



**ECONOMIC VITALITY COMMITTEE
MEETING MINUTES**

August 18, 2022

7:30 a.m.

Via Zoom – Recording Link

https://cityofpleasanton.zoom.us/rec/share/Al8syJ1Nnx_l1glogGrF_cgLtGrc3l7huYk4sCQA-4pWAZABFGM5Tq6YIU4G9hXi.-UfEW3d8wu5_zU3O

Passcode: @D3Gg18N

CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:32 a.m. by EVC Chair Tracy Farhad followed by the Pledge of Allegiance.

ROLL CALL

Present: Councilmember Jack Balch, PUSD Trustee Kelly Mokashi, Tracy Farhad, Steve Baker, Will Doerlich, Shareef Mahdavi, Brian Wilson, Harsh Gohil, Tiffany Cadrette, Reena Gupta, Daniel Watson, Andres Ripa, Sylvia Tian, Ellen Pensky-McGraw, James Cooper, Roderick O'Brien and Amos Nugent (non-voting attendee)

Absent: Laura Brooks, Michael Li, Steve McCoy-Thompson

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

AGENDA AMENDMENTS

No agenda amendments were made.

CONSENT CALENDAR

The May 19, 2022, meeting minutes were approved as presented on motion by Will Doerlich and second by Brian Wilson by a vote of 18-0-0.

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 May 31 special meeting, the City Council:
 - Reviewed the FY2022/23 Mid-Term Operating and Capital Improvement Project draft budget.

- At its June 7 meeting, the City Council:
 - Provided direction for allocation of funds related to the Pleasanton Garbage Service Rate Reserve
 - Received first reading of the ordinance approving the Pleasanton Police Department's Military Use Equipment Use Policy.
- At its June 21 meeting, the City Council:
 - Approved the Library Roof Replacement Project plans and contract
 - Adopted a resolution to approve garbage rates effective July 1, 2022
 - Approved Fiscal Year 2022/23 Mid-Term Operating Budget and Capital Improvement Program
 - Received second reading of the ordinance approving the Pleasanton Police Department's Military Use Equipment Use Policy
 - Reviewed agreement between the City of Pleasanton, City of Livermore, and Dublin San Ramon Services District for the construction and operation of a temporary joint residential recycled water fill station on Parkside Drive.
- At its June 28 special meeting, the City Council:
 - Received proposed Memorandum of Understanding between the Livermore-Pleasanton Fire Department Joint Powers Authority and the International Association of Firefighters, Local 1974
 - Reviewed updated *City Council Meeting Rules of Procedure* for adoption.
- At its July 19 meeting, the City Council:
 - Approved the Muirwood Community Park Court Resurfacing Project
 - Approved a lease agreement with Union Pacific Railroad to utilize a portion of its property as a parking lot between St Mary Street and Division Street
 - Approved traffic mitigation measures improvement plans for the Johnson Drive Economic Development Zone
 - Ratified the Livermore-Pleasanton Fire Department contract
 - Approved the purchase of three new fire engines for LPFD
 - Ratified the Pleasanton Police Department's military use equipment use policy
 - Approved agreement with Bonita House to provide clinician services for the Alternate Response Mental Health Program
 - Reviewed and provided comments on the 6th Cycle (2023-2031) Draft Housing Element.
- At its August 16 meeting, the City Council:
 - Reconsidered the regional recycled water fill station agreement
 - Reviewed and discussed Century House Master Plan
 - Considered approval of scope of work for Stoneridge Mall Framework planning process.
- The City of Pleasanton has an open recruitment for Committees and Commissions with an abundance of vacancies.

Update to Economic Development Strategic Plan Discussion

Economic Development Manager Lisa Adamos noted the Economic Development Strategic Plan as a policy document that guide's the City's economic development priorities and activities for a period of three to five years. The purpose of updating the Economic Development Strategic Plan is to meet the business needs of the city and contribute to the fiscal health of the City as well as the community.

The City began a formal city bid process in July and five proposals were received. After an internal review process by City staff from the City Manager's Office, Economic Development, and Community Development departments, the contract was awarded to Willdan Financial Services. Willdan Financial Services has more than 800 public sector clients, working primarily with cities and counties and follows IEDC's guidelines to establish metrics to be measured and best practices for economic development policies and programs, funding initiatives, and how to form effective regional strategic partnerships.

Ms. Adamos introduced Willdan Financial Services Managing Principal and Project Manager Molly McKay to help lead the discussion. Ms. McKay highlighted the following economic development priorities on which the new strategic plan will focus:

- Economic Diversification
- Business Retention and Expansion Framework Formation
- Life Science/Biotech Attraction and Expansion
- Retail Revitalization Strategy
- Implementation Strategy: Road Map and Action Steps.

Ms. McKay noted that this project will take place over a six- to eight-month timeframe with several milestone deliverables and feedback throughout. Key deliverables of the project may include:

- Demographic and Economic Profile Report
- Data Collection Interviews/Developer Outreach
- Retail/Dining and Mixed-Use Market Analysis
- Business Retention and Expansion Strategy
- Workforce Attraction Strategy
- Case Study Research
- Internal Consensus Building Work Session
- Monitoring and Reporting Dashboard
- Implementation and Funding Plan.

Ms. McKay reviewed key milestones of the proposed timeline:

- Project Kick Off and Management
- Economic Profile Report
- Stakeholder Engagement
- Consensus Building Workshop
- Implementation and Funding Plan
- City Council Work Session and Final Plan
- Final Deliverables.

Ms. McKay introduced Willdan Financial Services Principal Consultant Carlos Villarreal who shared a brief overview of the tools that will be used for the analysis:

- CoStar, which will be used to gain a sense of the real estate market
- Emsi, a labor analytics tool
- Placer.ai, a tool that leverages cell phone data to analyze cell phone movement that provides a pattern of where people are coming to/from for their retail shopping.

For community engagement, Slido, an electronic survey will be shared widely to gather information. Real estate analysis will be conducted by analyzing trade area data, researching

property ownership/assemblage opportunities, and by interviewing owners, developers, investors, and brokers.

Ms. McKay introduced Willdan Financial Services Managing Principal James Edison to provide an explanation on how sales tax diversification will be approached and the different financing tools that will be evaluated to attract redevelopment activity. Mr. Edison noted that throughout the analysis, Willdan Financial Services will identify specific needs and tailor solutions that are both acceptable to the City as well as the community and will be presented in the implementation plan. These solutions will also be provided with various financial tools that are available (i.e., funding that could be provided, implications and tradeoffs of the funding, etc.).

Ms. McKay concluded the discussion by providing an overview of the next steps which will consist of finalizing the project management plan and specific data requests, as well as developing the economic profile report.

Ms. Adamos added that City staff will be meeting with Ms. McKay and her team to finalize the scope of services and the management plan and will provide updates to the EVC throughout the process.

EVC member questions and comments included:

- Is there a communications strategy or plan?
 - Ms. McKay responded that it is embedded in task one. A communications strategy will incorporate into the project management plan that will be presented at the kick-off meeting.
 - Ms. McKay recommended to first develop a flyer or FAQ one-pager that details the project, timeline, and how to get involved. Data collected from the most recent Business Needs Survey will also be used in order to determine if there is additional outreach needed.
- What do you see as the opportunity here in terms of growth, specifically in the life sciences sector?
 - Ms. McKay responded that they work with Olivia Metz, a workforce development strategist and an expert in life sciences attraction. Ms. Metz's expertise can lend a very specific view into the life sciences sector as well make connections to companies that may be looking to expand and relocate. With these insights, the project team can identify opportunities and provide strategies to ensure the city is competitive in its offerings.
 - Mr. Edison added there is now more demand for flexible office spaces closer to where employees live, for which the Tri-Valley could potentially capitalize on.
- Will there be multi-language flyers available?
 - Ms. McKay responded in the affirmative.
- The three- to five-year timeline seems too short for something of a magnitude such as attraction retention or expanding the life sciences sector. Is this still recommended as a good timeframe?
 - Ms. Ott added that the three- to five-year timeline is intended to recognize that there will be changes in the market and environment as time goes on so the timeline would prompt review and amendment of the plan as deemed needed.
 - Ms. Ott further noted the Economic Development Strategic Plan gets adopted by the City Council, so the work that the EVC does to craft a solid plan serves as the EVC's recommendation to City Council for its review and consideration.

Business Needs Survey Final Report

Ms. Adamos noted that the Business Needs Survey was conducted by FM3 during the summer and the final report was included in the agenda packet. Ms. Adamos added that the City will be sharing the final report with other City departments and staff.

EVC member questions and comments included:

- A comment noted how beneficial the results from the Business Needs Survey will be to Ms. McKay and her team as they develop the new Economic Development Strategic Plan.

Economic Development Information/Updates

None noted.

MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE

Councilmember Balch encouraged thinking innovatively when it comes to revitalizing and being innovative with programs (i.e., the Downtown Parklet Program).

Ms. Farhad added that the City of Pleasanton is participating in the summer-long public art installation project called #PictureThis. This project has 31 frames for people to take pictures in throughout the entire Tri-Valley. Pleasanton's frame is at the Pleasanton Library until the end of September.

MEETING ADJOURNED

The meeting was adjourned at 8:47 a.m.