



ECONOMIC VITALITY COMMITTEE REPORT

November 17, 2022
Economic Development

**TITLE: RECEIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN
 PROGRESS UPDATE**

BACKGROUND

In 2013, the City Council adopted the current Economic Development Strategic Plan as a policy document intended to guide the City's economic development priorities and activities over a period of three to five years. Given the changing economic landscape of the past several years, exacerbated by the global COVID-19 pandemic, City staff determined that it is an opportune time to review the current strategic plan and develop a contemporary plan to meet the business needs of the city.

After a formal Request for Proposal process, the City contracted with Willdan Financial Services to prepare an update to the strategic plan. At the August 18, 2022, meeting, the Economic Vitality Committee was introduced to the Willdan team and presented with a draft work plan relating to the update of the strategic plan. Subsequently, City staff worked with the Willdan team to finalize the Scope of Services, which is provided as Attachment 1.

At key milestones during the strategic plan development process, the Project Team will engage with the EVC to provide updates and gather ongoing feedback for consideration.

DISCUSSION

On September 16, 2022, a Project Kick-Off Meeting was held where the Project Team, consisting of Economic Development Manager Lisa Adamos, Willdan Managing Principal and Project Manager, Molly McKay, Managing Principal, James Edison, and Principal Consultant Carlos Villarreal, discussed the Project Management Plan, which directs the activities, schedules, resources, and deliverables for the project. Shortly after the Project Kick-Off meeting, Willdan added Principal Jade Shipman to the Project Team who will primarily assist Ms. McKay.

The Project Team began working on Task 2: Economic Profile Analysis, where the objective is to collect and analyze key data on existing demographic, socioeconomic, economic, and real estate conditions to identify current and potential economic engines and formulate a baseline for community input and ultimately, the Economic Development Strategic Plan. For this data-gathering phase, the following city documents were provided to aid in the research:

- 2022 Business Needs/Recover Survey Results
- Tri-Valley Tourism Marketing District Management District Plan, *February 2022*
- 2021 Pleasanton Community Survey Results
- Downtown Specific Plan, *Adopted August 2019*
- 2013 Economic Development Specific Plan

Additional City documents including the current budget and General Plan were obtained from the city website. On October 17, 2022, Ms. Adamos led the Project Team on a site visit throughout Pleasanton. Key business areas were visited as well as retail shopping centers. The Project Team also met with the following city staff to gather information as part of the Economic Profile Analysis as described in Task 2:

- Pamela Ott, Acting Assistant City Manager
- Ellen Clark, Director of Community Development
- Susan Hsieh, Director of Finance
- Adam Nelkie, Assistant Director of Engineering

Additionally, the Project Team is gathering data from local sources to prepare a baseline demographic and economic profile that analyzes the City and its economic relationships to the region. While tasks are being completed to prepare the Economic Profile Report and Market Analysis, the Project Team has begun initial stakeholder engagement, as described in Task 3: Stakeholder Engagement. This phase of the project aims to engage community partners and key stakeholders to gather data on existing conditions and build consensus around a shared vision and mission for the strategic plan initiatives and future implementation.

In-person and phone interviews were conducted with multiple commercial brokers, as well as representatives from key business organizations in Pleasanton, including Hacienda, Visit Tri-Valley, Pleasanton Chamber of Commerce, Pleasanton Downtown Association, Stoneridge Shopping Center, and Alameda County Fair Association.

At the November 17 EVC meeting, Ms. Shipman will provide a progress update, as well as a summary of interim SWOT analysis findings based on the data collected thus far, and an overview of next steps in the process.

EVC Input

To solicit input from the EVC, below are questions to initiate the discussion:

1. From the gaps & opportunities we have presented today, what would you each select as your top priority?
2. Where should Pleasanton focus public investment and strategic partnerships?
3. Any general Q&A about completed work & preliminary strengths and gaps

ACTION: RECEIVE ECONOMIC DEVELOPMENT STRATEGIC PLAN PROGRESS UPDATE & PROVIDE FEEDBACK

Attachment 1 – Economic Development Strategic Plan Update Scope of Services