dunsmuir	Siskiyou	Measure A	by 2% to 12%	\$ 60,000	none	72.6%	PASS
Del Mar	San Diego	Measure M	to short term rentals	\$ 775,000	none	71.5%	PASS
County of Alpine		Measure G	by 4% to 14%	\$ 400,000	none	68.8%	PASS
Fairfield	Solano	Measure M	by 2% to 12%	\$ 600,000	none	67.9%	PASS
Santa Rosa	Sonoma	Measure FF	by 2% to 11%	\$ 1,200,000	none	67.6%	PASS
Solvang	Santa Barbara	Measure E	by 2% to 14%	\$ 1,000,000	none	67.2%	PASS
County of Santa Barbara - Uninc		Measure H	by 2% to 14%	\$ 3,000,000	none	67.1%	PASS
Auburn	Placer	Measure F	by 2% to 10%	\$ 162,000	none	65.5%	PASS
Mammoth Lakes	Mono	Measure L	by 2% to 15%	\$ 4,000,000	none	63.8%	PASS
County of Mono - Uninc		Measure K	by 3% to 15%	\$ 1,100,000	none	60.6%	PASS
Rancho Cucamonga	San Bernardino	Measure Q	by 2% to 12%	\$ 1,000,000	none	57.8%	PASS
McFarland	Kern	Measure O	by 6% to 12%	\$ 500,000	none	56.3%	PASS
Buellton	Santa Barbara	Measure D	by 2% to 14%	\$ 600,000	25yrs	54.2%	PASS
Hollister	San Benito	Measure V	by 4% to 12%	\$ 300,000	none	52.6%	PASS
Coachella	Riverside	Measure Y	by 4% to 13%	\$ 350,000	none	52.1%	PASS
Mission Viejo	Orange	Measure Y	by 4% to 12%	\$ 670,000	none	46.7%	FAIL
Avenal	Kings	Measure B	TOT by 9% to 15%, vacancy tax, BLT	\$ 84,000	none	44.1%	FAIL
County of San Bernardino - uninc		Measure K	by 4% to 11%	\$ 9,400,000	none	43.4%	FAIL
Ukiah	Mendocino	Measure W	by 3% to 13%	???	none	42.0%	FAIL
Turlock	Stanislaus	Measure C	by 5% to 14%	\$ 1,100,000	none	37.6%	FAIL

Business Operations Taxes ✓

Thirteen cities proposed general revisions and updates of their business operations taxes. Berkeley and Santa Cruz voters approved taxes on sugary beverages. These are majority vote general purpose taxes.

<u>Agency Name</u>	<u>County</u>		<u>Rate</u>	<u>Annual \$</u>	<u>Sunset</u>	<u>YES%</u>
Belmont	San Mateo	Measure DD	various	\$ 1,300,000	none	83.7% PASS
Redwood City	San Mateo	Measure BB	head tax	\$ 7,000,000	none	82.6% PASS
Union City	Alameda	Measure QQ	various gr rcpts	\$ 3,500,000	none	81.6% PASS
Berkeley	Alameda	Measure Z	1¢/oz sugar beverage	\$ 1,150,000	none	79.9% PASS
South San Francisco	San Mateo	Measure W	various	\$ 2,600,000	none	79.7% PASS
Santa Monica	Los Angeles	Measure F	various	\$ 3,000,000	none	78.3% PASS
Paramount	Los Angeles	Measure LR	various	\$ 350,000	none	77.1% PASS
Foster City	San Mateo	Measure V	various	\$ 1,400,000	none	75.4% PASS
Scotts Valley	Santa Cruz	Measure X	\$90/busn, various	\$ 1,100,000	none	72.1% PASS
Monterey Park	Los Angeles	Measure BE	\$75/min	\$ 1,200,000	none	70.5% PASS
Fairfield	Solano	Measure L	various	\$ 1,000,000	none	70.0% PASS
San Francisco	San Francisco	Measure M	various	\$ 50,000,000	none	69.2% PASS
Santa Rosa	Sonoma	Measure EE	various	\$ 3,000,000	none	64.6% PASS
Adelanto	San Bernardino	Measure R	various	\$ 1,200,000		63.9% PASS
Santa Cruz	Santa Cruz	Measure Z	2¢/oz sugar beverage	\$ 1,300,000	none	52.4% PASS

The City of Albany proposed a tax on the business of renting residential property with a tax rate of 0.36% of gross receipts for renting four or fewer units and 1% of gross receipts for renting five or more units. Proceeds were to be dedicated “to fund local tenant rental assistance programs, residential rental code enforcement, legal assistance for tenants and landlords, and to support rental providers to avoid financial hardship.” The measure failed.

Business Operations Tax (other than Cannabis). Specific Use. 2/3 Vote.

<u>Agency Name</u>	<u>County</u>		<u>Amount</u>	<u>Purpose</u>	<u>YES%</u>
Albany	Alameda	Measure R	0.36% gr rcpts	renter assistance	44.9% FAIL

San Francisco voters approved initiative Measure L, a tax on transportation network companies and autonomous vehicle businesses with the tax revenue dedicated to public transportation.

Business Operations Tax. Initiative Special. Majority Vote.

<u>Agency Name</u>		<u>Amount</u>	<u>Purpose</u>	<u>YES%</u>
San Francisco INIT	Measure L	• 1% on taxable gross receipts between \$500,000.01 and \$1 million • 2.5% on taxable gross receipts between \$1,000,000.01 and \$2.5 million • 3.5% on taxable gross receipts between \$2,500,000.01 million and \$25 million • 4.5% on taxable gross receipts over \$25 million	public transportation	56.2% PASS

Cannabis – Local Excise Taxes ✓

There were five measures taxing cannabis, all majority general purpose and all passing. Canyon Lake's Measure Z sales tax initiative also included a cannabis tax with proceeds earmarked for law enforcement. It failed. The others, placed on the ballot by their local agencies rather than citizen initiative, passed.

<u>Agency Name</u>	<u>County</u>		<u>Rate</u>	<u>Annual \$</u>	<u>Sunset</u>	<u>YES%</u>	
San Pablo	Contra Costa	Measure M	7%grRcpt, \$10/sf	\$ 2,200,000	none	73.8%	PASS
Needles	San Bernardino	Measure O	5%grRcpts	???	???	73.1%	PASS
Visalia	Tulare	Measure O	10%grRcpts,	\$ 500,000	none	71.3%	PASS
County of Stanislaus - uninc		Measure P	8%grRcpt, \$8/sf	\$ 1,700,000	none	67.2%	PASS
Duarte	Los Angeles	Measure QQ	10%grRcpts	\$ 2,526,250	none	52.1%	PASS

Parking Taxes ✓

Voters in Santa Monica approved a tax on patrons of private parking lots to fund general city services. Oakland voters also approved extending their existing parking tax to fund law enforcement services as a part of a parcel tax extension (see parcel taxes).

Parking Tax. General Use. Majority Vote.

<u>City</u>	<u>County</u>		<u>Rate</u>	<u>Annual \$</u>	<u>Sunset</u>	<u>YES%</u>	
Santa Monica	Los Angeles	Measure K	8%	\$ 6,700,000	none	74.3%	PASS

Vehicle Registration Taxes ✓

Voters in Calaveras County approved a ten year extension of that county's abandoned vehicle abatement tax. The tax is a \$1 per vehicle registration tax, \$2 on commercial vehicles. State law requires the proceeds from such a tax to be used for abandoned vehicle abatement.

Abandoned Vehicle Abatement Tax (Fees prior to Prop26 of 2010). 2/3 Vote.

<u>Agency Name</u>		<u>Amount</u>	<u>Purpose</u>	<u>sunse</u>	<u>YES%</u>	
County of Calaveras	Measure C	\$1/veh \$3/commVeh	Abandoned vehicles	10yrs	74.2%	PASS

General Obligation Bonds ✓

There were 18 non-school general obligation bond measures totaling \$2.4 billion. Nine passed, authorizing \$1.6 billion in public facility construction and renovation bonds. If state Proposition 5 had passed on this election, lowering the approval threshold for these sorts of bonds to 55 percent, all but one of these bond measures would have passed. Proposition 5 failed.

<u>Agency Name</u>	<u>County</u>		<u>Amount</u>	<u>Use</u>	<u>Tax Rate</u>	<u>YES%</u>	
Cambria Community Health Care District	San Luis Obispo	Measure C	\$ 5,900,000	hospital	\$7.90/\$100k	76.8%	PASS
Keyes Fire Protection District	Stanislaus	Measure H	\$ 7,000,000	fire	\$29/\$100k	74.3%	PASS
Fulton-ElCamino Recreation and Park District	Sacramento	Measure Q	\$ 24,000,000	parks/recreation	\$19/\$100k	73.9%	PASS
Pasadena	Los Angeles	Measure PL	\$ 195,000,000	library	\$29/\$100k	72.4%	PASS
San Bruno	San Mateo	Measure Q	\$ 102,000,000	streets/roads/fire	\$30/\$100k	71.6%	PASS
Redondo Beach	Los Angeles	Measure FP	\$ 93,350,000	fire /police	\$17/\$100k	71.4%	PASS
San Francisco	San Francisco	Measure B	\$ 390,000,000	hospitals, pedestrian safety projects, homeless shelters	\$4/\$100k	71.2%	PASS
Santa Clara	Santa Clara	Measure I	\$ 400,000,000	various	\$19/\$100k	69.4%	PASS
Sacramento Metro Fire District	Sacramento Placer	Measure O	\$ 415,000,000	fire	\$19/\$100k	69.1%	PASS
Pleasant Hill Recreation and Park District	Contra Costa	Measure S	\$ 77,000,000	parks/recreation	\$19/\$100k	64.5%	FAIL
Orangevale Recreation and Park District	Sacramento	Measure L	\$ 24,000,000	parks/recreation	\$16/\$100k	62.8%	FAIL
Fairfax	Marin	Measure J	\$ 18,000,000	streets/roads	\$30/\$100k	62.0%	FAIL
Scotts Valley Fire Protection District	Santa Cruz	Measure S	\$ 24,500,000	fire	\$17/\$100k	61.8%	FAIL
McFarland Recreation and Park District	Kern	Measure S	\$ 15,000,000	parks/recreation	\$23/\$100k	60.3%	FAIL
Marina	Monterey	Measure U	\$ 50,000,000	fire /police	\$54.74/\$100k	60.0%	FAIL
Sunnyvale	Santa Clara	Measure E	\$ 290,000,000	library	\$27.47/\$100k	59.3%	FAIL
Central Fire District	Santa Cruz	Measure R	\$ 221,000,000	fire	\$29/\$100k	57.5%	FAIL
Beach Cities Health District	Los Angeles	Measure BC	\$ 30,000,000	hospital	\$30/\$100k	47.5%	FAIL

Parcel Taxes – Non-School ✓

There were 42 parcel tax measures for a variety of public services. Twenty-eight passed.

<u>Agency Name</u>	<u>County</u>		<u>Amount</u>	<u>Purpose</u>	<u>YES%</u>
King of the Mountain Zone of Benefit	El Dorado	Measure H	by \$300 to \$550/parcel	roads	86.7% PASS
Emerald Meadows Zone of Benefit	El Dorado	Measure K	\$375+/parcel	drainage, lighting, landscape	85.5% PASS
Penninsula Community Services District	Humboldt	Measure E	\$155/SFDU	fire	83.2% PASS
Stinson Beach Fire Protection District	Marin	Measure R	42¢/sf	fire EMS	81.8% PASS
Mountains Recreation and Conservation Authority Div1	Los Angeles	Measure H	\$65/parcel	habitat/wildlife	80.9% PASS
Thornton Fire Protection District	San Joaquin	Measure S	8¢/sf	fire EMS	79.0% PASS
Berkeley	Alameda	Measure X	by \$0.06 to \$0.34/sf	library	78.6% PASS
Beyers Lane Community Service District	Nevada	Measure F	by \$100 to \$300/parcel	roads	77.8% PASS
San Marino	Los Angeles	Measure SM		police, fire, EMS	76.6% PASS
Berkeley	Alameda	Measure Y	by \$0.0442 to \$0.2652/sf	parks, landscaping	75.2% PASS
Mountains Recreation and Conservation Authority Div2	Los Angeles	Measure GG	\$38/parcel	habitat/wildlife	75.0% PASS
Davis Library Community Facilities District	Yolo	Measure T	by \$24.50 to \$49/DU	library	74.4% PASS
Sacramento	Sacramento	Measure E	\$54.50/DU	library	74.2% PASS
Santa Fe Springs	Los Angeles	Measure SFS	7+¢/sf commercial	roads	73.7% PASS
Kneeland Fire Protection District	Humboldt	Measure D	\$180/SFDU	fire	73.7% PASS
Burney Fire Protection District	Shasta	Measure F	\$75/SFDU	fire	72.8% PASS
Mammoth Lakes Fire Protection District	Mono	Measure M	\$98/parcel	fire	72.4% PASS
Hickok Road Community Services District	El Dorado	Measure T	by \$200+ to \$400+	roads	72.4% PASS
Bear Valley Community Healthcare District	San Bernardino	Measure U	\$45/parcel	hospital	72.2% PASS
Zayante Fire Protection District	Santa Cruz	Measure T	by \$222 to \$290/DU	fire	71.7% PASS
Middle River Community Services District	Calaveras	Measure E	by \$100 to \$200/parcel	roads	71.4% PASS

<u>Agency Name</u>	<u>County</u>		<u>Amount</u>	<u>Purpose</u>	<u>YES%</u>
Oakland	Alameda	Measure MM	\$99+/SFDU	fire prevention	71.2% PASS
Greater Hayfork Valley Park and Recreation District	Trinity	Measure M	by \$20 to \$30/parcel	park recreation	70.8% PASS
Oakland	Alameda	Measure NN	\$198/SFDU, 10% Parking	police	70.8% PASS
Albany	Alameda	Measure C	\$0.017+/sf	sidewalks & pathways	70.5% PASS
Ryan Ranch Zone of Benefit	El Dorado	Measure E	\$1000/parcel	roads	69.3% PASS
Puente Hills Habitat Preservation Authority	Los Angeles	Measure PH	1+¢/sf	habitat/wildlife	68.1% PASS
Tulelake Multi-County Fire Protection District	Modoc Siskiyou	Measure U	\$75/parcel	fire	66.9% PASS
Walnut Drive Zone of Benefit	El Dorado	Measure C	by \$360 to \$685/parcel	roads	66.2% FAIL
West Stanislaus County Fire Protection District	Stanislaus	Measure V	\$125/DU	fire	65.9% FAIL
Westside Community Health Care District	Stanislaus Merced	Measure A	\$69+/parcel	EMS	63.5% FAIL
River Pines Zone of Benefit	El Dorado	Measure B	by \$225 to \$500/parcel	roads	63.0% FAIL
Ukiah Valley Fier District	Mendocino	Measure V	\$33.50+/DU	fire	62.3% FAIL
North County Public Recreation District	Monterey	Measure EE	\$82/parcel	parks, recereation	58.6% FAIL
Albion Little River Fire Protection District	Mendocino	Measure S	by \$225 to \$300+/DU	fire	56.7% FAIL
Pilot View Zone of Benefit	El Dorado	Measure G	\$400/parcel	roads	45.9% FAIL
Broadmoor Police Protection I	San Mateo	Measure I	in ordinance	police	44.6% FAIL
Foresthill Fire Protection Distr	Placer	Measure D	\$268+/parcel	fire EMS	44.0% FAIL
Blanchard Estates Zone of Ben	El Dorado	Measure J	\$1000/parcel	road, drainage, landscape	40.0% FAIL
South Lake Tahoe	El Dorado	Measure N	\$3k/DU, \$6k+/DU	roads, housing	29.3% FAIL
Sundown Estates Zone of Bene	El Dorado	Measure M	by \$250 to \$350/DU	drainage	18.8% FAIL
Calvary Meadows Zone of Ben	El Dorado	Measure L	by \$240 to \$350/DU	drainage	0.0% FAIL

There were also eight citizen initiative parcel tax measures. Four passed.

<u>Agency Name</u>	<u>County</u>		<u>Amount</u>	<u>Purpose</u>	<u>YES%</u>	
Berkeley INIT	Alameda	Measure FF	\$0.17+/sf	street, sidewalk, pathway	60.9%	PASS
County of Santa Cruz INIT		Measure Q	\$87/parcel	water beaches wildfire	60.2%	PASS
County of Los Angeles INIT		Measure E	6¢+/sf	fire	55.1%	PASS
San Rafael INIT	Marin	Measure P	14.5¢/sf	Library / CommunityCenter	52.0%	PASS
Berkeley INIT	Alameda	Measure EE	\$0.13+/sf	street, sidewalk, pathway	45.6%	FAIL
Sierra Madre INIT	Los Angeles	Measure PS	\$480+/SDU	police fire EMS	44.9%	FAIL
National City - INIT	San Diego	Measure R	various	roads parks	33.7%	FAIL
Berkeley INIT	Alameda	Measure GG	\$2.9647+/therm	building decarbonization	31.0%	FAIL

Other measures of Note

- Measures to impose term limits passed easily in ten cities and a school district. La Palma voters approved a measure to modify their term limit rules.
- There were 17 measures to convert elected city clerk or treasurer positions to appointed (by city council or manager). Eleven passed. Voters in Siskiyou County declined a proposal to appoint, rather than elect, their County Auditor-Controller.
- Bellflower becomes a charter city but Saint Helena and Benecia voters said 'No' when also offered property transfer tax measures.
- Voters in Stockton, forgetting one of the lessons of bankruptcy, approved a provision for binding arbitration for police and fire labor agreements in their city charter.
- A ballot-box-budgeting initiative in Pomona passed that requires ten percent of general revenues be dedicated to children and youth.
- Richmond approved rank choice voting.
- A water rate repeal referendum failed in San Lorenzo Water District, but passed in Grover Beach. Voters in the Riverpark community of Oxnard strongly rejected a measure to repeal various city taxes.
- Rent control failed in Larkspur and San Anselmo (Marin County) but passed in Santa Ana.
- An initiative in Ojai to require the city to allow pickleball at city hall courts passed narrowly.

Appointed City Clerk / City Treasurer / etc.

City	County			YES%	NO%	
San Carlos	San Mateo	Measure L	appoint Treasurer	74.5%	25.5%	PASS
Plymouth	Amador	Measure O	appoint clerk	67.4%	32.6%	PASS
Plymouth	Amador	Measure M	appoint treasurer	67.4%	32.6%	PASS
Maywood	Los Angeles	Measure MC	appoint clerk	66.7%	33.3%	PASS
Maywood	Los Angeles	Measure T	appoint treasurer	65.6%	34.4%	PASS
Compton	Los Angeles	Measure CA	appoint city attorney	58.7%	41.3%	PASS
Firebaugh	Fresno	Measure W	appoint treasurer	57.8%	42.2%	PASS
Red Bluff	Tehama	Measure P	appoint clerk & treasurer	56.6%	43.4%	PASS
Firebaugh	Fresno	Measure V	appoint clerk	56.4%	43.6%	PASS
Tehama	Tehama	Measure N	appoint clerk & treasurer	56.1%	43.9%	PASS
Corning	Tehama	Measure O	appoint clerk & treasurer	51.5%	48.5%	PASS
Atascadero	San Luis Obispo	Measure M	appoint Treasurer	49.0%	51.0%	FAIL
Calipatria	Imperial	Measure I	appoint treasurer	44.6%	55.4%	FAIL
Calipatria	Imperial	Measure M	appoint clerk	44.3%	55.7%	FAIL
Ione	Amador	Measure L	appoint clerk	43.4%	56.6%	FAIL
Fairfax	Marin	Measure H	appoint clerk	40.0%	60.0%	FAIL
County of Siskiyou	Siskiyou	Measure W	appoint auditor-controller	33.1%	66.9%	FAIL
Oroville	Butte	Measure J	appoint treasurer	27.2%	72.9%	FAIL

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Revenue Measure Update - Transient Occupancy Tax (TOT)

February 3, 2026



Background

- City facing an ongoing annual structural budget deficit
- August 2025: Council directed staff to explore TOT and engage stakeholders
- Tonight: Report back on engagement and seek direction to proceed



Pleasanton's Position: Regional Comparison

City	Rate	Updated	Notes
Alameda	14%	2023	
Hayward	14%	Aug. 2025	72% Approval
Newark	14%	Jan. 2025	80% Approval
Oakland	14%	2009	
San Leandro	14%	2016	
Union City	13.86%	2024	Annual adjustments
Berkeley	12%*	1991	*Plus 3% TID
Emeryville	12%	2002	
Albany	10%	1958	
Fremont	10%	2009	
Dublin	8%	1982	
Livermore	8%	1983	
Pleasanton	8%	1983	

Key Takeaways

- 5 of 13 cities at 14%
- 10 of 13 cities at 10% or higher
- Tri-Valley has lowest rates in county
- Pleasanton rate unchanged since 1983
- Recent increases: Newark (Jan. 2025), Hayward (Aug. 2025) – both passed with strong margins



What We Heard

- **No opposition to a rate increase**
 - Feedback ranged from neutral to supportive
- **Market capacity exists for 12%**
 - Operators confirmed Pleasanton rate is well below comparables
- **Preference for phased implementation**
 - Incremental changes preferred over single large adjustment
- **Limited active engagement expected**
 - Operators would not actively campaign for or against
- **Visit Try-Valley**
 - Understands City's financial situation; interested in additional funding



Recommended Approach

Target rate of 12% with phased implementation:

- Phase 1 (July 1, 2027): 8% → 10% | +\$1.4M Annually
- Phase 2 (July 1, 2028): 10% → 12% | +2.8M Annually (cumulative)

Why this approach:

- Single ballot measure, single voter approval
- Addresses operator preference for gradual implementation
- Achieves full revenue potential without returning to voters
- Estimated election cost: \$242,040 - \$338,856



Next Steps

If Council provides direction to proceed:

- Develop draft ballot language for Council review
- Continue coordination with regional partners
- Develop community education materials
- Return to Council for final approval by June 2026



Recommendation

Staff recommends that the City Council:

1. Direct staff to proceed with development of a TOT ballot measure for the November 2026 election
2. Provide direction on a target rate of 12%, with phased implementation (10% effective July 1, 2027; 12% effective July 1, 2028)
3. Authorize staff to return with draft ballot language for Council consideration



CITY COUNCIL AGENDA REPORT

February 3, 2026
Community and Economic Development

TITLE: CONSIDER DEVELOPING A POLICY FOR EVALUATION OF DEVELOPMENT-RELATED GENERAL PLAN AMENDMENTS AND RE-ZONING REQUESTS

SUMMARY

The City receives periodic inquiries from developers about potential re-zoning of property to allow for a change in use, with the volume and frequency of such requests increasing in the past year. Such approvals require legislative action (modifications to the General Plan and/or zoning), and are discretionary on the part of the City. There is currently no policy in place regarding whether or how the City should accept and process these types of applications, which typically require a significant investment of time and effort on the part of an applicant and the City to process. This agenda report provides background and recommends developing a policy to address these applications, which would provide a structured framework for early City Council review and direction on specific proposals, based on an evaluation of the merits, benefits and impacts of proposed projects and availability of staff resources.

RECOMMENDATION

Direct staff to develop a policy for evaluation of development-related General Plan amendments and re-zoning requests.

BACKGROUND

The City of Pleasanton periodically receives requests by property owners and developers to consider re-zoning of properties – most frequently for rezoning from non-residential to residential use, although on occasion for modification of zoning or annexation and pre-zoning of property for commercial use. There has been an increase in the frequency of these types of requests in the past one to two years, particularly since COVID, with the shift aligned with a significant downturn in demand for office space in Pleasanton and the Tri-Valley.

Pleasanton has a large inventory of 40- to 50-year-old office buildings, most built during an era of substantial investment and expansion of Pleasanton's office and business parks. With recent economic shifts, particularly the increased prevalence of work-from-home, many of these buildings have seen higher vacancy rates, prompting owners to consider whether to invest substantial sums in building updates and new amenities to compete with newer office space on the market. Repurposing these sites for other uses appears to be an attractive alternative for owners, prompting inquiries about the City's interest or potential support for re-zoning.

The City does not have an established policy or process for whether or how these types of requests should be considered, placing staff in a difficult position when approached by prospective developers. Outside the mandates of the Housing Element and certain State laws, discretionary re-zoning remains a policy choice for the City Council, not staff.

This report proposes the City Council adopt a policy framework for consideration of such requests, based on the potential merits of proactively considering potential re-zones. Staff's recommendation is to create a structured process that would allow for periodic early consideration of whether potential re-zone projects should be allowed to move forward to submit a formal development application.

Past Approaches

In the last ten years or so, re-zone requests have generally been considered on a relatively limited basis: either through collective re-zoning of several properties as part of a plan update, or outside of these updates through the Council-adopted two-year work plan.

In recent years, the 8-year Housing Element cycle has been the primary vehicle for consideration of residential re-zoning, based on the State's requirements to identify and zone for housing to meet the Regional Housing Needs Allocation (RHNA). In the most recent Housing Element process, 19 sites were identified and re-zoned through an evaluation process that considered conformity to Housing Element law (sites selection criteria, densities suitable to contribute to the lower- and moderate-income inventory), as well as location (e.g. transit proximity, clustering/distributions), neighborhood compatibility, and other factors. The creation of the Johnson Drive Economic Development Zone (JDEDZ) was the most recent example of a large-scale commercial re-zoning effort.

Outside these types of broader rezonings, past City Councils relied on the two-year work plan process to receive and consider requests to rezone property. No clear criteria were established to evaluate such requests, although factors such as project type, density and location, staff workload, and developer presentations on the benefits or qualities of specific projects were discussed during the work plan process.

The most recent work plan process was revised to take a more systematic approach, focusing on the implementation of the 5-Year Strategic Plan and related City Council-identified priorities. In addition to advancing key policy goals of the City Council (e.g. Economic Development, financial sustainability), the work plan reflects the constraints of limited staff and financial resources by prioritizing the most important efforts, alongside items that must be completed based on regulatory requirements, past or ongoing project investments, or because they are urgent or time-sensitive. Only one site-specific re-zone, for the Zaheri (auto-mall) property was included in the project prioritization, as a "Tier 1" - Active Priority.

Regulatory Context

Several recent state laws have limited the scope and degree of discretion given to local jurisdictions, particularly when reviewing residential projects located on sites already zoned for housing, and generally limiting such review to confirming conformance with objective development standards. Once zoned, projects have the ability to use State Density Bonus Law to request concessions and waivers of those standards when found to be a constraint to development at zoned densities. In general, commercial projects are subject to far fewer legislative constraints, and the City can exercise greater discretion at various approval steps, whether through a commercial rezoning or requirements to process a subsequent Conditional Use Permit, although such conditions or requirements need to be reasonable and tied to identified project impacts.

A proactive decision to offer discretionary rezoning, whether for a commercial or residential

project, can provide the City with much greater ability to shape and define a project, negotiate community benefits, and achieve greater certainty in project outcomes. These types of legislative approvals provide the City with discretion to approve, modify, or impose conditions of approval in conjunction with these applications and any associated development. The City can also negotiate Development Agreements that secure vesting for the applicant, often in exchange for community benefits to the City, and to collaboratively work with the developer to shape the development and deliver a high-quality project.

DISCUSSION

Based on the above considerations, and amount of active interest in re-zoning / redesignating properties, staff believes it would be beneficial to create a structured process for considering development-related General Plan amendment and re-zone requests in the near term.

The recommended approach would create an early input and review process, during which the City Council would have the opportunity to evaluate initial proposals for developer-initiated land use requests, and authorize submittal of a formal application. It is recommended that this process be applied to both residential and commercial re-zone requests, since it may be problematic to single out residential-only applications as needing special approval to move forward, rather than re-zone requests more generally.

The process is recommended to include:

- At least a once-yearly intake and review process, which would be intended to allow one or more development proposals to be reviewed and provided early feedback at the same time by City Council in a workshop format. Conceptually, this process could be aligned with the budget cycle, whether the 2-year update, mid-term or mid-year assessment, or more flexibly based on timing of developer interest / proposals.
- A standardized set of required application materials, including:
 - Project description/narrative describing existing and proposed land use/zoning; proposed land uses.
 - A project site plan, elevations/architectural concept and project narrative
 - Initial technical studies (e.g. a preliminary Traffic Impact Assessment if deemed necessary by the City Traffic Engineer, assessment of utility capacity, environmental constraints report)
 - Statement and assessment of any proposed community benefits
 - Affordable Housing approach (for residential projects)
 - Economic and Fiscal Evaluation
- An assessment of staff capacity/resources, and recommendation for use of third-party resources if appropriate, with any direct costs paid by the applicant.

At the early input workshop, the City Council would have the opportunity to:

- Authorize the submittal of a formal planning application
- Authorize submittal of a planning application but defer submission and processing until a specified date
- Decline to authorize submitting the application, in which case the applicant would be

required to wait a specified period before re-submitting a substantially similar application.

It is important to emphasize that in no case would an early City Council authorization to submit an application constitute an approval or entitlement, since such approval could only be required to be granted following the comprehensive project and CEQA review.

Staff recommends the City Council direct staff to draft a formal policy reflecting this approach for consideration and adoption at a future meeting, inclusive of any additional input from City Council on the process and its parameters. Staff also recommends developing proposed application fees for processing of such applications based on the estimated actual cost of staff time to process them, for inclusion in the Master Fee Schedule.

EQUITY AND SUSTAINABILITY

Through legislative approvals, the City has the opportunity to review projects to ensure they meet equity and sustainability goals, whether ensuring such projects include affordable housing, incorporating green building measures, or locating in areas close to transit and services.

OUTREACH

No outreach was conducted, since this is a routine item of City business.

STRATEGIC PLAN ALIGNMENT

While not directly called out as a Strategy, this item advances Strategic Plan Goal A. Funding our Future, since it provides a path for developers seeking to advance re-zoning and re-use of existing properties for potentially more economically viable and fiscally sustainable uses.

FISCAL IMPACT

There is no fiscal impact associated with this action. However, as outlined above, the fiscal impacts and/or benefits of re-zoning actions would be important analysis to consider as part of any decision by City Council to accept an application. Establishing appropriate fees / cost recovery for staff or professional services needed to support these discretionary applications is proposed as part of staff's recommendation.

Prepared by:



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Development

Submitted by:



Ellen Clark, Director of Community and
Economic Development

Approved by:



Gerry Beaudin, City
Manager

Attachments:

1. Presentation - 2.3.26 - Rezone Requests Process

Policy for Evaluation of Development-Related Rezoning & General Plan Amendment Requests

City Council
February 3, 2026



1

Background

- Frequent requests from property owners/developers interested in re-zoning, especially post COVID
- Choice between substantial investment or re-purposing sites for new uses
- Staff lacks clear direction or a policy approach to address these inquiries
- City Council has the authority and discretion to approve re-zone requests



Total Vacancy: 16.8%; Class A: 20.0%; Class B: 16.5%
Source: *Colliers International*
Q3 Office Report | Tri-Valley/Pleasanton



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Background

Prior Mechanisms for Approval of Rezones

- Plan Updates – Larger Scale Rezones of Multiple Properties
 - 6th Cycle Housing Element Update (19 residential properties)
 - Johson Drive EDZ – ~40 acres of commercial re-zoning, 12 parcels
- 2-Year Work Plan Process (through FY 2023-2025)
 - Ad-hoc, based on developer proposals and City Council interest
 - No clear criteria
- Current 2-Year Work Plan based on Strategic Plan and City Council prioritization process
 - Focus on master planning (Stoneridge, East Pleasanton) for larger areas
 - One re-zone project (Zaheri Property) identified as an “Active Priority”



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Background

- State law limits scope and discretion in residential project approvals on properties already zoned for housing
 - Objective standards only, with limited basis for modification or denial
 - State density bonus law allows for waivers/reductions of standards
- Commercial projects are less constrained (e.g. Conditional Use Permit can provide discretion), but conditions need to be proportionate, bear a nexus to project-specific findings for approval
- Rezoning and General Plan Amendment approvals are discretionary:
 - Consider more economically viable or sustainable uses, versus potentially declining value
 - Work collaboratively to shape a project
 - Negotiate community benefits
 - Negotiate Development Agreements to provide greater certainty around development outcomes



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Staff Recommendation

Staff recommends City Council adopt an early review process for discretionary rezone requests

- Minimum of once-yearly intake and review (one or more proposals) in workshop format
- Standardized application materials:
 - Project plans and narrative
 - Initial technical studies
 - Statement of proposed community benefits
 - Affordable housing approach
 - Economic and Fiscal Evaluation
 - Assessment of Staff Capacity, including any needed third-party support
- City Council Workshop Direction:
 - Authorize immediate submittal of formal application(s)
 - Authorize submittal at a specified future date
 - Decline to authorize submittal
- Authorization to submit only – no entitlement or guarantee of approval



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Requested Action

Staff Recommends City Council provide direction to staff to:

- Draft a policy for early review and direction on discretionary property re-zone requests, including additional input from City Council, for future consideration and adoption
- Develop proposed fees for processing early review applications for inclusion in the Master Fee Schedule



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Policy for Evaluation of Development-Related Rezoning & General Plan Amendment Requests

City Council
February 3, 2026

