

PLEASANTON
Vision

2025 *Quality of Life by Design*



How will you measure success over the next six years toward a better Pleasanton?

PLEASANTON RANKINGS



Second Best Small City to Live In the State*
#2 on WallerHub.com



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



Top Earning Towns*
#9 on Money Magazine



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



Best Suburbs to raise a family in California
#21 on Niche.com



Bicycle Friendly Communities*
Bronze rating from League of American Bicyclists

*Partial list of rankings for Pleasanton, California as reported by the media since 2014

PLEASANTON Vision 2025

Measuring success for Pleasanton's planned progress

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 55% 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 the 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*, an eight-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 was the *Pleasanton 2020: A Community Vision*.

An identical process was completed in 2019, resulting in the latest edition: *Pleasanton 2025: A Community Vision*.

Implementation

The Chamber's monthly 2025 Forums, open to the public, bring diverse interests and stakeholders together to focus commu-

nity 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 2025: 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 2025 related activities and events.

Our strong local economy and extraordinary quality of life happen by design, not by accident. Working together locally and throughout the region, we cause great things to happen.

We invite you to share in the success of *Pleasanton 2025: 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 principles serve as the foundation upon which to ensure a strong local economy.



Pleasanton must continue to welcome and recognize business as a driver of the fiscal foundation.

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.
 - Stoneridge Mall Area Framework for redevelopment completed and adopted.
 - East Pleasanton Specific Plan adopted and implemented (see also Recreation).
 - Implement Downtown Specific Plan (with a significant increase to public parking).
 - Hacienda redevelopment and revitalization for growth.
 - Johnson Drive Economic Development Zone plan completed and implemented.
- 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 Phase 2 with a focus on municipal code updates to help the City better align with recent changes in the State housing law, principally related to residential and mixed-use projects. - Updated by 2021.
 - City Zoning Code Phase 3 with a focus on modernizing the Code with respect to commercial uses; specifically, improving definitions and associated permitting requirements for newer industries and businesses that don't clearly fit into current land use categories. Updated by 2023.
 - User friendly customer service focused on efficient and expeditious processing of customer requests through technology updates, process improvements, staff training and quality control audits.
 - Provide awareness program to promote clarity of city processes in City Manager's newsletter.
- 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 cultural and recreational events that reflect our diverse population and workforce.
 - Informational campaign that highlights Pleasanton's unique access and connectivity to human resources and to the local, regional, national and international marketplace implemented.
 - Develop a Life Sciences industry sector program designed to support and expand this growing opportunity in Pleasanton.
- Comprehensive Local Preference Policy adopted and implemented by City of Pleasanton and PUSD to demonstrate a commitment to spending local tax dollars locally and boost the local economy while not compromising quality standards. Adoption of a "Support Local" campaign.
- 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 and license revenues.
 - Office/industrial/retail vacancy rates
 - Job growth and employment (special focus on strong industry cluster employment)
 - Cost of business occupancy
 - Cost of living (housing and transportation)

(Local economy continued)

- 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
 - 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 support providing local and regional 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 that reflects the full spectrum of Pleasanton's housing needs and places greater emphasis on facilitating the supply of market-rate housing.
- Zone property to meet the community's "fair share" of the Tri-Valleys housing need through 2030, ensuring adequate variety of housing types commensurate with employment, demographic and population trends.



It is vital for the economic vitality of the region that every community provide a balanced housing stock to meet diverse workforce and social needs.

Routinely obtain input from Pleasanton business representatives in a variety of business sectors.

- Seek to create a stock of housing that will reduce the jobs/housing ratio to less than 1.25.
- Streamline the residential entitlement process and expeditiously process any reasonable housing proposal to provide for the housing needs of Pleasanton residents and the next generation in particular.
- 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.

Infrastructure

Connectivity

- Universal availability of Broadband Connectivity within Pleasanton
- Improve cell phone coverage throughout downtown
- Autonomous shuttle vehicles shall be operating in at least one major business zone, i.e. Hacienda and/or Stoneridge Mall area.
- Establish ride sharing drop off zones in the downtown
- Begin implementation of vehicle-to-infrastructure technology

Utility and Roadway Infrastructure

- 100% implementation of the City of Pleasanton Recycled Water Program
- Quantification of a sustainable potable water supply through conservation, ground water recharge, and other beneficial uses of recycled water.
- Quantify maximum flood capacity for Pleasanton flood control channels/canals
- City implementation of "State of Good Repair" projects to maintain quality of existing infrastructure

Regional Improvements

State Route 84

- Completion of construction of a SR84 to a 4 lane expressway from I-680 to Ruby Hill Drive including the improvements to the SR84/I-680 interchange and a 2 mile northward extension of the High Occupancy Vehicle/Express lane

Interstate 680

- Completion of the northbound I-680 express lane from the Santa Clara County line to South Mission Blvd (SR262)
- Completion of the Southbound express lane from SR84 to Alcosta Blvd

Interstate 580

- Completion of Stage 1 planning for westbound I-580 to southbound I-680 flyover

Valley Link/Bart

- Begin construction by 2025 of Phase 1 of the Valley Link project from the East Dublin/Pleasanton Bart Station to Lathrop.
- Completion of the second northside parking garage at the East Dublin/Pleasanton station

ACE Train

- Finalize parking issues at the Pleasanton ACE station as part of the ACE Forward Plan and the Altamont Corridor Vision.



Pleasanton must plan and construct sufficient infrastructure and provide efficient regulatory methods and processes to expedite or streamline completion. When there is a budget surplus, City should invest a majority of their funds on infrastructure improvements.



Public/private infrastructure working groups established with the City of Pleasanton and regional stakeholders are essential in order to provide input into the formulation of the Capital Improvement Program on an annual basis.

(Infrastructure continued)

Arterial Improvements

El Charro Road

- Completion of a four-lane parkway from Stoneridge Dr./ Jack London Drive to Stanley Blvd including a railroad grade separation at UP rail lines.

Dublin Blvd

- Completion of the extension of Dublin Blvd from Fallon Road to North Canyons Parkway



Pleasanton must continue to welcome and recognize business as a driver of the fiscal foundation.

Local Improvements

- Completion of the Second Bridge on Bernal Avenue at the Arroyo de la Laguna
- Completion of the modifications to the Sunol Blvd I-680 interchange
- Implement at least 80% of the top-ten strategies as outlined in the April 2017 Downtown Pleasanton Parking Strategy and Implementation Plan
- Complete Iron Horse Trail from Busch to Stanley
- Insure that other fully funded CIP projects as outlined in the FY2019/20- FY 2022/23 Council CIP Priority Project are completed
- Complete Stoneridge and Johnson gateway intersection improvements
- Complete Hopyard and Owens Drive gateway intersection improvements
- Complete bicycle backbone pathways

Arts, Culture and Recreation

- Plan for a cost effective enhanced downtown Library and Civic Center complex and support of a Cultural Arts Park within the library/civic center complex.
- Wayside and Delucchi Parks improvements completed.
- 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 phases 3-4 improvements completed which includes creating a historical walk with signage and support funding for phase 5 which will fund the development of infill areas for new cremation burial options in older and historic areas of the property.
- Continue to improve the entrance to downtown Pleasanton from Santa Rita Road, complete Rotary Park and create an attractive southwest corner next to the Arroyo.
- Encourage new buildings and developments to consider including some form of community art.
- Expand the visibility and role of the Firehouse Arts Center and events by offering different hours of operation and offering creative programs that engage the community.
- Encourage new performance spaces in the downtown hospitality area.

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 companies to locate here, 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.

Expand the visibility and role of the Firehouse Arts Center and events by offering different hours of operation and offering creative programs that engage the community.

Education

- PUSD schools rank in the top-ten within the state and among the highest in national surveys.
- All students fulfill high school graduation requirements and have higher education and/or career opportunities identified.
- PUSD attracts highly qualified educators and supports them through ongoing, job embedded professional development.
- Technology is leveraged as a tool to support teaching and learning in all grades.
- Develop stronger partnerships with local businesses to offer internships and other educational experiences. Build upon the PPIE "Pillars of Pleasanton" program and increase business engagement by 10% per year.
- Work with the school district in developing a community plan to address the structural deficiencies at all PUSD schools to ensure the buildings remain in good repair as community assets for years to come.

Increasing community collaboration is essential. The multi-faceted approach through 2025 includes:

- Local industry-driven sector training and linked learning programs.
- Integrated pathway programs with local colleges, technical and trade school programs.
- Collaboration with other school districts and City Government.
- Increased participation in the educational foundation PPIE.
- As East Pleasanton is developed, pursue inclusion of a new CTE High School in the area.
- Support community efforts to approve a parcel tax to support new and innovative programs, class size reduction, student wellness and increase school district reserves.

Preparing students for the 21st Century, PUSD continues to offer cutting edge STEAM (Science, Technology, Engineering, Arts and Math) related courses through 2025:

- 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, and School Smarts.

Strong schools, access to higher education and workforce skills development are essential to sustaining a vibrant community, maintaining a strong business environment and excellent quality of life in Pleasanton. The Pleasanton Chamber of Commerce supports the Pleasanton Unified School District (PUSD) strategic plan that sets the vision for 2025.



PUSD attracts highly qualified educators and supports them through ongoing, job embedded professional development.

Public Safety

Police Department Objectives

- Maintain an average Emergency Response Time of under 4 minutes
- Achieve an average non-emergency response time of under 20 minutes
- Achieve a Part 1 Crime clearance rate of 30% or higher.
- Improve roadway safety by identifying and arresting alcohol and drug impaired drivers.
- Reduce injury collisions and increase driver safety through increased directed traffic enforcement, education and engineering.
- Enhance and increase the Homeless Outreach strategy in line with city-wide and regional efforts.

Fire Department Objectives

- Engage with community members and stakeholder groups at least 12 times/yr to educate them about the department through involvement with PUSD and Neighborhood watch groups.
- Conduct a minimum of 6 outreach events/yr that assists businesses and the communities in preparing for and preventing emergencies.
- Enhance recruitment and provide career pathways and professional development opportunities that enable employees to reach their highest potential.
- Maintain and enhance department services, ensuring appropriate scope, consistency, and quality and keep improving the Reflux Time Standard and have Crew arrive under 7 Minutes on 90% of emergency calls



Safe neighborhoods, schools, parks and business centers add to Pleasanton's desirability as a place to work, live and play. 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.

Reduce injury collisions and increase driver safety through increased directed traffic enforcement, education and engineering.

Health and Human Services

Excellent health and human services facilities and resources are an integral part of Pleasanton's quality of life.



Advocate for funding support from county, state, federal sources and other businesses, foundations and other stakeholders resulting in a 20% increase in funding from these sources.

- Affordable healthcare, including mental health and dental, is available for all residents through a community-wide system of services that includes:
 - Up-to-date facilities that offer sufficient capacity to meet the current and projected needs of all members of the community.
 - Services that are available for behavioral health, including mental health and substance use for all residents regardless of insurance coverage or ability to pay.
 - Provide appropriate access, based on community need, to urgent care and emergency room services without regard of ability to pay.
 - Establishment of a senior day care program in the Tri-Valley.
 - An increase in the availability of both independent and assisted living residential units for seniors and low-income seniors so that wait time for such units is 6 months or less.
- Collaborate with chamber members on efforts to:
 - Secure reliable funding for the establishment and operation of a Tri-Valley Crisis Response Team to address psychiatric emergencies and to support law enforcement.
 - Drive commitment and coordination from all segments of the community to work toward solutions for poverty, homelessness, food insecurity and domestic violence which are social determinants that play on the health of individuals and the community as a whole
 - Advocate for funding support from county, state, federal sources and other businesses, foundations and other stakeholders resulting in a 20% increase in funding from these sources.
 - Develop a community wide effort among Health and Human Service Providers to reduce obesity, depression and anxiety as leading health care concerns in our community.
 - Establish commitment from 5-10 Pleasanton businesses to be inclusive in their hiring practices to include neurodiverse individuals. Collaborate with both the Workability, Tri-Valley One Stop and Adult Education departments at PUSD to secure these additional businesses to their list of inclusive partners in the City.

Leadership

- Elected officials and other policy makers committed to the Vision, and make decisions that are in the best interest of the total community.



GOLD



SILVER



BRONZE



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