



PLEASANTON THE RIGHT ADDRESS for the CENTURY
ECONOMIC ASSETS 21ST



MAJOR
MARKETS



INNOVATION



BUSINESS
CENTERS



TALENT



AMENITIES



This is Pleasanton.

Pleasanton nurtures a strong local economy and is home to thriving businesses of all sizes and types, from startups to Fortune 500 firms, with especially robust industry clusters in information technology, computer engineering, biomedical, and professional and technical services.

Executives in Pleasanton report a high level of satisfaction with the city's business environment. **In a recent survey, 91% of business executives reported that Pleasanton was a good or excellent location for doing business, noting high marks for its central location, quality infrastructure and amenities, and its friendly people.**¹

Almost 80% of the executives indicated they expected their businesses to be in Pleasanton five years from now.

Simply put, Pleasanton is an exceptional place to locate and achieve business success.

¹JD Franz Research, Inc., "City of Pleasanton: Surveys of Business Executives," City of Pleasanton, November 2012.

Access to Major Markets

----- A well-connected Northern California location -----



Pleasanton companies recognize the value of Pleasanton's location in Alameda County and the San Francisco East Bay: convenient access to all major markets in Northern California.

Pleasanton is well-positioned for access to multiple transportation modes which help facilitate the movement of goods and people throughout the region. **Ideally situated at the intersection of I-580 and I-680, Pleasanton is less than an hour drive time from San Francisco, Silicon Valley, and the Central Valley; and only 90 minutes from the state capitol in Sacramento.** Pleasanton is near three major international airports - Oakland (OAK), San Francisco (SFO), and San Jose (SJC), while Pleasanton's neighbor, Livermore, operates a municipal airport. Key U.S port operations are nearby in San Francisco, Oakland, and Stockton.



MILES TO MAJOR CITIES:

San Francisco: 40 miles

Oakland: 25 miles

San Jose/Silicon Valley: 30 miles

Stockton/Central Valley: 48 miles

Sacramento: 90 miles



Access to Innovation

..... Hub for the San Francisco East Bay's key industry sectors



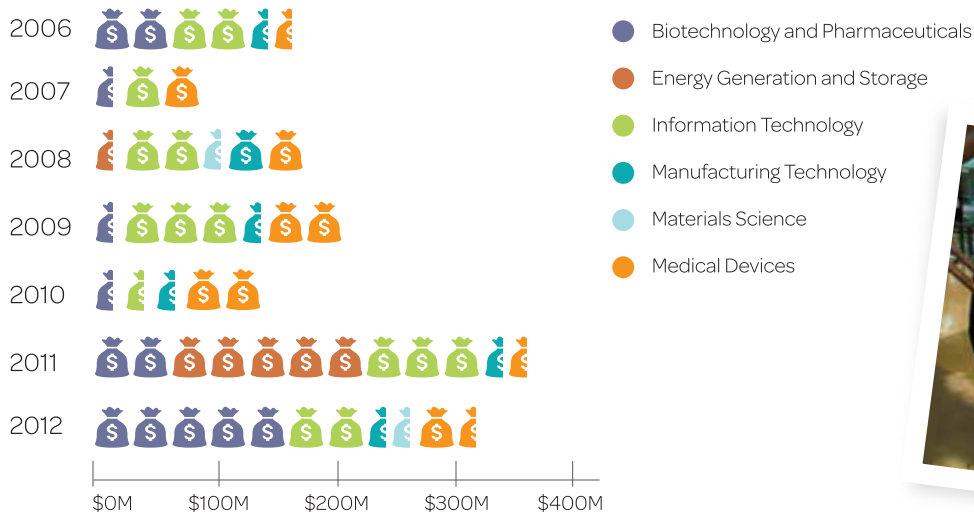
Pleasanton is a highly competitive employment center, with an environment that fosters business success. **Pleasanton's long-term growth of 63% outpaced the East Bay region's 20% growth over a 14-year period, and Pleasanton companies demonstrated growth of more than 25% across all business sizes.**²

While the city is home to a diversity of business sectors, Pleasanton's economy is particularly specialized in innovation and knowledge-based industry clusters including:

- Information Technology
- Biomedical Technology and Devices
- Computer Engineering
- Professional and Technical Services

Indicative of this innovation culture, collectively Pleasanton companies have been a top recipient of venture capital investment in the East Bay³, and since 2006 have received more than **\$1.3 billion** in venture capital funding.

VC Investment Dollars in Pleasanton



² National Establishment Time-Series Database, 2009; Bay Area Council Economic Institute, 2011.

³ Center for Strategic Economic Research, 2012; Economic & Planning Systems, Inc., 2012; PriceWaterhouseCoopers/ National Venture Capital Association Money Tree Report, 2011; Thomson Reuters, 2011; Bay Area Council Economic Institute, 2011; East Bay EDA, 2011; City of Pleasanton, 2012; Strategic Economics, 2013.

Complementing this local innovation climate, the East Bay is the only region in the country with three national laboratories: Lawrence Livermore and Sandia National Laboratories are only 12 miles and Lawrence Berkeley National Laboratory is 35 miles from Pleasanton. This proximity to cutting-edge research and development, and the network of companies it cultivates, makes Pleasanton an excellent location for entrepreneurs and start-ups that are bringing lab-developed ideas and products to the commercial market.

Businesses of all sizes – from small offices to regional operations centers to large company headquarters – position the city as a regional employment center with more than 53,000 jobs. This breadth and diversity of companies adds to the strength of Pleasanton’s economy by building a local supply chain and robust business-to-business activity.

Leading Companies in Pleasanton

Establishing headquarters, research and development facilities, and information technology departments in the city, some of the Bay Area’s largest firms have a strong presence in Pleasanton:



Access to Business Centers

..... High value, cost competitive commercial space



As Pleasanton's largest business center, Hacienda covers 875 acres and comprises nearly 60 percent of Pleasanton's office and flex building inventory. Hacienda combines 7.5 million square feet of office and flex space with nearly 900,000 square feet of retail serving workers and residents alike.

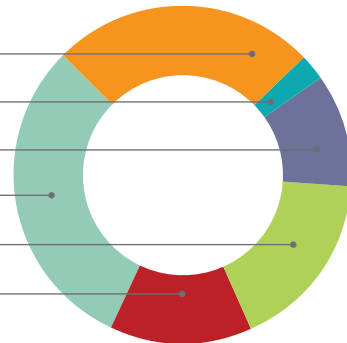


Pleasanton has a strong, progressive and business-friendly identity. The city offers a variety of commercial real estate offerings, within **15 million square feet** of class A, class B, flex/R&D space and light industrial buildings that meet the needs of a mixture of established and emergent industry clusters, and conveniently located near freeway exits, major roadway arterials and transit.

Commercial and Industrial Building Inventory

SQUARE FEET

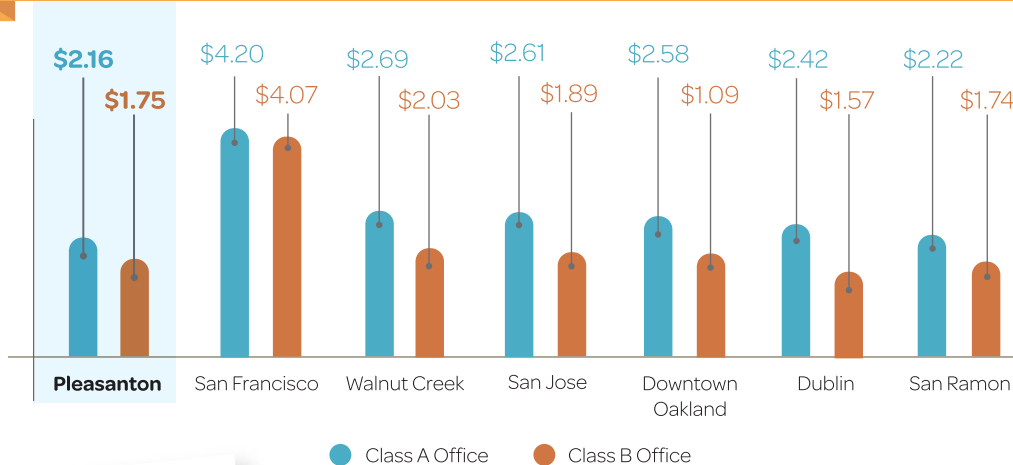
- Retail: 5,200,000
- Warehouse: 500,000
- Light Industrial: 2,200,000
- Class A Office: 6,200,000
- Flex: 3,500,000
- Class B Office: 2,800,000



Pleasanton's premium office space is cost competitive compared to other Bay Area locations such as San Francisco, Downtown Oakland, or San Jose, as well as within the Tri-Valley region, making Pleasanton a high value location.⁴

⁴ Source: Colliers International, First Quarter 2013; Strategic Economics, 2013. Average asking rate is provided on a "full service gross" basis, including insurance, utilities, taxes, maintenance, etc.

Comparison of Premium Office Lease Rates



Pleasanton understands the needs of today's businesses. From well-maintained roadways to high-speed Internet access, infrastructure is in place to support the needs of businesses in the 21st century.

Substantial investment in Hacienda's fiber optics allows tenants access to excellent connectivity while a free municipal Wi-Fi network covers Pleasanton's downtown district - a welcome spot for personal and professional collaboration at a local café.

The City of Pleasanton works hard to support energy quality, reliability, and sustainability particularly through facilitating the development of redundant power capacity, clean power, and distributive generation. **Demonstrating commitment to its tenants, Hacienda's electrical service is ranked highly in reliability statewide.**



Temporary residence options are spread across the city's inventory of 1,800 hotel rooms, ranging from the upscale boutique Rose Hotel in downtown, to full-service business hotels offering on-site dining and workout facilities, and extended stay properties for longer term lodging.

Pleasanton has a mix of unique and inviting spaces available for corporate meetings and events, including a wine country experience with full-service event centers located at artisan wineries, or traditional meeting room arrangements at full-service hotels. Larger corporate events - including company gatherings, trade shows and festivals - can be organized at the Alameda County Fairgrounds, a 267-acre site that has indoor, outdoor, performance and dining facilities available year-round.



Photo credit: Tyler Vu Photography

Access to Talent

-----| *A world-class workforce* |-----



Pleasanton's central location enables businesses to draw from the Bay Area's large and diverse labor pool. Pleasanton companies have access to the highly-educated, highly-skilled workers desired by the innovative industry clusters finding success in our community, attracting workers from the Tri-Valley, the East Bay, Silicon Valley, and beyond.



In addition to auto accessibility via Interstates 580 and 680 as well as major regional roadways, Pleasanton has two BART (Bay Area Rapid Transit) stations, an ACE (Altamont Corridor Express) station and a strong local transit system that provides efficient and reliable service, allowing employers to attract workers from throughout the region.

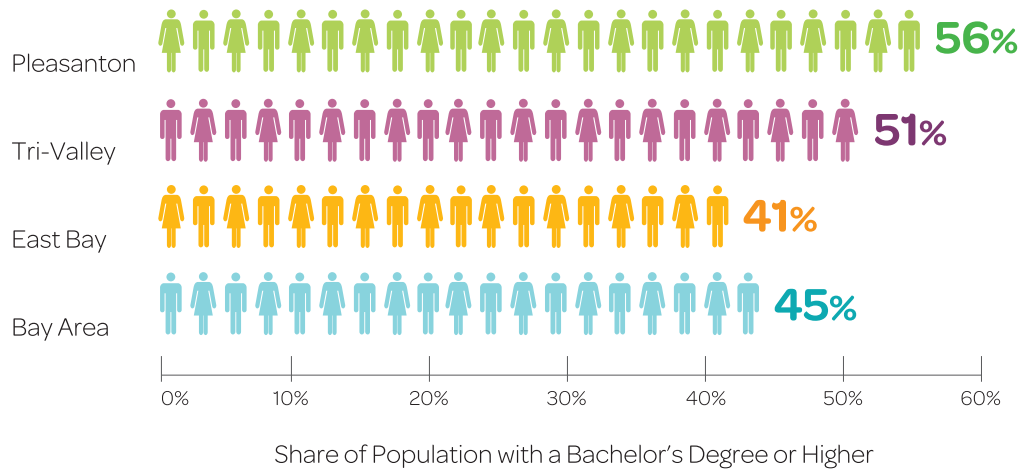
Well educated and skilled talent is a hallmark of Pleasanton with **56%** of the residents having a bachelor's or advanced degree.⁵ Within this labor force Pleasanton has a concentration of early career workers between 25-34 years old who are important for a company's workforce recruitment and retention strategies.



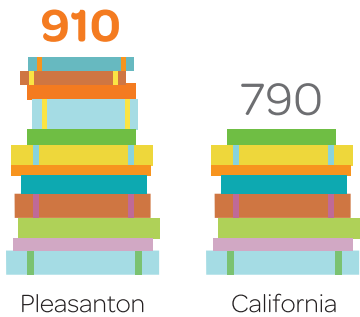
Providing access to higher education is important and Pleasanton is home to the University of San Francisco East Bay campus. This campus offers undergraduate and graduate degree programs with courses specifically designed for today's workforce.

⁵US Census ACS 5-year Estimates, 2007-2011.

Educational Attainment of 25 to 34 Year Old Residents



ACADEMIC PERFORMANCE INDEX 2013



Employees and their families are drawn to Pleasanton for the great schools. Pleasanton Unified School District serves approximately 14,800 students across 15 school sites and reports one of the highest Academic Performance Index (API) scores in California⁶, demonstrating the superior quality of local education.

The Pleasanton Unified School District (PUSD) is preparing our youth to ensure the excellence of our future workforce. **95% of the district's high school graduates continue on to higher education.**



With STEM (science, technology, engineering and math) accounting for 7 out of 10 jobs, PUSD has implemented new STEM pathways, partnering with Project Lead the Way (PLTW), to offer classes in engineering and biomedical sciences that will develop critical-reasoning and problem-solving skills to prepare youth for the cutting edge jobs of the future.

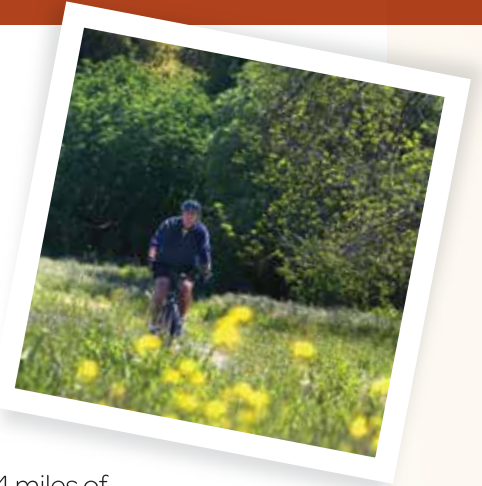
⁶Pleasanton Unified School District, API scores based on Spring 2013 test results.

Access to Amenities

..... *A first-class quality of life*

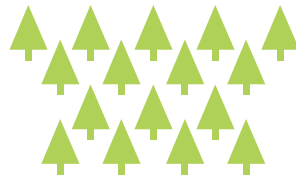


Pleasanton offers an exceptional quality of life that makes employees, business owners, and top executives proud to call the city "home." Pleasanton is a highly desirable community that offers top rated schools, a regional shopping mall, an historic downtown district, an abundance of recreational experiences, year-round activities, and plentiful arts and cultural events.



Pleasanton maintains 42 parks throughout the city, and an additional 24 miles of trails available for recreational use by residents and company employees alike. As well, the regional 33-mile Iron Horse Trail that connects Livermore to Suisun City travels through Hacienda right to the BART station, and the employees in the Bernal Corporate Park can enjoy the par course along a multi-use path that encircles the business center.

PLEASANTON OFFERS



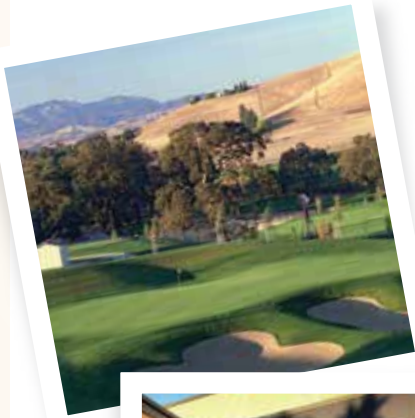
42

Parks



24

Miles of Trails

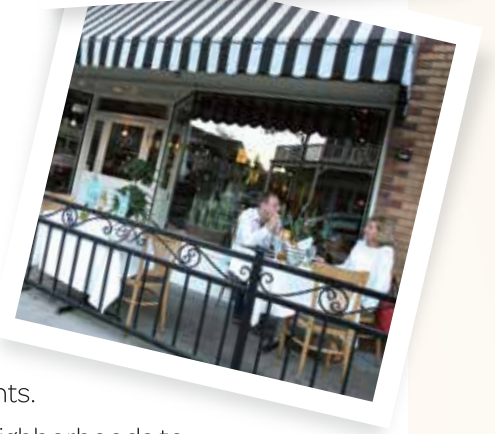


Pleasanton's celebrated public amenities include the Augustin Bernal Park, a 237-acre natural jewel along the ridgeline in the middle of the East Bay Regional park system, the interpretive Alviso Adobe Park that reveals the history of the Amador Valley, the Firehouse Arts Center, and award-winning Callippe Preserve Golf Course. As well, many businesses foster fun and team building as active participants in the city's recreational leagues.

Pleasanton's retail, cultural, and entertainment options abound. Stoneridge Shopping Center is an enclosed mall offering 1.3 million square feet of upscale retail shopping, while Downtown Pleasanton offers boutique shopping, entertainment, and dining options in a charming, walkable environment. These destination points are complemented by local shopping centers that are easily accessible by employees before, during and after the work day.



Pleasanton retains its position as one of the safest communities in California. This is reflected in a recent business survey in which companies rated the City as good to excellent in providing public safety services. An active and involved citizenry who take the time to report suspicious activity, coupled with a proactive and rapid police response, contributes to this success. Notably, in 2012 overall non-emergency response time was shortened by 7% while emergency response time remains at 4 minutes.



Pleasanton features a wide variety of homes in desirable developments. From mixed-use units near job centers and transit to single-family neighborhoods to luxury real estate communities, Pleasanton's array of housing options meet the preferences of today's workforce and executives.



To all this, add festivals, parades, a weekly farmers market, and an outdoor summertime concert series and you'll see that Pleasanton has a unique charm that is welcoming to all. It's this small town ambience combined with a sophisticated metropolitan edge that makes Pleasanton an exceptional place.

The City of Pleasanton is a vibrant Northern California community of 70,000 residents and a part of the San Francisco Bay Area. Pleasanton is identified as a major suburb by the U.S. Census and is one of the most prosperous mid-sized cities in the nation. In 2010, Pleasanton was included in Money Magazine's list of the '100 Best Small Cities to Live in America.'

The city's location has historical significance as a primary trading route of early Native Americans and the route of the First Transcontinental Railroad. This same advantage remains today as Pleasanton is proximate to key trade areas and commerce corridors.

Among Pleasanton's many attractions are an excellent school system, a highly educated workforce, over 1,200 acres of parkland and recreational open space, a nationally recognized business center for many of the city's 4,000 companies, a premier regional retail shopping mall, and a certified California Main Street downtown district.



Simply put, Pleasanton is an exceptional place to locate and achieve business success.

Key Partners



This brochure is a project led by the City of Pleasanton's Economic Vitality Committee, with support from Strategic Economics and Ogden Costa Creative Group.



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