Why the State of the City Matters

At this year's State of the City luncheon, we heard a clear and encouraging message from Mayor Jack Balch: Pleasanton is experiencing "progress with purpose." From economic vitality and business growth to public safety and community investment, the indicators are strong and the outlook is bright.

But beyond the updates, presentations, and metrics, it raises a more important question—*why does the State of the City matter?*

The answer goes deeper than numbers on a slide. The State of the City matters because it reflects who we are, what we value, and where we are going together.

Centuries ago, Aristotle observed, "The city is not merely a place to live, but a place to live well." That idea still resonates today. A thriving city is not defined solely by growth, but by purposeful growth—growth that strengthens quality of life, supports local businesses, and fosters a sense of community.

For the business community, the State of the City provides an important signal. It tells us whether our local economy is creating opportunity, whether our infrastructure is keeping pace, and whether Pleasanton remains a place where businesses can start, grow, and thrive. It gives us confidence—not just in where we are, but in where we are headed.

At the same time, it reminds us that progress does not happen by accident. It is the result of intentional leadership, strong partnerships, and an engaged community. The success we celebrate today is built on years of collaboration between city leaders, business owners, educators, and residents who care deeply about this community.

That is where the Chamber plays a vital role.

As a convener, connector, and advocate, the Chamber helps bring people together around shared goals. We support local businesses, champion economic vitality, and work alongside our city to ensure that progress continues—with purpose. Events like the State of the City luncheon are more than just updates; they are opportunities to align, to engage, and to recommit ourselves to the future of Pleasanton.

Because ultimately, the State of the City is not just a report—it is a reflection of shared responsibility.

It belongs to all of us.

As we look ahead, the question is not simply whether Pleasanton will continue to grow, but how we will shape that growth. Will we stay engaged? Will we invest in our community? Will we continue to work together to ensure that our progress reflects our values?

If this year's message is any indication, the answer is yes.

Pleasanton's strength has always been its people—leaders who care, businesses that innovate, and a community that shows up. That is what turns progress into purposeful progress.

And that is why the State of the City truly matters.

Brock Roby, 2026 Board Chair