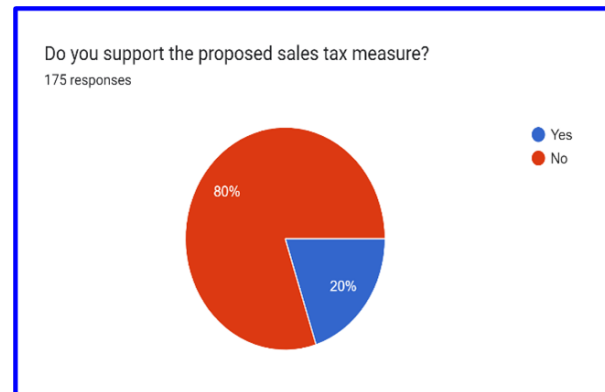


Hello, Chamber members! I hope all is well. What follows is a brief discussion of the Chamber's position on the sales tax measure (Measure PP) that is on the ballot this fall.

On July 16, 2024, the Pleasanton City Council voted to place a sales tax measure on the ballot. Measure PP seeks voter approval for a ½ cent increase in the local sales tax, from 10.25% to 10.75%. In late July, the Chamber’s Business And Community Political Action Committee (BACPAC) asked the Chamber to survey its members about this measure as part of its evaluation process. Over the next few weeks, we received 175 responses to the survey, which represents over 15% of our member contact list.

According to our survey, four out of five Chamber members are opposed to Measure PP. This information was used by BACPAC as it considered whether to take a position. After a careful review of the city’s financials and an extensive discussion about Measure PP, BACPAC recommended



that the Chamber oppose the measure. The Board of Directors reviewed this recommendation and discussed the pros and cons of the issue. After this process was completed, the Board voted unanimously to accept and approve BACPAC’s recommendation, which is, “NO for now”.

The [linked press release](#) lists some of the reasons for the Board’s decision. In the end, a higher sales tax might be the best solution. But before making that decision, the city and business community should work together to identify options other than a sales tax increase to close the budget deficit.

Let me know if you have any questions. Thank you for supporting the Pleasanton Chamber of Commerce!

James Cooper
President/CEO