



ECONOMIC VITALITY COMMITTEE MEETING MINUTES

March 18, 2021

7:30 a.m.

Via Zoom – Recording Link

<https://cityofpleasanton.zoom.us/rec/play/mN7crDFU7bd95IT85O1WuOZ4beZ9McpT7z9FcFetWpogxBrvmbnifG3Jy1BH37w-RLqjTgOv1C8Mh60K.nxkVjXLYpx-jO37b?continueMode=true>

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:32 a.m. by EVC Chair Steve Van Dorn followed by the Pledge of Allegiance.

ROLL CALL

Present: Councilmember Jack Balch, PUSD Board Trustee Kelly Mokashi, Steve Van Dorn, Brian Wilson, Daniel Watson, Ellen Pensky McGraw, Harsh Gohil, Roderick O’Brian, Shareef Mahdavi, Steve Baker, Steve Berberich, Steve McCoy-Thompson, Sylvia Tian, Tiffany Cadrette, Tracy Farhad, and Will Doerlich

Absent: Jeff Chen, Lee Slimm, Michael Li

City staff: Management Analyst Zachary Reda, Associate Planner Megan Campbell, Economic Development Manager Lisa Adamos and Deputy City Manager Pamela Ott

AGENDA AMENDMENTS

No agenda amendments were made.

CONSENT CALENDAR

The February 18, 2021, meeting minutes were approved as presented on motion by Steve Baker and second by Ellen Pensky McGraw by a vote of 16-0-0.

PUBLIC COMMENT

There was no public comment.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Jack Balch provided the following City Council updates:

- Attended the Innovation Tri-Valley Leadership Group Meeting on March 12 where Sunne Wright McPeak with California Emerging Technology Fund offered her perspective on broadband connectivity, including cities' consideration of right-of-way easements to allow for broadband growth and opportunities.

At the March 2 meeting:

- Designated Monith Ilavarsan as Pleasanton's representative on the Housing Authority to the Alameda County Housing Commission.
- Authorized the City to submit the 2020 progress report on implementation of the General Plan Housing Element Growth Management report to the California Department of Housing and Community Development. Forty-five (45) homes were completed in 2020 of which thirty-six (36) were in the above-moderate class and nine (9) in the moderate class.
- The City has a \$9 million deficit for the current budget. To offset the deficit, reductions will be made in the repair and replacement and rainy day funds, accompanied by reduced expenses.
- Approved an MOU to partner with the cities of Dublin and Livermore, and Axis Community Health on a Mental Health Urgent Care program which will provide mental health resources for all members of the community, regardless of income or insurance status. The pilot program is slated to begin later this year.
- Adopted the City's Legislative Framework including focus areas on housing infrastructure and transportation.
- Adopted and waived second reading of Ordinance No, 2213 to comply with the state legislature for accessory dwelling units; 850 square-feet for 1-bedroom ADU and 1,000 square-feet for 2-bedroom ADU with no second floor units.

At the March 16 meeting:

- Approved increased funding for Hazardous Waste Hauling, primarily due to homeless encampment cleanups and battery recycling.
- March is American Red Cross month, and March 24 is Equal Pay Day for Women.
- Received update on the status of the 6th Cycle Housing Element process, including the estimated Regional Housing Needs Allocation (RHNA) for the City, which is currently 5,965 units. Council authorized to enter into two contracts to assist with the Housing Element update process, which will include 25 public outreach meetings to determine site selection, etc.
- Reviewed the new State contribution limits and existing City voluntary expenditure limit for local campaign finance evaluation; proposed amendments will be presented for Council consideration.

Deputy City Manager Pamela Ott encouraged the EVC to view the City Council meetings via the Pleasanton YouTube channel to obtain additional meeting details.

EVC Chair Steve Van Dorn inquired about future Council topics of interest to the EVC; Councilmember Balch noted the upcoming City Council Work Plan Priorities workshop, the Livermore Airport and West Las Positas alignment improvement projects. Ellen Pensky inquired about recovery activities to provide business support; Councilmember Balch and Ms. Ott reported that programs presented at the February meeting are being developed and an update will be brought to the EVC for further input and review.

Draft Strategies and Actions for the Climate Action Plan Update (CAP 2.0)

EVC Chair Steve Van Dorn introduced Associate Planner Megan Campbell and Management Analyst Zach Reda. Ms. Campbell reviewed the process to date, provided an overview of the Climate Action Plan and draft actions which are particularly of interest to the EVC, and presented discussion questions. Next steps in the process include a public workshop on March 25, survey, draft plan development, and review by the City Council. Tentative adoption of the plan is planned later this year.

EVC member questions and comments included:

- Feedback received from the first Climate Action Plan and impact on stakeholders since 2012 included the following:
 - Document was very lengthy and somewhat stagnant
 - Actions were evaluated based on status and feasibility
- Water conservation strategies were done well and community supported them.
- TR1180 Increase transit ridership
 - Move to higher priority to help reduce traffic and need for more parking, as well as encourage alternative commute use.
- BE1001 – All-electric reach code
 - Considered short-sighted as it is feasible to collect methane from wastewater treatment facilities, landfills, and bio-digesters if composting is accomplished or on an ag-basis. Potential fuel can be used with existing infrastructure. Should consider inclusion not abandon if we move toward 100% electric.
 - Staff will connect with EBCE for input.
 - Impact to both businesses and residents?
 - Staff responded this would apply to both businesses and residents for new construction.
 - Restaurants will likely not favor all electric to prepare meals; consider a balance to provide both options.
 - Staff responded that BE1001 is for new construction, but restaurants could be an exception. Dublin and Livermore are also considering similar codes; will try to align regionally.
 - Staff shared that an induction cook-top lending program will begin in April for residents to try out.
 - Trend to move towards all electric but is there an opportunity to consider implementing new green building considerations.
- Are low priority programs already in existence?
 - Staff responded that while certain programs exist and implemented by outside agencies, the City may not be promoting them.

- Staff added that some programs may be voluntary or result in a low effectiveness to reduce greenhouse gas emissions based on cost-benefit and value.
- TR1159 - Shared parking
 - Who qualifies for the offset parking count requirements?
 - Staff responded that the offset currently applies to certain districts and considering opening citywide.
- BE1164 - Existing Building Electrification Plan
 - Does this incorporate electric vehicles?
 - Staff responded that electric vehicle considerations are included in a separate action.
 - Consider messaging directed toward young drivers to promote alternatives and electric vehicle use.
 - An opinion that all electric was noted to be very expensive and not as effective.
 - Another opinion noted that some of this is already being required with the Building Code.
 - Staff added that the measure would apply to renovations, which could begin with incentive-based projects, phased over time.
 - Concerned about PG&E's infrastructure; BE1166 should be working in concert with BE1164.
 - City will work with PG&E and EBCE to evaluate energy use and capacity needed.
 - Staff stated that BE1166 is included as a low priority because it is not under the City's control, but will note EVC sees as a deemed priority.
 - How is solar being considered in the plan?
 - Staff responded that solar is part of the draft plan, particularly when paired with battery storage.
- How much buy-in for the CAP is needed by the community? Are there other cities we are using as role models, besides neighboring cities?
 - Staff responded that there is a balance for the City and community to consider, including how cost is considered. Ultimately, the Council will review and approve the plan considering public input.
 - Staff participates in a monthly meeting call with other Bay Area cities that have similar experience with adopting or updating CAPs.
- Be clear which actions apply to which constituency (City, businesses, community) when rolling out the plan.
- California building code, which considers electrification, is underway.
 - CAL Green enforces these codes and will require cities to be aligned at some point.
- Cost-benefit determination is difficult to ascertain. Consider communicating steps taken in CAP 1.0, what the cost was, outcome of benefits, and how to access moving forward when comparing between CAP 1.0 to 2.0.
 - Staff stated this will be accomplished after flushing out the numerous tasks. The next step is a quantitative assessment.
 - Implementation monitoring plan will consider this as well.
- For commercial leasing consideration, guidelines are appreciated.

ECONOMIC DEVELOPMENT INFORMATION/UPDATES

Economic Development Manager Lisa Adamos referred to the agenda packet where the Actions of the Zoning Administrator and link to State of the City video were provided.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

No matters were initiated.

Mr. Van Dorn announced that Barone’s Restaurant submitted a project proposal, which will be discussed at the next Planning Commission meeting on March 24, 2021. Ms. Ott added that the Planning Commission agenda packet is available on the City’s website.

MEETING ADJOURNED

The meeting was adjourned at 9:00 a.m.