



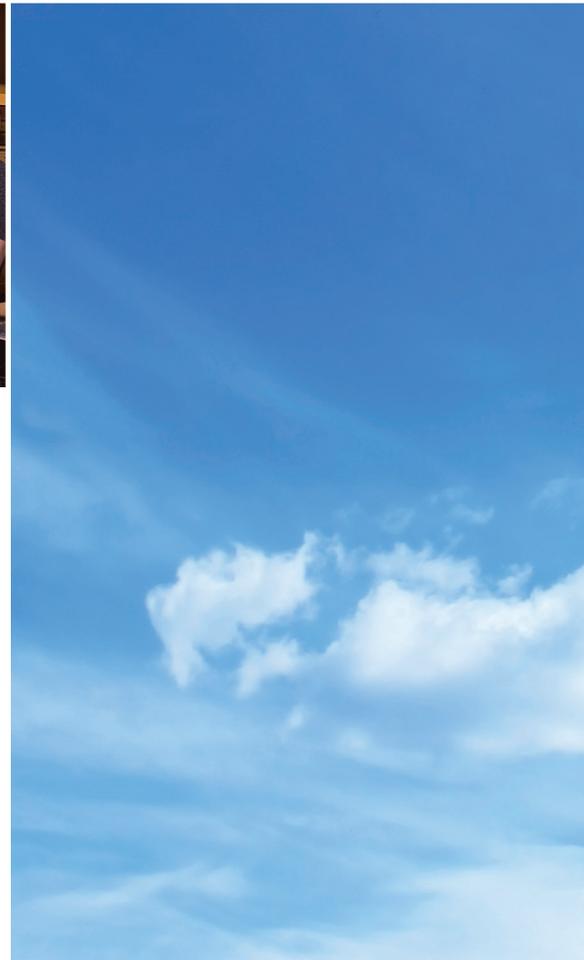
THE CITY OF



ANNUAL REPORT 2020



THE POWER OF COMMUNITY



RESPOND

As we settled into 2020, we soon realized the new decade presented our community and others across the globe with a new set of challenges from the pandemic outbreak that would define our city's future for years to come.

On March 17, 2020, Alameda County issued its first Shelter-in-Place (SIP) Health Order to help slow the spread of the COVID-19 virus. Only a limited number of essential services were allowed to continue in-person operations during the health order, bringing Pleasanton's local activities and economy to a relative standstill.

To better coordinate its response to COVID-19 and the SIP order, the City of Pleasanton activated its Emergency Operations Center (EOC) following the proclamation of a local state of emergency. Through the EOC, the City has been managing the logistical and operational activities that support the City's response to the pandemic, including expanding public information and communications, assisting non-profit organizations as they deliver services to high-risk and in-need individuals, offering support and guidance to local businesses, maintaining continuity of essential city services to preserve city infrastructure and assets, and delivering local government connections through innovative digital solutions.

The City's top priority has been the health and safety of its employees and the community it serves; this core principle has guided all the City's actions and decisions and has helped policy makers shape response and recovery programs to address the impacts of the pandemic.



CREATED A SMALL BUSINESS ASSISTANCE PROGRAM

The City created a set of tools for its local business community, including developing a comprehensive site to promote local merchants, producing COVID-19 related signage, distributing a weekly business focused newsletter, connecting businesses to resources, and offering micro-loans to small businesses.



WORKED TO ESTABLISH A REGIONAL TESTING SITE

Through a partnership with the cities of Livermore and Dublin, and Stanford Health Care-ValleyCare, a regional testing center was quickly planned and initiated to serve residents of the Tri-Valley. This effort allowed more than 30,000 residents and employees of the three cities to be tested without needing to leave their vehicles.

109

businesses assisted through Business Support Fund



9,310

pieces of PPE collected from community donations and distributed to health care and emergency service workers



676

staff hours volunteered at Regional Food Banks



1,261,730

tests administered through Regional Testing Site



PIVOTED CITY MEETINGS TO DIGITAL FIRST

To maintain continuity of government while adhering to health orders to ensure the safety of all Pleasanton residents, the City quickly pivoted its entire public meeting system, moving quickly to all virtual meetings for its various public committee and commission meetings, as well as regular City Council meetings.

ADAPT

By summer 2020, it became clear the COVID-19 virus was going to be a longer-term challenge until a safe vaccine was developed and widely available. Rising case rates in the region, across the country and around the world, required new efforts from all levels of government to implement health policies and restrictions aimed to slow the spread of the virus. These guidelines required action, effort, and investment from all areas of the community: from mandatory face coverings and social distancing protocols, to the use of creative solutions by businesses to re-engage their customers in new ways, or providing enhanced safety measures for more traditional retail and dining experiences – all of these efforts helped create a new sense of normal in a very extraordinary time.

For the City of Pleasanton, this new pandemic-driven environment meant the delivery of services would look very different. City staff across all departments were tasked with identifying new ways of adapting existing programs and services to comply with local health restrictions while reaching those who most needed the programs. Modified nutrition programs through the Pleasanton Senior Center quickly transitioned to offer meals to seniors that could be delivered or picked up; building inspectors used digital tools and video-conferencing solutions to conduct inspections; and recreation programs began offering no-cost childcare services for front line workers. By redesigning these programs and services, the City of Pleasanton continued in its mission of service to its residents, businesses and community partners.



INITIATED A ROBUST COMMUNICATION PLAN

TO KEEP RESIDENTS INFORMED

Due to the rapid onset and uncertainty during the early stages of the COVID-19 pandemic, the City created multiple resources including a COVID-specific webpage, weekly email newsletters to over 25,000 residents and 3,500 businesses, and graphic and video updates from City staff and officials to keep the community informed and engaged.

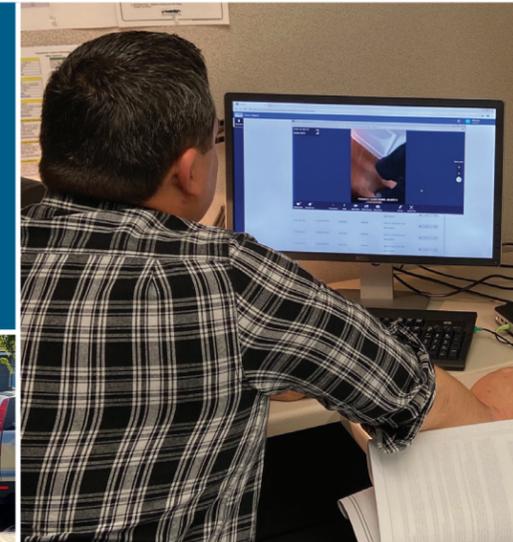


DEVELOPED ALTERNATIVE PROGRAMS FOR CONTINUITY OF CITY SERVICES

Staff across the City quickly pivoted and adapted programs and services to the new COVID normal: socially distant camps, virtual follow-along art programs, and the new Virtual Library & Recreation Center are some examples of how the City continued to serve its community through new challenges.

20,049

meals served through Pleasanton Senior Lunch Program

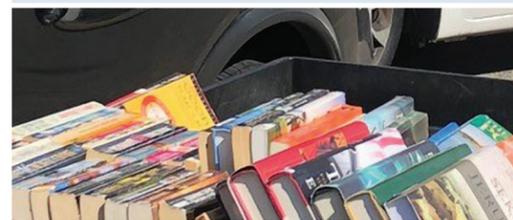


CUTTING EDGE-TECHNOLOGY

To keep City offices free from lingering traces of the virus, a group of new autonomous UVD robots which use advanced UV-C light technology to disinfect airborne COVID-19 particles were deployed across City offices.

909

virtual Building and Construction Inspections conducted



ENGAGED PARTNERS TO OFFER SUPPORT

Due to the safety measures put place in response to the COVID-19 pandemic, many local non-profit organizations and support agencies were met with more resident needs than their resources could address. From assisting with the preparation and delivery of meals to the local senior population, or collaborating with Pleasanton Unified School District to provide childcare for essential workers, the City of Pleasanton collaborated with local agencies to meet the needs of the community.

224,481

books checked out through Library Service



THRIVE

2020 was an unprecedented year, as together we faced the pandemic and a devastating wildfire season. Many throughout our community have lost loved ones or have been personally affected by health challenges associated with COVID-19, and even more have been impacted by the negative economic and financial consequences resulting from the pandemic.

While this has been a difficult year for so many, this has also been a time when the Pleasanton community has united and demonstrated true acts of kindness, humanity, and solidarity in incredible ways. This spirit of strength through adversity is observed on a daily basis.

Through it all, we became a more resilient and more compassionate community, and together paved a way for a better year, a brighter future, and a stronger Pleasanton.



WORKING WITH REGIONAL AGENCIES TO ESTABLISH A VACCINATION SITE AT FAIRGROUNDS

Using a similar model used for the rapid establishment of the regional testing center, in February 2021 the Alameda County Health Care Services Agency in partnership with Stanford Health Care-ValleyCare, Sutter Health, and the Tri-Valley cities of Pleasanton, Dublin, and Livermore created a COVID-19 Vaccination Site at the Alameda County Fairgrounds with the goal of vaccinating 1,000+ residents per day.



A WEEKEND ON MAIN

Last year's weekend closures of Main Street offered residents opportunities to reconnect with downtown as they supported local merchants. By closing the street to vehicular traffic and allowing storefronts to expand their footprint into the City right-of-way, restaurants and other retailers could create outdoor experiences for their patrons to promote business and foster community connection.



CREATED A RENTAL ASSISTANCE PROGRAM

In partnership with the local non-profit CityServe of the Tri-Valley, the City established a COVID-19 Emergency Rental Assistance Program which assists Pleasanton residents who are unable to pay rent due to the pandemic by providing a maximum grant assistance of \$5,000 per household to pay up to two months of delinquent rent.



\$1,120,986

given through Housing, Human Services, and Community Grant Programs requests



207

households received rental assistance through the City's ERAP program at a total of \$643,857 given to households.

SUPPORT FOR MORATORIUM ON RESIDENTIAL AND COMMERCIAL EVICTIONS

As the economic impacts of the coronavirus pandemic continue throughout Pleasanton's community, the City Council took action by adopting a resolution in support of a temporary state and county moratorium on evictions, both in commercial and residential spaces.



FY 2020/21 BUDGET OVERVIEW

LOCAL ECONOMY AND FISCAL IMPACTS

As a result of the Shelter in Place order, only essential services were allowed to continue during the SIP order including medical services, grocery stores and pharmacies, gas stations and repair shops, restaurants for take-out services, and essential public services (police, fire, utilities, and maintenance). All other retail services as well as in-restaurant dining, and entertainment venues had to close. On May 18, 2020 that Order was extended indefinitely to allow Alameda County the ability to scale the order to be more or less restrictive depending upon case data from the county.

REVENUES

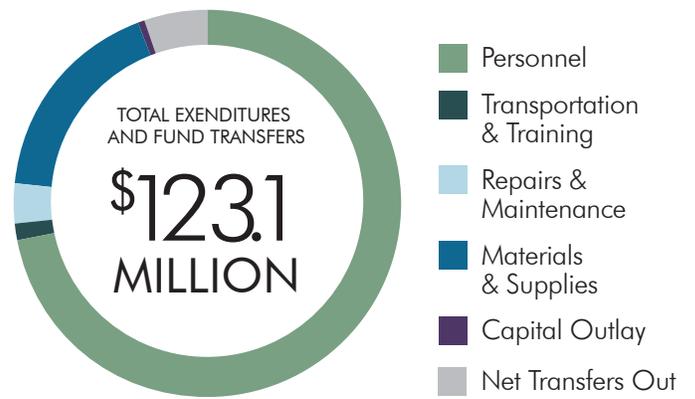
The impacts of the regional SIP order have led to net revenue decreases of approximately \$9.1 million based on revenues received to date; these include reduced sales tax (\$0.8 million), Transient Occupancy Taxes (\$3.8 million), development services fees (\$0.9 million), and recreation fees (\$3.8 million). The \$781,950 reduction to sales tax revenues primarily reflects declines in sales tax receipts related to general consumer goods, restaurants and hotels, and fuel and service stations that have resulted in sales tax revenues declining more than originally projected as a result of COVID-19 related restrictions.

The City observed revenue increases in property taxes (\$1 million) as a result of increased property values that are realized

after the sale of the property and newly constructed properties added to the property tax roll.

HOW WE BALANCED THE BUDGET

Given the fiscal impacts of the shelter in place order, the City was challenged with balancing the budget with an estimated revenue shortfall of \$9 million. Fortunately, the City has been setting aside funds into reserves and a budget contingency to prepare for economic downturns. The City drew on those reserves to help cover the \$9 million shortfall including use of repair and replacement and capital improvement reserves, contingency funds, budgeted surplus funds, and the City's Rainy Day Fund for a total of \$4.7 million. In addition, the City reduced non-labor budget expenditures by \$1.9 million and realized attrition savings of \$2.4 million. Combined, these budget augmentations allowed the City to maintain service levels and adequate reserves for future economic downturns.



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