PLEASANTON 2020:
A Community Vision

“Our strong local economy and extraordinary quality of life happen by design, not by accident. Working together, we cause great things to happen.”
How will you measure success over the next six years toward a better Pleasanton?

PLEASANTON RANKINGS

#4 24/7 Wall Street – America’s 50 Best Cities to Live In, USA Today*

#9 Money magazine’s – Top Earning Towns*

#16 Nerdwallet.com – Best Cities for Young Families in Northern California*

#31 Money magazine’s – Best Places to Live in America*

BRONZE Rating on League of American Bicyclists – Bicycle Friendly Communities*

* Partial list of rankings for Pleasanton, California as reported by the media in 2014
The Role of Business

Pleasanton is widely recognized as a premier community in which to live, work and raise a family. The business climate is a key driver of the community’s success. Pleasanton businesses contribute over 60% of the local tax base and collectively act as the economic engine that produces the jobs, incomes, investments and contributions that support our extraordinary quality of life. Local businesses and local residents share core values and community goals. Accordingly, the Pleasanton Chamber of Commerce believes that business has a critical role to play in the efforts to maintain and sustain those things that bring value to the community.

Creating the Vision

In 2008 Chamber leaders invited elected officials, city and county staff, school administrators and other key community stakeholders to share their expertise and unique perspectives to answer one essential question – “In the year 2015, how will you reflect on the past seven years and measure success toward a better Pleasanton?” The outcome was Pleasanton 2015: A Community Vision, a twelve-page document comprised of 45 measurable objectives in the areas of arts, culture, recreation, education, public safety, housing, local economy, transportation and leadership.

Through 2014, the Chamber relied on Pleasanton 2015: A Community Vision as its local public policy agenda, committing volunteer and staff time to work toward its fulfillment. Community-wide efforts were successful on many fronts as measured by a total of 37 of 45 objectives rated “Full” or “Partial Achievement” while only 8 rated “No Achievement”.

In the summer of 2014 Chamber leaders conducted a comprehensive update; retired completed objectives and again reached out to the experts for their uniquely qualified perspectives and asked, “How will you measure success over the next six years toward a better Pleasanton?” The result is this document, Pleasanton 2020: A Community Vision.

Implementation

The Chamber’s monthly 2020 Forums, open to the public, bring diverse interests and stakeholders together to focus community resources, time and talent to achieve greater understanding of issues, obstacles and opportunities related to the Vision.

The Chamber’s Economic Development & Government Relations Committee (EDGR) meets monthly and works with elected officials at all levels of government and key stakeholders to advance key economic and business related elements of the Vision.

The Chamber’s political action committee, BACPAC, relies on Pleasanton 2020: A Community Vision as a barometer by which to endorse and fund candidates for elected office.

Finally, the financial support and direct engagement of the Chamber’s ‘Circle of Influence’ members are key drivers of this transparent, local public policy agenda. They play a vital role in the Chamber’s ongoing work to represent the interests of business to government, promote the city, serve member businesses and ultimately strengthen the local economy for the benefit of the greater community.

Visit www.pleasanton.org for current 2020 related activities and events.

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We invite you to share in the success of Pleasanton 2020: A Community Vision.
Thoughtful, balanced economic policies and timely permitting procedures help attract and retain quality employers who create the higher wage jobs that afford an enhanced quality of life for all Pleasanton residents. These important precepts serve as the foundation upon which to ensure a strong local economy.

- Pleasanton must maintain itself as a strong employment center by both retaining and expanding its current base of employment, while building diverse, cutting-edge economic segments.
  - East Side Specific Plan adopted and implemented (see also Recreation).
  - Downtown Specific Plan updated and implemented.
  - Fairgrounds Master Plan completed and implemented.
  - Stoneridge Mall expansion plan completed and adopted.
  - Regional conference center plan adopted.

- The City of Pleasanton must be viewed by the business community throughout the region as supportive and timely with its decisions that impact business.
  - City Zoning Code (with an emphasis on providing greater clarity and expediting the approvals related to both permitted and conditional uses) updated by 2018.
  - Customer Service Review Team Report updated by City-convened working group and integrated with City Council’s adopted performance metrics program.

- Pleasanton must maximize economic opportunity by capitalizing on its outstanding location and access to labor and markets.
  - Economic development strategy to promote a “seven day per week” local economy offering both weekday and weekend opportunities for retail and business activities paired with local and regional serving cultural and recreational events implemented.
  - Informational campaign that highlights Pleasanton’s unique access and connectivity to human resources and to the local, regional, national and international marketplace implemented.

- Comprehensive Local Preference Policy adopted and implemented by City of Pleasanton and the PUSD to demonstrate a commitment to spending local tax dollars locally and boost the local economy while not compromising quality standards.
• Pleasanton must continue to welcome and recognize business as a driver of the fiscal foundation required to sustain the quality of life Pleasanton residents have come to expect.
  - Monitor progress annually on indicators of the business community’s economic health (we look to see these indicators improve at no less than the regional average):
    ■ Number of business licenses
    ■ Office/industrial/retail vacancy rates
    ■ Job growth and employment (special focus on strong industry cluster employment)
    ■ Pleasanton and sub-regional labor force (special focus on labor availability for strong industry sectors)
    ■ Local median wages and average local salary
    ■ Cost of business occupancy
    ■ Cost of living (housing and transportation)
  - Monitor progress annually on indicators of the city’s economic health (we look to see these indicators improve at no less than the regional average):
    ■ Assessed valuation of property and property tax
    ■ Sales tax and transient occupancy tax
    ■ Development fee revenue
    ■ Employed Pleasanton residents and unemployment rate
    ■ Local employed resident wages and median household income

• Pleasanton and all Tri-Valley cities must cooperate to create a seamless, business-friendly environment and cooperate to provide both interlocation sites and intra-location sites.
  - A program to engage corporate executive staff to express appreciation for their Pleasanton presence and encourage community involvement implemented.
  - A report highlighting progress toward meeting objectives outlined in the Open for Business Pledge completed.

HOUSING

• Maintain a State Certified General Plan Housing Element to ensure the planning and building process remains locally controlled, avoids costly lawsuits, and does not default to the State.

• Zone property to meet the community’s “fair share” of the Tri-Valley’s housing need through 2030, ensuring adequate variety of housing types commensurate with employment and other citywide priorities.

• Seek to create a stock of housing that will reduce the jobs/housing ratio to less than 1.5.

• Routinely obtain input from Pleasanton business representatives in a variety of business sectors to ascertain housing needs; and incorporate this information into decisions concerning housing planning and development.
Pleasanton must plan and construct sufficient infrastructure and provide efficient regulatory methods and processes to expedite or streamline completion.

**INFRASTRUCTURE**

**CONNECTIVITY**
Annually expanded broadband connectivity and broadband market competitiveness so that overall connectivity increased by 20%.

**WATER**
Reverse osmosis and other systems utilized to increase efficiency and capacity, meeting short and long term potable and non-potable water needs, even through extended periods of drought.

**TRANSPORTATION**
Being at the juncture of I-580 and I-680 affords Pleasanton many advantages. It also brings added pressure to regional and local transportation infrastructure. A fully integrated transportation network is essential to ensure traffic is not an impediment to local circulation, business growth and economic expansion. A region-wide advocacy campaign for transportation infrastructure must be ongoing.

**REGIONAL IMPROVEMENTS:**

**STATE ROUTE 84**
- SR84 (Isabel Avenue) widened to six lane expressway from I-580 to North of Concannon Boulevard; and widened to four lane expressway on SR84 (Isabel Avenue) from Concannon Boulevard to Ruby Hill Drive.
- Stage 1 Design and clearance obtained for widening SR84 (Vallecitos Road) from Ruby Hill to I-680 to four lanes including upgraded I-680/SR 84 interchange (in anticipation of Stage 2 construction after 2020.)

**INTERSTATE 680**
- Stage 1 Planning and Environmental Clearance secured for construction of northbound express lane on I-680 from Milpitas to SR84 in anticipation of post 2020 construction.
- Stage 1 Conceptual Planning completed for construction of northbound and southbound express lanes on I-680 from SR84 to Alcosta Boulevard, in anticipation of Stage 2 construction post 2020.
- South bound ramp at Bernal Interchange upgraded and improved with signals.
INTERSTATE 580
- Two eastbound express lanes on I-580 west of Hopyard Road to east of Greenville Road completed.
- Eastbound auxiliary lanes Fallon Road to Greenville Road completed.
- Westbound express lane from Greenville Road to Foothill Road completed.
- Westbound auxiliary lanes from Greenville Road to Tassajara Road completed.
- Eastbound truck climbing lane from Greenville Road to east of Flynn Road completed.
- Improve and signalize eastbound ramps at Foothill Interchange.
- Stage 1 planning for westbound I-580 to southbound I-680 flyover completed in anticipation of funding and scheduling construction after 2020.

BART TO LIVERMORE
- Funding and environmental clearance secured in anticipation of constructing extension from current eastern terminus to vicinity of Isabel Avenue, Livermore after 2020.

ARTERIAL IMPROVEMENTS:

EL CHARRO ROAD
- Stage 1 Plan and Design completed in anticipation of constructing new roadway with grade separation from Stoneridge Drive to Stanley Boulevard after 2020.

DUBLIN BLVD EXTENSION
- Stage 1 Plan and Design for new roadway from Fallon Road in Dublin to North Canyons Parkway at Doolan Road in Livermore in anticipation of constructing after 2020.

LOCAL IMPROVEMENTS:
- A master plan for parking in the downtown completed in conjunction with an updated Downtown Specific Plan.
- Second bridge at Bernal Avenue and Arroyo de la Laguna (east of Foothill Road) completed.
- Iron Horse Trail from Busch Road to Stanley Boulevard completed in anticipation of connecting to Shadow Cliffs Regional Park, Old Vineyard Pedestrian Trail after 2020.
- Arroyo Mocho Trail Santa Rita Road to El Charro Road completed.
- In various locations “Complete Streets” improvements for pedestrians, bicycles and motor vehicles constructed.
Arts, culture and recreation are important to quality of life. Outstanding public as well as private facilities and programs make Pleasanton an even more desirable destination for residents and visitors alike.

A strong local economy is needed to generate the tax dollars necessary to maintain quality facilities and programs for all age groups and a variety of interests.

- Arts, Culture & Recreation

- Alviso Adobe Community Park visioning process completed and programs for increased utilization successfully implemented.
- Stoneridge Creek Neighborhood Park (formerly Staples Ranch Community Park) completed and providing a variety of year-round, day or night, active recreational uses.
- Phase 2 of Bernal Community Park completed, including additional all-weather fields for day/night, year-round play, parking, restroom, oak woodland.
- Plan for a new Library and Civic Center completed in conjunction with an updated Downtown Specific Plan.
- Off-Leash Dog Park at Bernal Property completed.
- Wayside and Delucci Parks improvements completed.
- Two additional tennis courts completed at Community & Tennis Park.
- East Pleasanton Specific Plan completed with development plan that provides for access to and trails linking Chain of Lakes, Iron Horse Trail, EBRPD Shadow Cliffs and Vineyard Corridor to wine region.
- Pioneer Cemetery improvements completed.
- Plan for a major indoor recreation facility at Staples Ranch (i.e. four sheet ice rink) implemented.
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- PUSD schools continue to rank among the highest in the state and national surveys.
- All students fulfill high school graduation requirements and have higher education and/or career opportunities identified. Academic Performance Index (or successor standard) consistently rank higher than the State and National averages.
- PUSD attracts highly qualified educators and supports them through ongoing, job embedded professional development.
- Technology is used as a teaching and learning tool in all grades.
- Increasing community collaboration is essential. The multi-faceted approach through 2020 includes:
  - Local industry-driven sector training and linked learning programs.
  - Integrated pathway programs with Las Positas College.
  - Collaboration with other school districts.
  - City Government partnerships.
  - Partnerships created in 2015 to provide business input to the I-680 Career Pathways Trust Grant.
- Preparing students for the 21st Century, PUSD continues to offer cutting edge STEAM (Science, Technology, Engineering, Arts and Math) related courses through 2020:
  - Project Lead the Way Engineering and Bio-Med Sciences (High School)
  - Pathway to Technology (Middle School)
  - Project Lead the Way Launch (Elementary School)
  - Career Technical education and Advanced Placement course (High School)
  - Comprehensive Civics program and State and National award winning “We The People” competition teams.
  - Continuing award winning art and music programs.
  - Maintaining award winning athletic programs.
  - Programs to empower and support parents such as Parent Project, Loving Solutions, School Smarts.

*The Pleasanton Chamber of Commerce supports the Pleasanton Unified School District (PUSD) strategic plan that sets the vision for 2020.*
Safe neighborhoods, schools, parks and business centers add to Pleasanton’s desirability as a place to live and work. It is essential that businesses thrive and continue to generate the tax base needed to sustain high levels of public safety services throughout the community.

- Successfully implemented Police Department’s strategic plan, “2013 and Beyond” that is centered on six broad strategic initiatives intended to foster efficient operations while maintaining a safe community.

- Pleasanton ranks in the top ten on the Safest Cities in California list for cities with population between 50,000 and 99,000 by maintaining:
  - Police emergency response time of 4 minutes or less and average nonemergency response time is 20 minutes or less.
  - Part 1 crime clearance rate of 30% or higher along with overall reduction in reported Part 1 crimes.
  - Firefighting and first responder medical care response time of seven minutes or less from the time of 911 call in 90% of all incidents.

- Zero tolerance policies on gangs and graffiti are enforced and most graffiti is removed within 48 hours of being reported.

- A comprehensive citywide disaster response plan for all natural and man-made disasters is in place, and content is periodically communicated to the community.

- Public/private partnership in place providing for full-time, permanent public safety presence and facility in North Pleasanton.
Excellent health and human services facilities and resources are an integral part of Pleasanton's quality of life.

- Affordable healthcare, including mental health, is available for all residents through a community-wide system of services that includes:
  - Full spectrum of emergency and inpatient services at local healthcare facilities.
  - Urgent care services 7 days a week, 24-hours a day through a combination of services at local health care facilities.
  - A well-coordinated referral system among community organizations, public agencies, volunteer organizations and other local human service providers to promote access to appropriate services accessed as 211.
  - Ongoing advocacy for public funding support from county, state and federal sources.
  - Up-to-date facilities that offer sufficient capacity to meet the current and projected needs of all members of the community.
  - Eliminating obesity and depression as leading health care concerns in our community.
  - Community-wide recognition that maintaining a local hospital is a community asset, and an essential provider of care for residents and businesses.

LEADERSHIP

Elected officials and other policy makers committed to the Vision, and to acting in the best interest of the total community.