



September 7, 2022

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**STAFF**

**President/CEO**

James Cooper  
*Pleasanton Chamber of Commerce*

TO: Pleasanton Chamber Members

FROM: Pleasanton Chamber of Commerce

**RE: Pleasanton Chamber of Commerce Supports Measure I**

The Pleasanton Chamber of Commerce is a private, membership-based non-profit whose focus is on growing the quality of life for all in our community through our support for business. As an organization, we are focused on economic development at all levels. We know that, as our economic performance improves, so does our community.

This is also true for our schools, who know that as the quality of a student's education improves, so do the chances for that student to succeed. When parents have been asked "Why Pleasanton?" in the past, they often cite "local schools" as the main reason why they moved here. And yet, over the last 25 years only one bond measure has passed that focuses on our schools, and there have been no new parcel taxes. With no other funding sources available, the district must take this request to the voters. This year, the effort is called, "Measure I."

The Measure I bond is to build and maintain facilities that contribute to a strong and positive learning experience. It is needed because, although past maintenance efforts have been undertaken faithfully, a gap has appeared between available funding and the cost of improving and maintaining our school facilities. The bond is to raise money specifically for tasks including modernizing classrooms, repairing deteriorating roofs, ensuring facilities are safe for all students, and improving play equipment and multi-use facilities.

The Pleasanton Chamber of Commerce supports Measure I for several reasons. First, the focus is on making our school facilities better. This helps attract families to our city, many of whom will also work locally and contribute in other ways. It will also attract and retain high quality teachers, who value modern facilities and tech improvements that enhance the learning experience. Second, home values are directly impacted by school quality. The higher the quality, the higher a home's value when compared to a similar home in another city. Third, all of Measure I's funds stay in Pleasanton. There will be an independent oversight committee monitoring fund expenditures to ensure the money is going where it's supposed to go. And fourth, all Measure I funds will go toward school facility repairs and upgrades, technology, and equipment. No money will be spent on salaries or pensions.

The business community has a strong connection with our local schools. Today's students will be tomorrow's entrepreneurs, visionaries, and part of the greater workforce contributing to make Pleasanton the best city in which to raise a family and open a business. The Pleasanton Chamber of Commerce supports the effort to give our students a great educational experience.

Sincerely,

James Cooper  
President/CEO