

ECONOMIC DEVELOPMENT STRATEGIC PLAN

A – Business Development & Communication

Conduct business development activities with particular focus on businesses that drive innovation in their sectors, and to expand communications, outreach, and technical assistance program to retain and expand existing firms.

BUSINESS SUPPORT – ENGAGEMENT – PROMOTION

B – Built Environment & Workforce

Enhance the evolution of aging employment centers to better respond to changing demand, through a combination of strategies that address land use and zoning changes, multimodal access improvements, and data infrastructure needs.

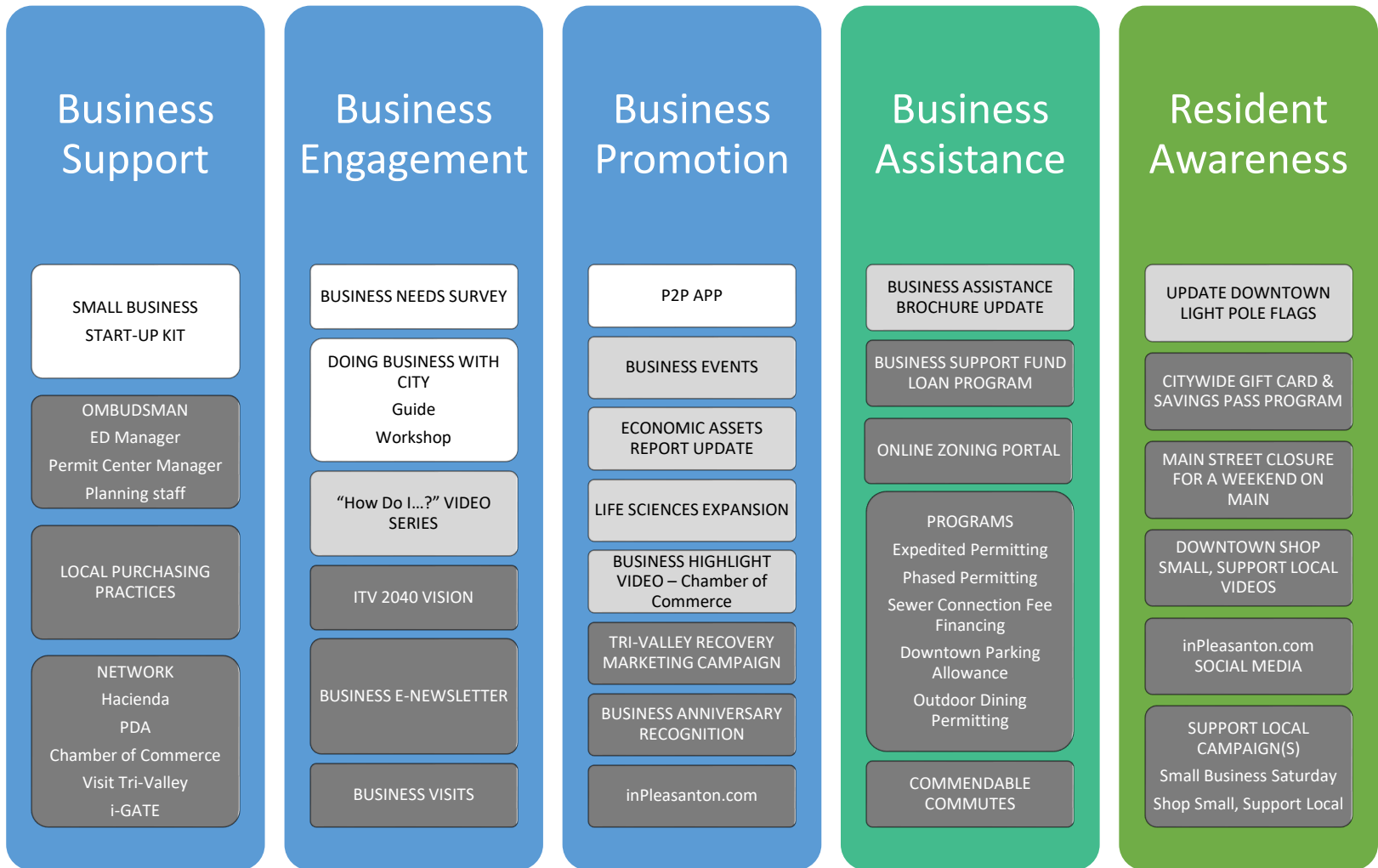
BUSINESS ASSISTANCE

C – Economic Health & Resilience

Sustain Pleasanton’s economic health and long-term resilience, so that it can continue to provide high-quality public services and amenities.

BUSINESS AWARENESS

COORDINATED BUSINESS SUPPORT PROGRAM



Activity in place

Activity planned

Activity to be developed