

Pleasanton Police Department  
**Community Advisory Board**  
Tuesday March 26, 2024  
Briefing Room

Department Attendees: Chief David Swing, Captain Larry Cox, Lieutenant Nick Albert, Assistant City Manager Pamela Ott, Administrative Assistant Kim Monfort

CAB Members in Attendance: Torin Fischer, Bill Foley, Andrew Gelb, Bryan Hardwick, Carroll Jacoby, Pinky Mukherjee, Raffiq Rajabali, Mary Scott, Camron Shimy, Maritess Simmons, Elizabeth Zhuge

Absent: Jennifer DeGroat-Penney, Erica Gallegos, Kenya Sullivan, Mike Telang

## **I. Chief's Welcome**

Chief Swing welcomed the group to the meeting and introduced special guest, Assistant City Manager Pamela Ott who will be presenting on the City's finances later in the meeting.

## **II. Police Department Update**

### a. Police Chief David Swing Retirement

Chief Swing advised that he has taken a position as Executive Director of the East Bay Regional Communications System Authority (EBRCSA) and will be retiring from the Pleasanton Police Department on May 2, 2024. He shared that while it was a bittersweet decision, it will allow him more time with his family and is an opportunity to stay engaged in law enforcement. There will be an open recruitment for Police Chief. Plans for an interim chief have yet to be determined. He assured the group that the Community Advisory Board will continue in his absence as both captains are huge proponents of the program.

### b. Bi-Annual Report to City Council

Chief Swing shared that the police department's biannual report to City Council is scheduled for Tuesday, April 16<sup>th</sup>. CAB members are invited to attend or watch the meeting.

## **III. Old Business**

### a. Review of Minutes

Chief Swing reviewed the minutes from the January meeting. Following up on a conversation regarding communication channels with department staff, Chief Swing advised that command staff looked at several platforms including Basecamp through Microsoft Suite and have yet to find the best solution.

### b. Community Ambassador Follow-up

Chief Swing stated that staff is still developing procedures on how a community ambassador plan would work. The group talked about ways to respond to comments on social media.

## IV. New Business

### a. City Finances

Chief Swing and Assistant City Manager Pamela Ott gave a presentation on the state of the city's finances. They gave the same presentation to the Pleasanton Art Council last night and are currently in a listening mode, eager to hear thoughts, comments, and questions.

The presentation included the state of the city, an overview of city services, programs, and needs, and an opportunity for comment.

The City's Mission is to prioritize residents and businesses by delivering a wide array of exceptional public services to support a safe, sustainable, and inclusive community. The first citywide Strategic Plan, "One Pleasanton" was developed to serve as a roadmap to set a progressive path for Pleasanton for the next five years, from 2023 through 2028. The plan consists of five key goals.

- Fund our future: fiscal sustainability
- Optimize the organization: organizational effectiveness
- Investing in our environment: infrastructure, public facilities, and sustainability
- Safeguard our city: public safety and emergency preparedness
- Build a community where everyone belongs: livability and community development

Ms. Ott stated that the City has a longstanding history of prudent responsible performance and the current two year budget is balanced. However, since COVID, revenue sources are limited and fixed, while expenses continue to grow. Property tax is growing at a modest rate. Sales tax is flat and hotel tax has not rebounded. General fund expenses exceed revenues.

The needs of the City include:

- Public Safety: protecting 911 rapid-response, fire, emergency medical, and police services; maintaining crime prevention, disaster preparedness, safe traffic flow, etc.; keeping existing police and fire stations in good condition.
- Streets & Roads: repairing potholes; maintaining local streets, roads, sidewalks, crosswalks.
- Parks & Open Spaces: maintaining city parks and repairing equipment; replacing aging paths and trails; preserving open spaces.
- Community Infrastructure: maintaining and replacing community facilities
- Youth and Senior Services: maintaining library services and access to materials and technology; delivering programs and services for seniors; continuing programs for children and teens.
- Economic Vitality: supporting local businesses; attracting new companies; promoting economic activity.

The City is facing tough choices. Without adequate increases in revenue, over time, city programs and services will suffer from a severe and increasing structural deficit. Infrastructure and facilities are seriously underfunded.

City staff has been working on a revenue measure feasibility project, for which the City is soliciting input from the community regarding the viability of a small, ½ cent sales tax increase. The current sales tax rate is 10.25% and the prospective rate increase would bring Pleasanton's rate to 10.75%. The sales tax rate for six cities in Alameda County is already at 10.75%. Prescription medicine and

devices and groceries are exempt from sales tax. The ½ cent sales tax is estimated to generate \$10 million annually. All funds would be locally controlled and would stay in Pleasanton.

If approved, the sales tax measure would be placed on the ballot for the November 5, 2024, General Election. No decisions have been made yet. Council will make that decision in June or July.

City staff participated in a cost containment exercise and explored many options including not filling positions that are budgeted, looking at updating development impact fees, cost recovery and what the city charges for services and programs. It was noted that the hiring freeze does not apply to the police department. Additionally, all departments have been asked for no new ongoing expenditures and to limit costs on professional contract services.

If the measure does not go on the ballot or is not approved by voters, staff will develop strategies to explore further non-personnel and personnel reductions as well as evaluation of service impacts.

CAB members asked many questions and provided a lot of feedback. A question arose as to whether PUSD has plans to add their own revenue measure to the November ballot. Ms. Ott stated that there have been conversations from PUSD about putting a local measure on the ballot either in November or at a later time. Other CAB members expressed concern that consumers may change their shopping patterns and shop in neighboring jurisdictions where the tax rate is lower. CAB member Scott emphasized the importance of shopping local, as that directly supports library services, youth and senior services.

Ms. Ott advised that the projected gap between expenses and revenues over the next ten years is \$13 million annually.

A CAB member asked about the expiration of any measures comprising the current tax rate. The proposed rate increase could have a sunset of five years, but that would be up to City Council. Another question arose relative to why a consumer would purchase a vehicle in Pleasanton if the tax rate is lower to purchase it in Livermore. Ms. Ott confirmed that the tax is imposed based on where the car is registered, not where it is purchased.

The group was interested in hearing what other options have been considered other than the sales tax measure. Ms. Ott expressed that the city has and is exploring many options to cut expenses and build more revenue, the increase in development impact fees being one. A hotel/motel tax didn't poll well. One CAB member felt that the decision should be to increase property tax, not sales tax.

While the presentation focused on the current budget and a ten-year forecast into the future, some felt the presentation lacked historical content and would have like to have seen what the last ten years looked like and where today's budget is going. A CAB member asked if the city is paying off past decisions the city council has made, especially around the outlet mall as Pleasanton has been a community that has wanted measured growth.

Ms. Ott was very appreciative of the feedback as the intention is to bring awareness to the issue and hear from the community. She encouraged CAB members to take the online survey on the city's website and/or to email [pleasantonlistens@cityofpleasantonca.gov](mailto:pleasantonlistens@cityofpleasantonca.gov).

b. Police Dashboards

Capt. Cox shared that the City has launched a new website and the Police Department is looking to modernize it by going to a Dashboard Platform; the design being that anything can be found in three

clicks or less. Final dashboards will be presented to City Council next month, and Capt. Cox wanted to hear from CAB as to what types of dashboards they or the community would like to see. He showed an example of a Staffing dashboard which shared demographics of staff, both sworn and civilian. He shared a proposed dashboard for Mental Health calls which provided data on calls for service. Capt. Cox explained the data which showed that in 2020 98 juveniles were placed on mental health holds, while in 2023 there were only 15 due to the implementation of the Alternate Response Unit. CAB members felt that without Capt. Cox' comments related to the story and the impact behind the numbers, the page wasn't very helpful.

Through discussion, CAB advanced the following top five suggestions:

- Crime Data
- Crime Trends
- Homelessness
- Traffic Collision Data
- Crime Prevention

A CAB member suggested that City Council should have a dashboard with which they could reinforce performance measures relative to every aspect of the City's mission statement. Similarly with the Vision statement.

Capt. Cox appreciated the conversation and the input.

## **V. Next Steps**

- a. Next Meeting May 28, 2024 – Topic: TBD

Chief Swing advised that the next meeting will be held on May 28<sup>th</sup>. He is grateful for CAB's involvement and commitment as well as the input this evening.

Meeting adjourned at 8:30 pm.