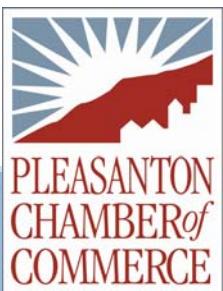


Pleasanton 2015:

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."



The Role of Business

Pleasanton is widely recognized as a premier community in which to live, work and do business. 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

Sharing the passion to sustain and enhance Pleasanton's world-class standing, 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 is this document, *Pleasanton 2015: A Community Vision*, and its 45 measurable objectives in the areas of transportation, arts, culture, recreation, education, public safety, housing, local economy and leadership.

The Chamber of Commerce relies on *Pleasanton 2015: A Community Vision* as its local public policy agenda, committing volunteer and staff time to work toward its fulfillment.

Chamber leaders meet periodically with elected officials at all levels of government to prioritize elements of the *Vision*.

Forums and other Chamber programs bring 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 political action committee, BACPAC, relies on *Pleasanton 2015: A Commu-*

nity Vision as a barometer by which to endorse and fund candidates for elected office.

In short, our strong local economy and extraordinary quality of life happen by design, not by accident. Working together, we cause great things to happen.

We invite you to share the *Vision*.

Pleasanton 2015: A Community Vision

ARTS, CULTURE & RECREATION

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.



- ◆ Firehouse Arts Center open and serving the community with a variety of performing, visual and educational arts programming.
- ◆ Alviso Adobe Community Park completed and open to the public.
- ◆ Fully implemented City of Pleasanton Youth Master Plan and Cultural Arts Plan, including Las Positas College regional Center for the Arts.
- ◆ Oak Grove development's gifted 496 acres of public park land with staging areas and trails completed.
- ◆ Staples Ranch Community Park completed and providing a variety of year-round, day or night, active recreational uses.
- ◆ Community park(s) funded and under construction for the Bernal area property.
- ◆ Two additional all-weather fields completed for day/night, year-round play.

- ◆ City-wide master parks plan implemented in concert with regional parks and integrated with planned development to ensure public accessibility.
- ◆ Plan adopted for new downtown civic center complex on current site with expanded library.
- ◆ The Bicycle Pedestrian Advisory Committee Master plan implemented, demonstrating that Pleasanton is a model for bicycle and pedestrian friendly cities.



Photo by: San Jose Sharks

EDUCATION

- ◆ 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 for all residents.



Photos courtesy of:
Pleasanton Unified
School District

- ◆ Pleasanton schools consistently rank in the top five unified school districts statewide based on California Standardized Testing and Reporting.
- ◆ All students fulfill high school graduation requirements and have higher education and/or career opportunities identified.
- ◆ Public life-long learning opportunities are available to all residents.

HEALTH & HUMAN SERVICES

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,
- Recognition that maintaining a local hospital is a community asset and is the provider of choice for residents and businesses.



Photo by: Corning Photography

HOUSING

Currently only 14 percent of families statewide are able to afford a median-priced home. Working families endure longer commutes as they seek affordable housing outside the area, resulting in added congestion and strains to our transportation system. It is important the region provides balanced housing stock, to meet diverse workforce needs, and enhance the quality of life for working families.

- Maintain a State Certified General Plan Housing Element.
- Property zoned in anticipation of the community's "fair share" of the Tri-Valley's housing need through 2025.
- A balanced housing stock, commensurate with the needs of employment and other citywide priorities.

LEADERSHIP

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

LOCAL ECONOMY

In short, 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.
- 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.
- Pleasanton must maximize economic opportunity by capitalizing on its outstanding location and access to labor and markets.
- Pleasanton must plan and construct sufficient infrastructure, including soft infrastructure (particularly the information highway), and provide efficient regulatory methods and processes.
- Pleasanton and all Tri-Valley cities must cooperate to create a seamless, business-friendly environment and cooperate to provide both inter-location sites and intra-location sites.

- Pleasanton must attract and retain businesses that can pay salaries higher than the East Bay median. Rising employee compensation affords greater discretionary spending and increased opportunity to live closer to work.
- The City of Pleasanton must be viewed by the business community throughout the region as supportive and timely with its decisions that impact business.

On an annual basis the following economic indicators reveal successful implementation of the precepts above:

- ◆ Assessed valuation of property
- ◆ Sales tax and transient occupancy tax
- ◆ Number of business licenses
- ◆ Median household income
- ◆ Local median wages
- ◆ Job growth and employment
- ◆ Office and retail occupancy



PUBLIC SAFETY

Safe neighborhoods, schools, parks and business centers add to Pleasanton's desirability as a place to live and work. It is essential that our businesses thrive and continue to generate the tax base needed to sustain high levels of public safety services throughout the 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 non-emergency response time is 18 minutes or less.
 - Firefighting and first responder medical care response time of seven minutes or less from the time of 911 call in 90% of all incidents.
- ◆ Citizens are actively engaged in identifying problems early and working to prevent crime from occurring through application of both traditional policing practices and community oriented policing philosophy.
- ◆ 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.



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.

Regional improvements:

- ◆ Planned 4/6 lane improvements on State Route 84 from Ruby Hill to I-580, and new State Route 84 (Isabel Avenue)/I-580 interchange completed.
- ◆ Four lanes on State Route 84 from I-680 to Ruby Hill under construction.
- ◆ New HOV/HOT lanes and auxiliary lanes on east-bound and west-bound I-580 from Greenville Road to I-680 open and operating.
- ◆ Plans completed for the west-bound to south-bound I-580/I-680 flyover.
- ◆ North-bound and south-bound HOT lanes on I-680 from Pleasanton to Milpitas completed.
- ◆ Foothill Road/I-580 interchange improvements completed improving access to Stoneridge Mall area.
- ◆ East-bound truck climbing lanes on I-580 in Altamont corridor completed.
- ◆ Plan adopted for extending BART to East Livermore; connect with ACE & High Speed Rail.
- ◆ W. Las Positas Boulevard Interchange retained in General Plan as future traffic improvement option.

Arterial improvements:

- ◆ Stoneridge Drive extension from Santa Rita Road to El Charro Road completed.
- ◆ El Charro Road from I-580 to Stanley Boulevard completed.
- ◆ Extension of Jack London Boulevard from Isabel Avenue to El Charro Road completed.
- ◆ Extension of Dublin Boulevard from Fallon Road to North Canyons Parkway completed.

Local improvements:

- ◆ Additional parking facilities in the downtown completed.
- ◆ Achieve reduced travel times on arterial streets during peak traffic periods through a variety of means including Transportation Systems Management (TSM) and transit coordination.



Pleasanton 2015: A Community Vision

is sponsored by the Chamber's *Circle of Influence* member companies.



*For more information, please visit www.pleasanton.org
or call the Pleasanton Chamber of Commerce 925-846-5858.*

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