



ECONOMIC VITALITY COMMITTEE REPORT

October 19, 2023
City Manager

TITLE: RECEIVE APPROVED FIVE-YEAR CITYWIDE STRATEGIC PLAN

BACKGROUND

On November 15, 2022, the City Council authorized staff to develop a five-year citywide strategic plan that will update and replace the current City Council priority-setting process to ensure that the strategic themes and goals represent Pleasanton's City Council, community, and staff today and for the foreseeable future.

On March 16, 2023, the Economic Vitality Committee (EVC) received an overview of the strategic planning process, including the draft Council Priorities for Fiscal Year 2023-2024. The EVC recommended adoption of the draft Council Priorities for Fiscal Year 2023-2024 for implementation within the timeframe presented. On August 17, 2023, the EVC received an update on the strategic planning process, the high-level themes that emerged from community engagement, and the next steps in the process. Staff collected feedback from the EVC which was included in the agenda report for the City Council Strategic Planning Workshop held on August 24, 2023. The final draft of the plan, included as Attachment 1, was presented to the City Council on October 3, 2023, and approved.

DISCUSSION

The five-year citywide strategic plan, ONE Pleasanton, incorporates the input gathered through the engagement efforts to define five key goals:

- **Funding Our Future:** Fiscal Sustainability. The intent of this goal is to encourage and support the City's financial health and sound fiscal policies through long-term planning, cost recovery, increased revenue, and cost containment.
- **Optimizing Our Organization:** Organizational Effectiveness. This goal seeks to continuously improve the City organization's ability to deliver quality services to the public by supporting employees' professional development, hiring top talent, and encouraging innovation in how the City does its work.
- **Investing in Our Environment:** Infrastructure, Public Facilities, and Sustainability. This goal seeks to promote effective use of existing facilities through maintenance and repair, and to plan for future facilities and infrastructure with a focus on environmental stewardship.

- **Safeguarding Our City:** Public Safety and Emergency Preparedness. The intent of this goal is to ensure that the City can provide comprehensive public safety services and prepare for emergencies.
- **Building a Community Where Everyone Belongs:** Livability and Community Development. This goal aims to promote a livable and economically vibrant community through effective planning, economic development, and cultural arts and recreation programming

Each multi-year goal will be achieved through associated strategies, which are outlined in the plan. These strategies will require an allocation of resources in the coming years. The strategic plan also defines the City' s mission, vision, and values to guide the goals and strategies outlined in the plan.

The new Economic Development Strategic Plan is included as a strategy under **Building a Community Where Everyone Belongs**, with retail revitalization, ensuring the vibrancy of Pleasanton's downtown, business retention and expansion, and workforce development as focus areas in the first two years.

While the goals and strategies identified in the citywide strategic plan will cover a five-year period, the City will review the strategic plan on a bi-annual basis to align with the City's two-year budget process and adjust as needed to reflect changing conditions. Staff will also report regularly to the City Council and the community on the progress toward achieving the goals outlined in the ONE Pleasanton plan.

The next step for the ONE Pleasanton plan includes the development of an Implementation Action Plan, which will describe specific projects to advance the strategies under each of the five goals. An initial workshop involving key city staff from all departments is planned on October 13, 2023, to review a work plan template and discuss citywide implementation.

ACTION: RECEIVE APPROVED FIVE-YEAR CITYWIDE STRATEGIC PLAN

Attachment 1 – Approved Five-Year Citywide Strategic Plan, ONE Pleasanton