

PLEASANTON

PROGRESS

SUMMER
2022

OUR HOMETOWN SUMMER

First Weekends on Main

Stroll through our charming downtown every first weekend of the month from May to December - street closures Friday afternoon through Sunday.



Concerts in the Park

Enjoy an eclectic band lineup Friday nights from June 10 to August 26 at Lions Wayside Park - excluding the first Friday of every month.

THE CITY OF



NEWSLETTER OF THE CITY OF PLEASANTON, CALIFORNIA



Welcome to Pleasanton Progress **INTRODUCING OUR NEW CITY MANAGER, GERRY BEAUDIN**

I look forward to partnering with our residents, business community, community partners and others, as we build on the great work that is already underway.

I am deeply honored to have been selected by the Mayor and City Council to serve as Pleasanton's City Manager. I am excited to lead and support our talented and dedicated City staff who continue delivering services and programs that are accessible, accountable, and essential to Pleasanton's high quality of life.

My name may sound familiar to some of you as I was Pleasanton's Community Development Director for four years from 2015 to 2019. For those of you who do not know me, I've spent most of my professional career helping to make cities more livable and vibrant, and organizations more compassionate and collaborative. While I was in Pleasanton, I had the privilege of working on a wide range of projects and City Council priorities, including Sunflower Hill at Irby Ranch, the Workday campus, and legislative advocacy around housing. For the last two and a half years I served as the Assistant City Manager with the City of Alameda where I worked on a financial plan, equity and inclusion initiatives, and climate-related adaptation and resilience efforts.

As I look to the future, I am delighted to be returning to this exceptional community. Thank you for the warm welcome, and I'll see you around town. Please enjoy our summer edition of Pleasanton Progress!

Gerry Beaudin, City Manager

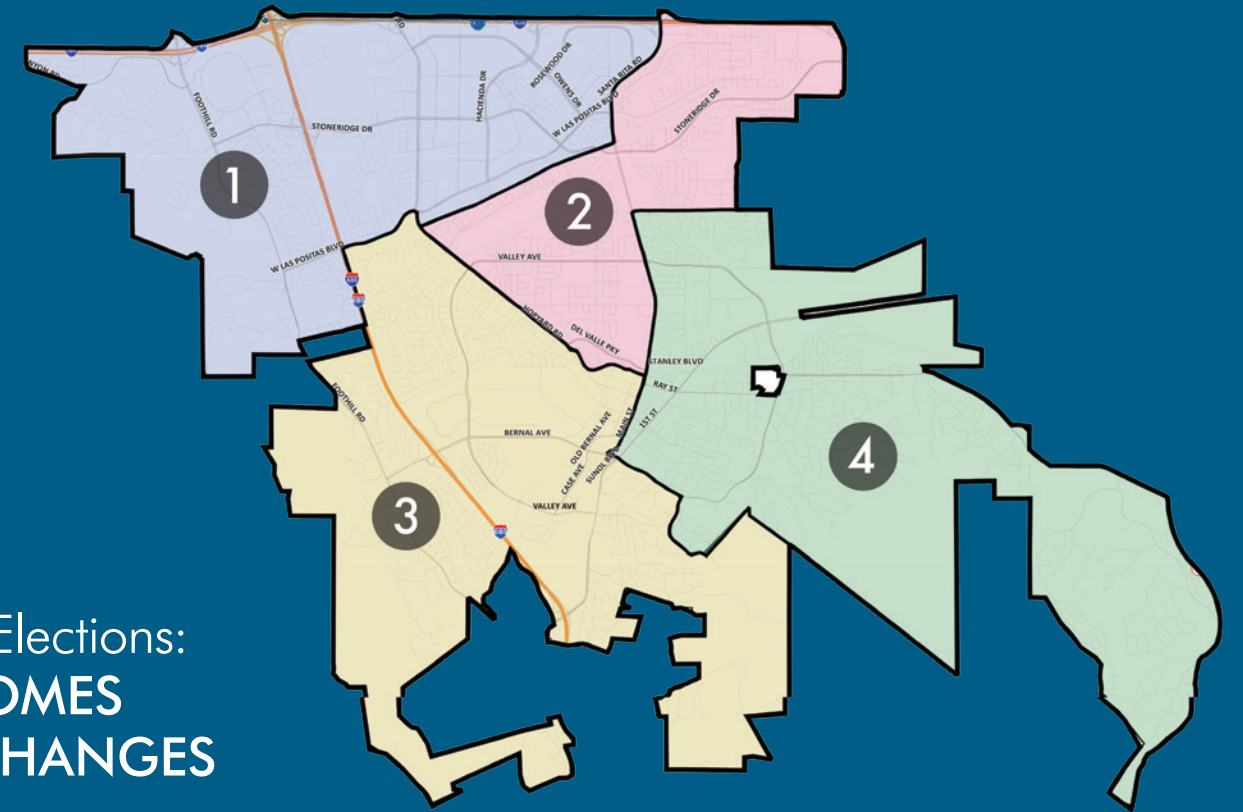


June 4 - August 7 **READ BEYOND THE BEATEN PATH**

The Pleasanton Public Library Summer Reading Program theme celebrates the spirit of camping and adventure and invites participants of all ages to discover the joy of reading. Library participants young and old will be encouraged to explore the outdoors, spend time with family sharing stories (and maybe even s'mores), and to find beauty in the diversity of nature.

The annual Summer Reading Program kicks off on Saturday, June 4. Be sure to sign-up on Beanstack, the Summer Reading Program software, to keep track of reading, earn badges, and enter raffles.

To join the reading program at anytime visit:
cityofpleasantonca.beanstack.org



District Elections: **OUTCOMES AND CHANGES**

Background

In 2021, the City Council adopted a resolution of intent to transition from its at-large electoral system to district-based elections to be implemented for the November 2022 general municipal election. The office of Mayor remains elected at-large.

In early 2022, the City Council held four public hearings at which the City Council received community input and feedback on the proposed composition of districts and criteria for determining district boundaries. As well, the community was provided an opportunity to draft district maps for consideration.

On March 15, 2022, the City Council adopted an ordinance establishing district boundaries for four districts, and establishing the election sequencing for each district.

Outcome

The next general municipal election is on November 8, 2022, and will be district-based for Councilmember seats. The election for Districts 1 and 3 will occur at the 2022 municipal election and every four years thereafter. The election for Districts 2 and 4 will occur at the November 2024 general municipal election and every four years thereafter.

2022 General Municipal Election

There will be three seats up for election in 2022: Councilmember from District 1, Councilmember from District 3, and Mayor at-large. Registered voters from Districts 1 and 3 will be able to vote for a Councilmember candidate in their district and a Mayoral candidate. Registered voters from Districts 2 and 4 will be able to vote for a Mayoral candidate only.

For more information, visit the District Elections page under Hot Topics on the City's website:
cityofpleasantonca.gov



Location - Irby Ranch

The Housing Element: PLEASANTON'S LOCAL PLAN FOR HOUSING

Every eight years, each local jurisdiction in California is required to prepare an update to the Housing Element of the General Plan that guides the community's long-range planning. Within the General Plan, the Housing Element serves as the local plan for housing, containing policies and programs to address the housing needs of the community, including those who face the most significant housing challenges such as seniors, persons with disabilities, large families, and others.

Through the Housing Element, a city must also demonstrate it has zoned an adequate number of sites for housing to meet its share of the Regional Housing Needs Allocation (RHNA). RHNA represents the number of needed housing units in each community for households of all income levels, over the planning period as determined by the California Department of Housing and Community Development (HCD) and the regional Association of Bay Area Governments (ABAG). The final RHNA methodology and allocation assigns Pleasanton a total of 5,965 housing units to be planned for in the eight-year Housing Element cycle from 2023-2031, also known as the "6th Cycle" update.

Work has been underway on the Housing Element Update since spring 2021. Over the past year, the City has conducted public outreach and numerous meetings with the Housing Commission, Planning Commission, and City Council to review background reports, analyze potential policies, and identify potential housing sites. Based on a preliminary evaluation of the capacity of existing sites zoned for residential development and "pipeline projects" (i.e., planned/entitled development projects), the City determined there is a shortfall between the RHNA and the existing capacity for housing within the city.

In February 2022, the City Council recommended a list of 25 initial sites that are to be further studied for potential zoning changes that would allow residential use; this list is expected to be narrowed as the Housing Element update proceeds through the review process.

Starting in April, work has begun to prepare a comprehensive Environmental Impact Report (EIR) as part of the review required by the California Environmental Quality Act (CEQA). Examples of impacts that will be analyzed in the EIR include traffic, water supply, public services, and greenhouse gas emissions. The purpose of the EIR is to identify and disclose the potential impacts of the new housing that must be planned for, including mitigation measures that could help reduce or offset those impacts.

Public input on the Housing Element will continue to be critical through the remainder of the process. To date, the City has held community meetings, surveys, and focus groups to seek input on housing needs and concerns and will continue outreach with the community in the coming months. Additional opportunities for public input are expected with several key milestones in the Housing Element process, including release of a Draft Housing Element this summer for public comment prior to its submittal to the State for its initial review, and publication of the Draft EIR in late summer/early fall. Public hearings to consider adoption of the Housing Element will begin in early 2023.

The community is encouraged to learn about the Housing Element update and provide input on Pleasanton's housing challenges and opportunities at upcoming community, commission, and City Council meetings.



For more information on the Housing Element, and to sign up for future Housing Element update notifications: pleasantonhousingelement.com

HOUSING ELEMENT TIMELINE





Pleasanton Rebate Recipient

Lawn Conversion Rebate Program: AN ECO-FRIENDLY OPTION

Starting this June, the City is offering an increased rebate for sustainable lawn conversion projects. Converting an irrigated lawn in an ecologically friendly way, creates a water-wise alternative which may reduce your water bills, enhance your property, and improve the environment.

An increased \$0.50 per square foot of eligible lawn will be offered to customers who follow these landscaping practices:

- Sheet Mulching: a zero-waste way to smother the lawn and replenish soil (rather than physical removal of lawn or application of chemicals to kill off lawn)
- Plant a few California Natives: install beautiful plants that are suited for our climate, soil and animals
- Add compost and mulch to replenish soil further
- Plant during cool season, between September and February

Between the rebates offered by Zone 7 and the City of Pleasanton, customers can receive up to \$2,575 (Residential) or \$10,000 (Commercial/Irrigation) by participating in both programs. There are no retroactive rebates. All projects must be approved and provided a Notice to Proceed from the City of Pleasanton prior to removal of the lawn to be converted.



Pleasanton Rebate Recipient

For more information about these rebates go to PleasantonWaterConservation.com, or call (925) 931-5525, or email WaterConservation@cityofpleasantonca.gov

Water Conservation: TIPS FOR THE TAP

January through March 2022 was the driest on record for much of California. As the drought continues into a third straight year, conservation efforts remain an important tool in stretching out our water supply until the next rainy season.

With a 15 percent mandatory water conservation compared to 2020 in effect in the Tri-Valley, the City's Water Conservation Program will help our community reach this conservation goal. The list below provides ideas to save water today:

Cutting back on outdoor watering is an easy way to reach your 15 percent reduction in water use:

- Water lawns and ornamental landscaping between 9 p.m. and 6 a.m. to reduce water loss from wind and evaporation. (Download the Recommended Year-Round Watering Schedule at PleasantonWaterConservation.com)
- Under the current Stage 2 water shortage, outdoor watering of lawns and decorative landscaping is limited to no more than 3 non-consecutive days per week. Sustain your landscaping through the "cycle and soak method" which incorporates multiple, short cycles of watering, stretched between periods of rest for soil absorption. Keep watering times under the number of minutes before water starts to run off the landscaping.
- Check your irrigation systems for breaks or leaks.
- Consider replacing your lawn with low-water-use plants through Zone 7's Water Efficient Landscape Rebate & the City's Lawn Conversion Rebate.
- Participate in the City's Controller Assistance Program for an irrigation controller consultation.
- Install a WaterSense irrigation controller through Zone 7's Weather Based Irrigation Controller rebate program (see Zone7Water.com for details).



For more information on water conservation and recommended year-round watering schedule visit:

PleasantonWaterConservation.com

Save water indoors:

- Take shorter showers.
- Wash only full loads of laundry and dishes.
- Turn off the tap when brushing your teeth, shaving, or dish washing by hand.
- Learn how to detect common household leaks: Indoor and Outdoor Leak Detection.

The Smart Energy Water (SEW) customer portal allows you to monitor water usage in real time and make payments online. To register your account visit: pleasantonwater.smartcmobile.com/portal/, call 925-931-5500, or email osd@cityofpleasantonca.gov

Come join us! MOVIES IN THE PARK



Movies in the Park is back!

The City of Pleasanton invites the community once again to participate in this annual tradition of setting out blankets, joining together with friends and family, and enjoying a movie during the cool summer evenings. Every Thursday evening from June 30 to August 4, join us for a movie and entertainment at Amador Valley Community Park. The movies start at dusk, but you are encouraged to arrive early so you don't miss out on pre-screening activities and fun. The movies this year include:

June 30....A Goofy Movie

July 7.....Space Jam (1994)

July 14.....Willy Wonka & The Chocolate Factory (1971)

July 21.....Sing 2

July 28.....Encanto

August 4...Shang-Chi and the Legend of the Ten Rings

Find Us Online:

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Nextdoor.com



City of Pleasanton

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