

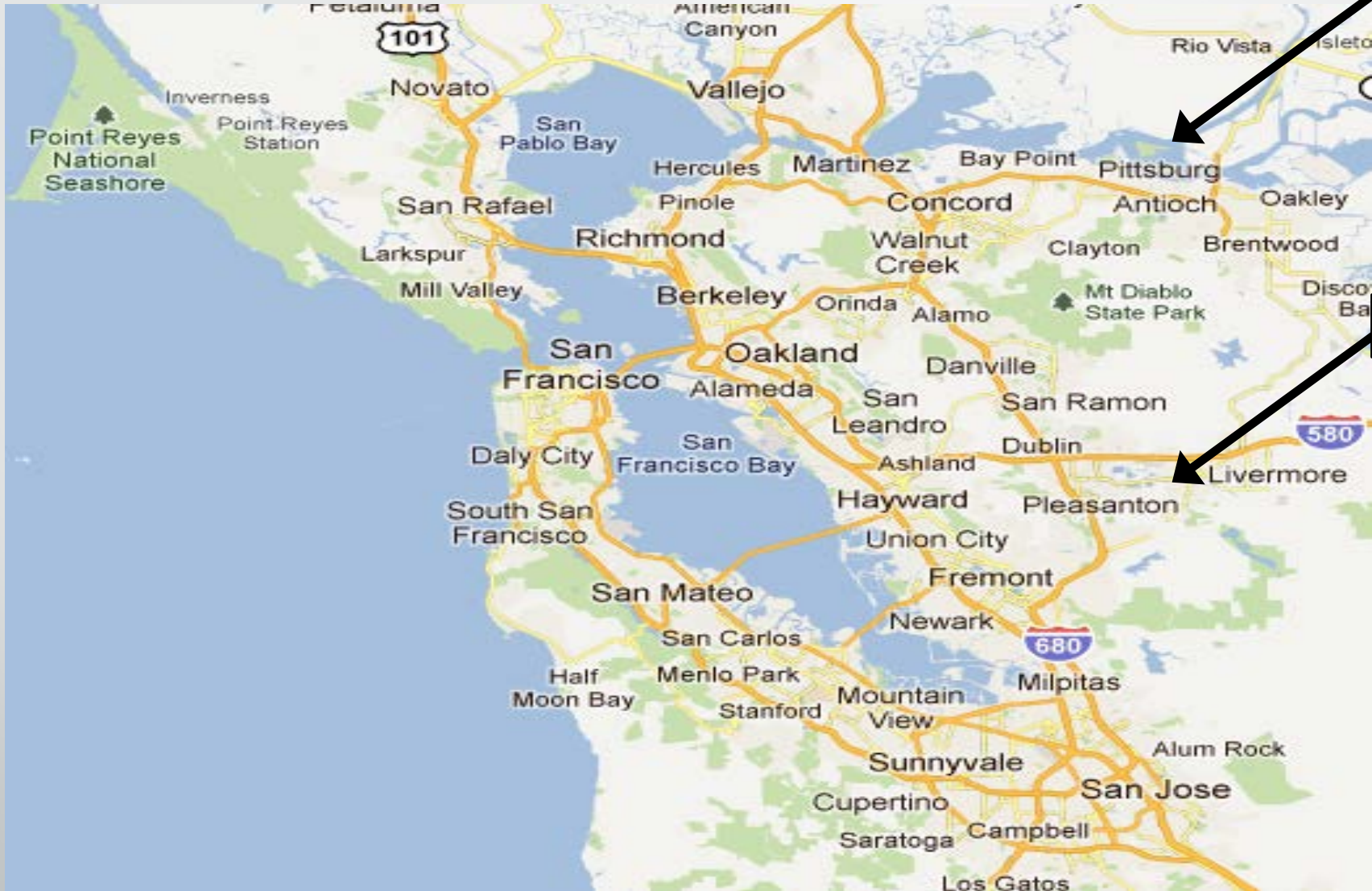


Pleasanton and Pittsburg – A Tale of Two Cities

California Society of Municipal Analysts Annual Conference

November 9, 2018

Pittsburg



Pleasanton

Two Bay Area Cities Faced with Different Financial Challenges

Pittsburg, CA

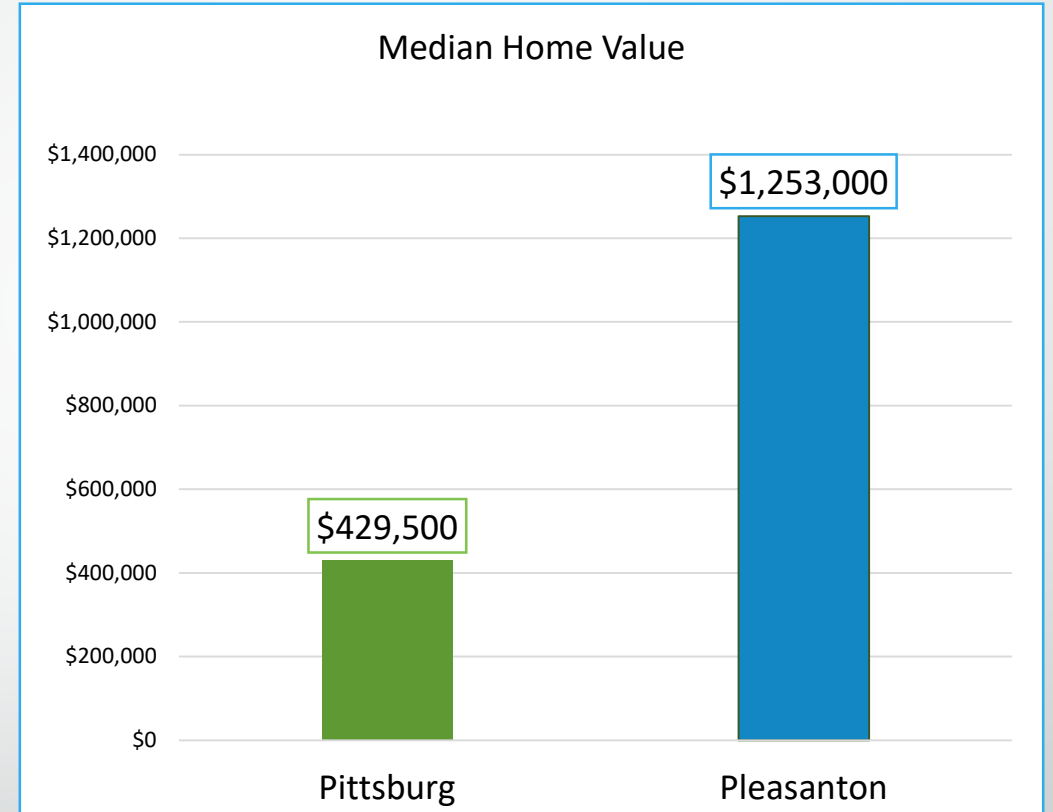
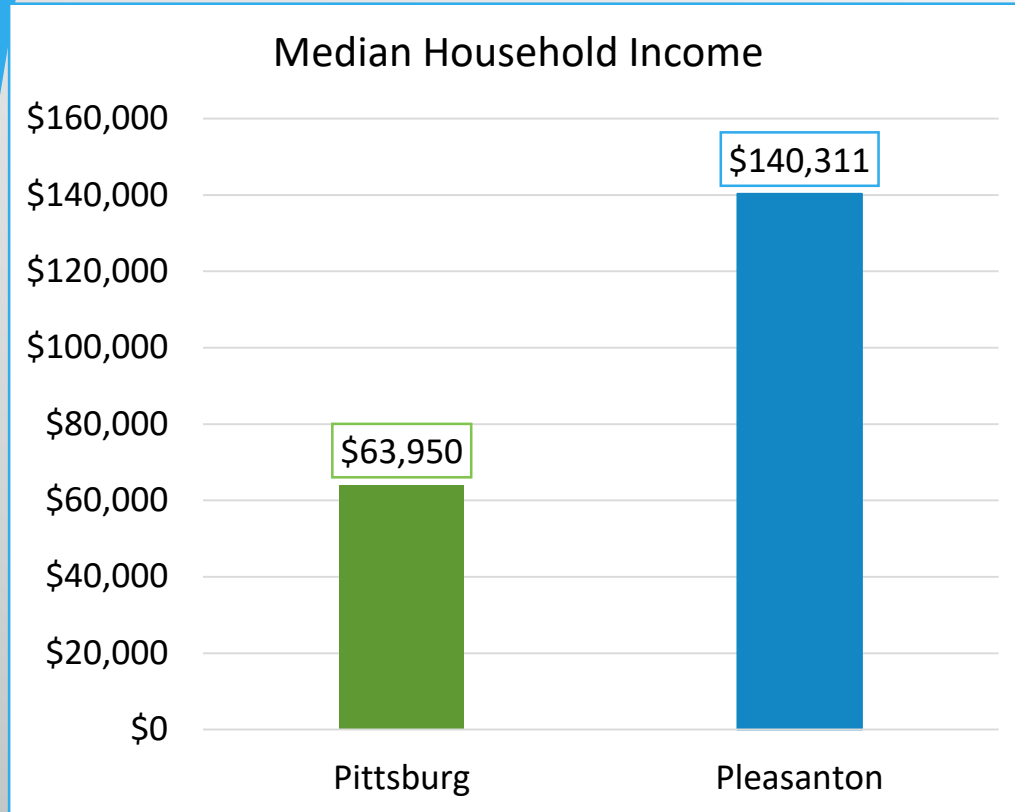


Pleasanton, CA



Michael Macor / The Chronicle

Comparison Demographics

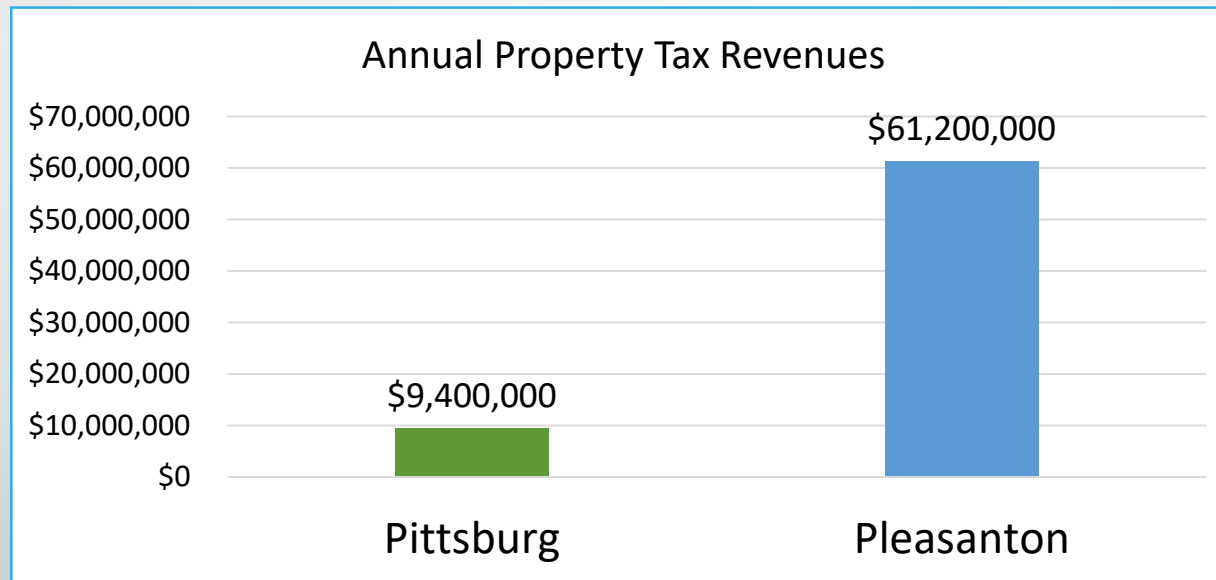


Pittsburg Population = 72,647

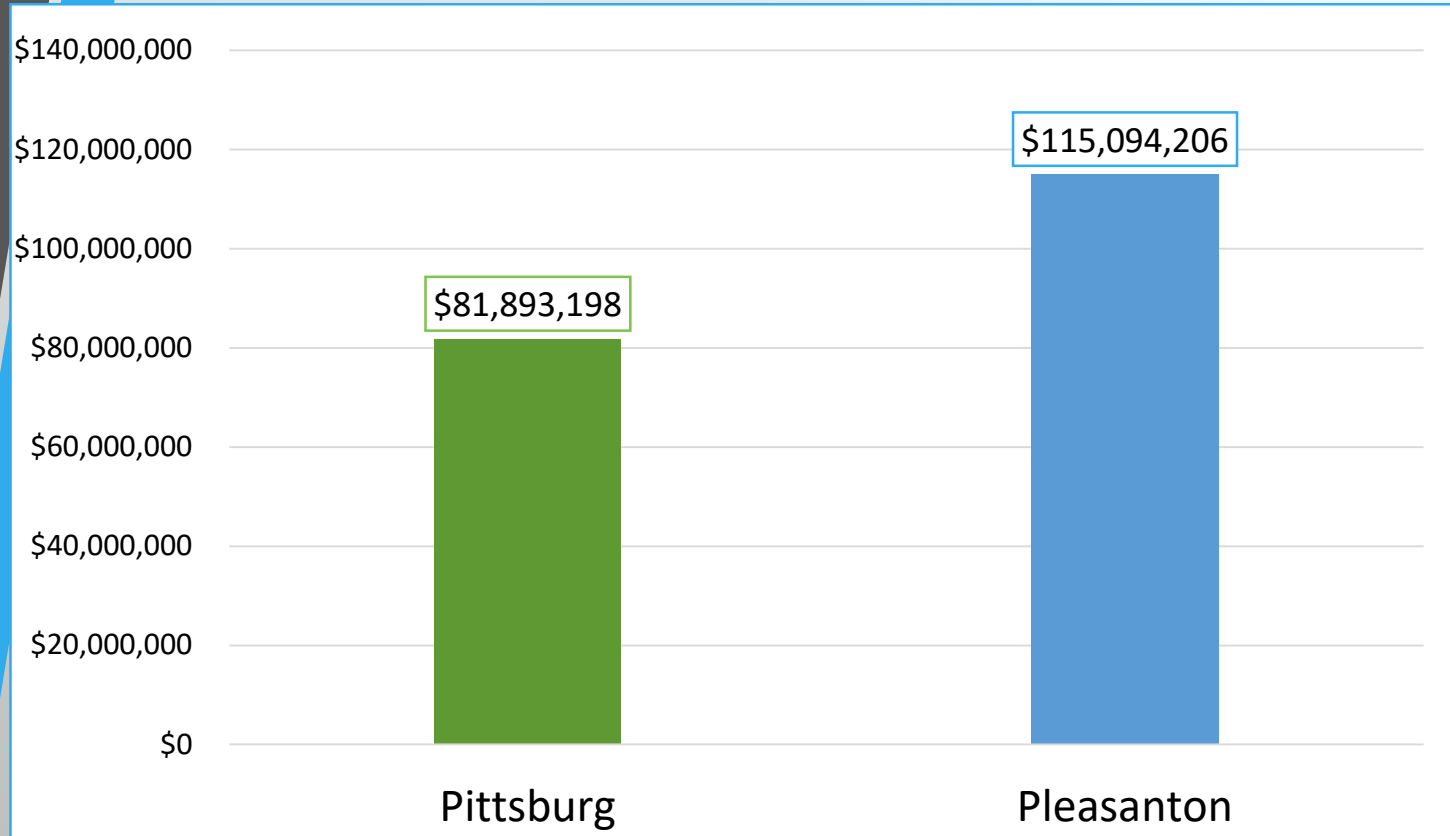
Pleasanton Population = 75,916

Comparable AV and Property Taxes

	Pittsburg	Pleasanton	Difference
Assessed Valuation	\$6.4 Billion	\$20.9 Billion	\$14.5 Billion
Portion of 1% Property Tax Rate	15%	25%	10%



Total Revenues Supporting General Fund Programs



Each City's Reaction to Prop 13

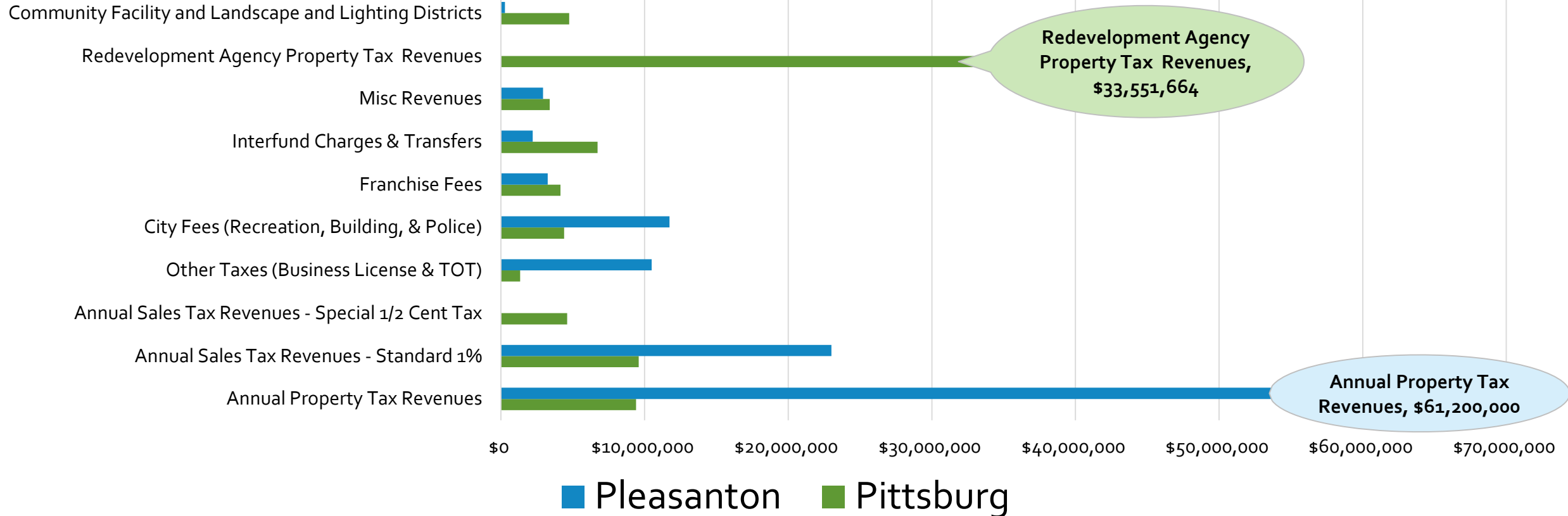
Pittsburg

- 1. Redevelopment Agency**
2. Inter-fund Charges
3. Community Facility and Landscape Districts
4. ½ Cent Sales Tax Measures
5. City Fees (Recreation & Building)
6. Franchise Fees

Pleasanton

- 1. City Fees (Recreation & Building)**
2. Business License & TOT
3. Franchise Fees
4. Inter-fund Charges

Revenues Supporting City General Fund Services



Sales Tax Sharing

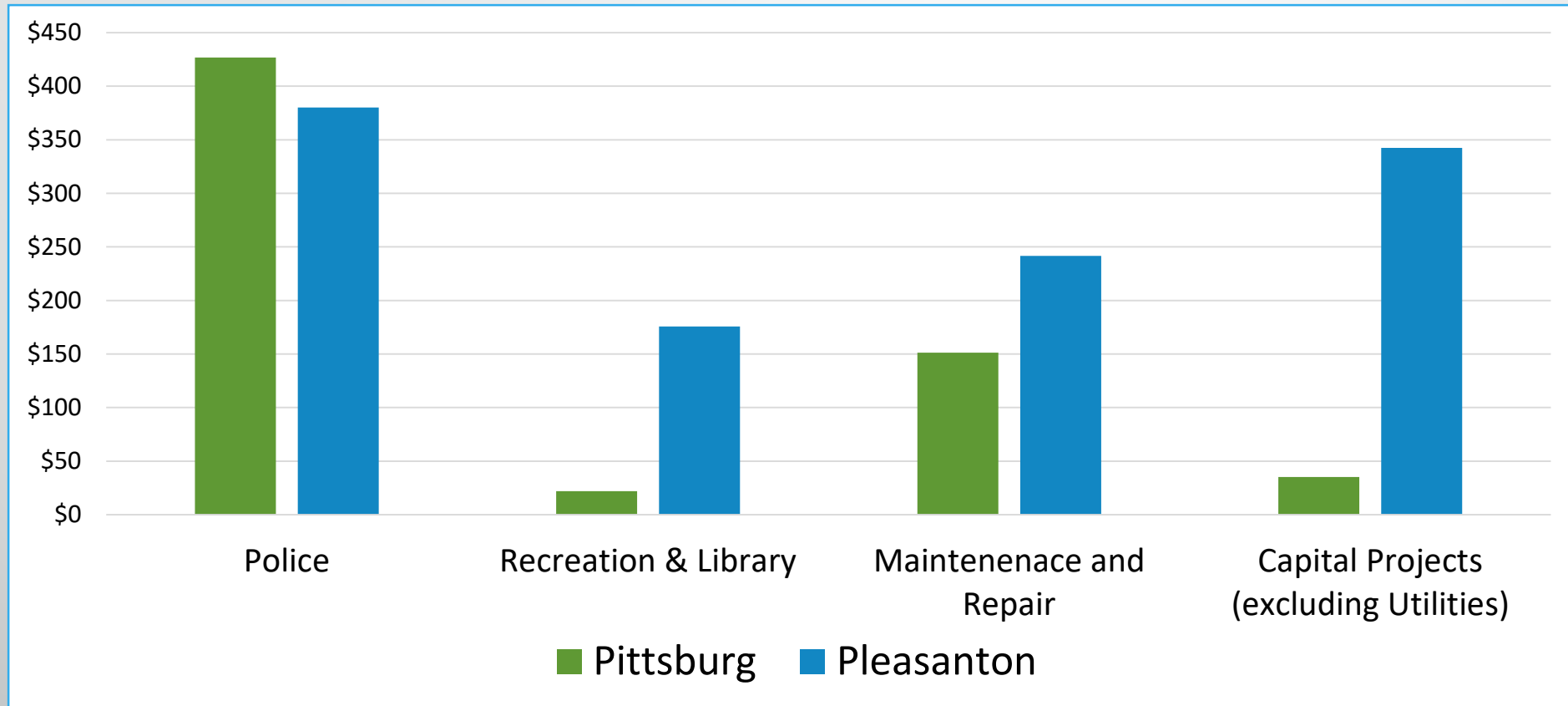
Pittsburg

- Attract car dealerships
- Retain Target store

Pleasanton

- Fund transportation improvements required for Costco and other retail development

How about City Services?



Per Capita Budgets