



**ECONOMIC VITALITY COMMITTEE
MEETING MINUTES**

May 19, 2022

7:30 a.m.

Via Zoom – Recording Link

<https://cityofpleasanton.zoom.us/rec/share/tMsE>

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CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:33 a.m. by EVC Vice Chair Tiffany Cadrette followed by the Pledge of Allegiance.

ROLL CALL

Present: Councilmember Jack Balch, PUSD Trustee Alternate Mary Jo Carreon, Steve Baker, Steve McCoy-Thompson, Will Doerlich, Shareef Mahdavi, Brian Wilson, Harsh Gohil, Michael Li, Tiffany Cadrette, Reena Gupta, Daniel Watson, and Amos Nugent (non-voting attendee). Sylvia Tian joined after attendance was taken.

Absent: PUSD Trustee Kelly Mokashi, Andres Ripa, Tracy Farhad, Ellen Pensky-McGraw, Roderick O’Brien, and Laura Brooks.

City staff: Economic Development Manager Lisa Adamos, Deputy City Manager Pamela Ott, and Economic Development Office Assistant Cailin Gavagan

AGENDA AMENDMENTS

No agenda amendments were made.

CONSENT CALENDAR

The March 17, 2022, meeting minutes were approved as presented on motion by Will Doerlich and second by Steve Baker by a vote of 12-0-0.

PUBLIC COMMENT

There was no public comment.

PUBLIC HEARINGS AND OTHER MATTERS

City Council Liaison Report

Councilmember Jack Balch provided the following updates:

- At its April 12 special meeting, the City Council:
 - Reviewed and approved the draft All-Abilities Playground Master Plan, the draft conceptual design for Lions Wayside and Delucchi Parks, the location of

pickleball courts at Muirwood Community Park, and provided direction on cricket field recommendations, toward prioritizing capital improvement projects included in City Priorities Work Plan.

- At its April 19 meeting, the City Council:
 - Approved employment contract with Gerry Beaudin to serve as Pleasanton City Manager
 - Adopted a resolution endorsing the Alameda County Home Together 2026 Implementation Plan to address homelessness
 - Approved the standard Parklet Design Package for the Downtown Parklet Program
 - Received biannual update regarding Police Department Operations, Services, and Activities
 - Provided direction on additional measures to provide enhanced accessibility and universal design features in new residential developments.
- At its May 3 meeting, the City Council:
 - Ratified appointments to City Commissions and Committees
 - Approved allocations for Housing and Human Services Grant and Community Grant Program Funds for 2022 grant funding cycle (FY 2022/23)
 - Approved \$50,000 in funding for Three Valleys Community Foundation, given over three years.
- At its May 17 meeting, the City Council:
 - Allocated an additional \$210,000 to the Transportation Corridor Parking Lot Project
 - Approved a new 25-year Recreational Use License Agreement with Zone 7
 - Reviewed the Meadowlark Trail Project and provided direction to staff.

2022 Employee and Residential Transportation Survey

Economic Development Manager, Lisa Adamos, noted the Employee and Residential Transportation Survey is one of the action items in the Economic Development Strategic Plan. The primary purposes are to measure progress toward traffic reduction, determine public awareness of commute programs and incentives available, learn which incentives would further encourage residents and employees to use commute alternatives, and to learn how employees and residents are commuting during COVID recovery.

Ms. Adamos provided an overview of the methodology that was used for the prior survey that was conducted in 2017. The 2017 Employee and Residential Transportation Survey report compared data from previous years – 2013 and 2009 – to study commute trends. The methodology included random digit dialing which resulted in 200 residents being surveyed and eight of the largest employers participated by online survey link which resulted in a 17 percent response rate.

Methodology for the 2022 Employee and Residential Transportation Survey consists of gathering a random sample of residential data from public and commercial databases and contacting a sample size of 400 residents through phone and email (Spanish and Chinese options available). Employers with 50 or more employees will also be solicited and provided with an online survey link.

The survey categories covered in the previous surveys and for consideration for the 2022 survey are:

- Employment Status

- Commute Behavior
- Commute Patterns
- Alternative Commute Modes
- Awareness of Programs, Applications
- Infrastructure and Roadways
- Effect of COVID-19 on Commuting (new category).

Conclusions for the 2017 Transportation Survey found:

- Average commute for residents is 20 miles
- 14 percent of employees live in Pleasanton
- Drive alone rate increased for both residents and employees since 2013
- On average, only 2 percent of residents and 10 percent of employees telecommute
- Only 1 percent of residents and 2 percent of employees drive electric vehicles.

Ms. Adamos introduced the proposed timeline for the survey:

- Finalize survey instrument and employer participating, Week of May 16
- Select residential sample in mid-May or early June
- Pretest residential survey and provide employer survey links in early June
- Conduct residential phone survey mid-June
- Data analysis provided in early to mid-July
- Draft reports and deliverables provided at the end of July
- Finalize reports and deliverables in August.

Ms. Adamos asked the EVC members for any feedback regarding the survey methodology or past survey results and what specific areas relating to COVID-19 recovery are recommended.

EVC member questions and comments included:

- Recommendation to include a question to employees on how much traffic and commute factors into their decision as to what job they accept.
- Recommendation to factor in telecommuting and/or hybrid work schedules to the questions in the survey.
 - Ms. Adamos confirmed those items will be addressed by incorporating new questions and reframing existing questions which we can compare to the previous surveys.
- Comment on the 25 percent increase in driving alone from the 2017 Transportation Survey and how that number may be reflected in the 2022 Transportation Survey considering the change of work habits, schedules, health concerns, etc.

City Transportation Projects Update

City Traffic Engineer, Mike Tassano, shared information on the West Las Positas Multimodal Reconstruction (WLPMR) Project which is combined with the reconstruction of West Las Positas Boulevard.

This project began as a part of the 2018 Bicycle and Pedestrian Master Plan Update where West Las Positas was selected as the highest priority corridor. Various options were explored in early 2019 and ended with seven alternatives being reviewed:

- 1A/1B: One-way separated bikeways
 - Selected as preferred option by Bike Pedestrian Steering Committee
 - Low-cost option to start
- 2A/2B: Two-way separated bikeway on south side and standard bike land north side

- 3A/3B: Hybrid of 1 and 2
- 4: Shared-use path on south side (sidewalk-level two-way separated bikeway) with one-way separated bikeway on north side.

In February 2020, City Council made the recommendation to combine the pedestrian and bicycle project with the roadway reconstruction of West Las Positas.

The timeline for the West Las Positas Pedestrian and Bicycle project is:

- Geotechnical Review is in progress
- Design begins in October 2022 (estimated to take 18 months)
- Construction begins in May 2024 (estimated to take 12 months)
- Construction completed in May 2025.

The revised design includes the removal of the outside travel lane and will be replaced with bike lanes and landscaping. The total cost for the West Las Positas Pedestrian and Bicycle project is roughly \$11 million.

West Las Positas was selected as the number one corridor for improvement for the following reasons:

- It is the primary east/west arterial
- It connects Hopyard and Santa Rita to the Iron Horse, Centennial, and Arroyo Mocho trails
- Has low vehicle volume
- Has high pedestrian and bicycle volume
- Has the highest pedestrian/bicycle collision arterial
- Land use mix of schools, offices, health, retail, and recreation.

The West Las Positas Pedestrian and Bicycle project is estimated to provide a positive economic benefit of \$115,438,114 over the 30-year analysis period, and that the project will result in a benefit-cost ratio of 10.44.

Mr. Tassano provided a brief overview and update on the Valley Link Project. Valley Link is an alternative rail system that will run over the Altamont, to Tracy, Lathrop, and Stockton. To date, the Joint Powers Authority was established, which consists of eleven members that will help guide the process. The project is projected to cost close to \$1 billion and has received \$60-70 million of grant funding thus far. The project is currently in design and aiming to begin construction by 2027.

EVC member questions and comments included:

- Is the recreation cost (included in the benefit-cost analysis) a “rough” estimate?
 - Tool Design Group completed the benefit-cost analysis report that was provided to the State, so although the City is doing this project for safety and mobility, the report to the state also reflects the recreational ‘value’.
- Does raising the bike lane to the same height as the sidewalk where pedestrians walk change any regulations towards how bicyclists are viewed?
 - Mr. Tassano responded that if a bike is on the road, it is considered a vehicle, however if the bike on a sidewalk, it is considered a pedestrian. A raised bike lane would be considered an independent facility.

- Comment on the Valley Link Project being beneficial to people who work in the Tri-Valley but live in Tracy, Mountain House, etc. where housing is more affordable.
 - Mr. Tassano added that Valley Link trains are expected to come every 30 minutes, which will increase commute options for Tri-Valley/Bay Area residents as well (i.e., Hayward residents who work at the national laboratories).

Economic Development Information/Updates

Ms. Adamos acknowledged the information items provided in the packet. The City of Pleasanton is partnering with the Pleasanton Chamber of Commerce on an Economic Drivers Event on June 14, 2022, which the EVC members are invited to in lieu of the June EVC meeting.

May 20 is the Bay Area's Annual Bike to Wherever Day and the City of Pleasanton will be hosting Energizer Stations at both the Dublin/Pleasanton and East Dublin/Pleasanton BART Stations.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

None noted.

MEETING ADJOURNED

The meeting was adjourned at 8:50 a.m.