

ASSISTANT DIRECTOR OF COMMUNITY & ECONOMIC DEVELOPMENT

THE CITY OF





THE COMMUNITY

The City of Pleasanton (population 75,664) is a highly desirable community in the San Francisco Bay Area known for its exceptional quality of life, award-winning public schools, scenic open spaces, and vibrant small-town charm. Located in the heart of the Tri-Valley region, just 40 miles southeast of San Francisco, Pleasanton offers the perfect blend of suburban comfort and urban amenities, making it one of Northern California's most sought-after places to live, work, and raise a family.

Pleasanton has received national recognition for its livability, ranking #2 in the nation for quality of life on the U.S. Social Progress Index. This prestigious distinction reflects strong community outcomes in areas that directly impact daily life, including safety, health, education, and access to opportunity. The city's thoughtful planning, collaborative culture, and forward-looking leadership continue to set a high standard for municipal excellence and resident satisfaction.

The community regularly earns high marks in resident surveys, with over 90% of residents rating Pleasanton as an excellent or good place to live. Residents report a strong sense of safety, belonging, and pride in their community. Incorporated in 1894, Pleasanton has maintained its historic charm while embracing innovation and responsible growth.

Civic engagement is a defining characteristic of Pleasanton's culture. The City is home to an active, educated, and civically minded population that plays a key role in shaping local initiatives and public priorities. Residents actively contribute through volunteerism, advisory commissions, and neighborhood organizations, ensuring that public decisions reflect a wide range of voices and values.

Downtown Pleasanton serves as a lively and welcoming gathering place, offering a

walkable mix of retail, dining, services, and cultural attractions. This historic district hosts a variety of popular community events throughout the year, including Concerts in the Park, street fairs, seasonal celebrations, and a vibrant weekly farmers market.

Outdoor recreation is a hallmark of life in Pleasanton. The city offers over 1,200 acres of parks, trails, and open space, supporting a healthy and active lifestyle. Residents enjoy an array of amenities including sports fields, tennis and pickleball courts, an aquatics center, senior and youth facilities, a performing arts venue, and the award-winning Callippe Preserve Golf Course. Expansive trails and scenic views enhance the city's reputation as a nature-lover's haven.

Economically, Pleasanton is a major employment hub with a diverse and resilient business community. The 850-acre Hacienda Business Park is one of the largest mixed-use developments in Northern California, housing a dynamic mix of office, research, residential, and commercial space. More than 4,000 companies call Pleasanton home—including major employers such as Workday, Kaiser Permanente, Oracle, Roche Molecular Systems, Thermo Fisher Scientific, Abbott, and 10x Genomics—adding to the city's robust business-to-business ecosystem.

With convenient access to Interstates 580 and 680, two BART stations, and the ACE train, Pleasanton is ideally positioned for regional connectivity. This accessibility, paired with excellent public schools, safe neighborhoods, responsive city services, and a vibrant civic life, makes Pleasanton not just a place to live—but a place to truly thrive.

CITY GOVERNMENT

The City of Pleasanton is a General Law City with a five-member City Council. The mayor is directly elected to a two-year term. The other four council members are elected to alternating four-year terms and began transitioning to elections by district in 2022. Pleasanton has long enjoyed a positive reputation for good governance with a strong emphasis on fiscal sustainability and customer service. The City Manager's Office and City Council work together to foster a professional relationship highlighted by mutual respect.

Pleasanton is a full-service city committed to providing the best, most innovative, and responsive municipal services possible. It operates on a bi-annual budget with an FY 2025/26 General Fund of \$154.7 million and a total budget of over \$248.2 million. The

City employs over 465 regular employees within 10 departments: including offices of the City Manager, City Clerk, and the City Attorney, Human Resources, Information Technology, Economic & Community Development, Finance, Library & Recreation, Public Works, Police, and the Livermore-Pleasanton Fire Department (jointly operated with the City of Livermore).

In April 2022, the City Council selected Gerry Beaudin to serve as Pleasanton's City Manager. Mr. Beaudin has more than 20 years of public management experience, having held progressively more responsible roles, including four years as the City of Pleasanton's Community Development Director. Prior to this, his civic experience in California includes serving the cities of Alameda, Los Altos, South San Francisco, and Mountain View.

In November 2023, with input from the City Council, City employees, and hundreds of diverse community members, the City adopted "One Pleasanton," a strategic plan that will guide the City through FY 2027/28. The Plan outlines key objectives for five goals, including:

- **Funding Our Future:** Fiscal Sustainability
- **Optimizing Our Organization:** Organizational Effectiveness
- **Investing in Our Environment:** Infrastructure, Public Facilities, and Sustainability
- **Safeguarding Our City:** Public Safety and Emergency Preparedness
- **Building a Community Where Everyone Belongs:** Livability and Community Development

For further details on the One Pleasanton Strategic Plan visit:
www.PleasantonStrategicPlan.com

THE COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT

Pleasanton's Community and Economic Development Department plays a central role in shaping the city's future through innovative planning, streamlined permitting, and strategic economic development. The department was recently renamed to reflect its expanded scope, including a heightened emphasis on business attraction and retention, and alignment of land use with economic strategy. This transition supports a more integrated, customer-centric approach to service delivery and policy implementation.

Under the direction of the Director of Community and Economic Development, the department is responsible for current and

long-range planning, sustainability initiatives, zoning and policy administration, permitting and inspection services, code enforcement, traffic engineering, housing programs, and economic development. Its work is essential to maintaining Pleasanton's balance of thoughtful growth, community character, and economic vitality.

As part of the City's ongoing transformation, a new Economic and Business Development Manager position was added to the department. This role was created to support the strategic alignment of economic development programs with land use, zoning, and permitting process improvements, and to elevate the visibility of economic development as a City Council priority. This investment underscores the City's commitment to strengthening its business climate and enhancing service responsiveness for applicants and developers.

The department also supports a number of high-priority initiatives outlined in the One Pleasanton Strategic Plan, particularly those focused on livability, infrastructure, and inclusive community development. From overseeing complex private development applications to updating the City's General Plan and implementing state-mandated housing policy, the team serves as a critical driver of Pleasanton's long-term vision.

At the heart of the department is the Planning Division, which the Assistant Director will directly oversee. The division is responsible for reviewing land use proposals, managing environmental review under CEQA, advising the Planning Commission and City Council, and maintaining consistency with the General Plan. It also plays a key role in advancing affordable housing goals, historic preservation efforts, and sustainability initiatives.

With recent organizational updates and leadership support, the department is well-positioned to modernize systems, foster interdepartmental collaboration, and deliver more efficient, transparent, and customer-focused services—making this an exciting time to join the team and help lead its evolution.

To discover more about Pleasanton and the Community and Economic Development Department, visit:

www.cityofpleasantonca.gov.

www.cityofpleasantonca.gov/our-government/community-and-economic-development/



THE IDEAL CANDIDATE

The City of Pleasanton is seeking a collaborative, strategic, and forward-thinking leader to serve as the next Assistant Director of Community and Economic Development. This is an exciting opportunity for a planning and development professional who thrives in a high-impact, public-facing role and is motivated by meaningful work that directly shapes the future of the community.

Reporting to the Director of Community and Economic Development, the Assistant Director will serve as a key advisor, project leader, and division head—managing the Planning Division, overseeing high-priority initiatives, and supporting the alignment of land use and economic development strategies. This position is instrumental in advancing citywide goals related to growth, housing, sustainability, and quality of life. The ideal candidate will bring a mix of technical expertise, emotional intelligence, and political acumen, along with the ability to lead staff, build trust, and communicate effectively with a wide range of stakeholders.

The Assistant Director will be responsible for directing all current and long-range planning activities, managing complex development proposals and environmental review processes, and serving as the Secretary to the Planning Commission. In this highly visible role, the Assistant Director will regularly engage with the Planning Commission, City Council, applicants, residents, and community groups—providing clear, well-reasoned guidance and helping resolve complex land use issues.

The ideal candidate will have a deep understanding of planning practices, CEQA, zoning, and development policy, and will be comfortable navigating nuanced regulatory, political, and community dynamics. They should be skilled in managing people and processes, with a record of mentoring staff, managing change, and streamlining workflows. Experience implementing General Plan policies, interpreting zoning codes, facilitating public meetings, and coordinating across departments will be highly valued.

Additionally, this individual will bring a strategic mindset to emerging challenges such as housing production, economic revitalization, permit streamlining, and sustainability. A candidate who embraces continuous improvement and values innovation, equity, and customer service will be well-positioned to lead initiatives that support the City's One Pleasanton Strategic Plan.

The successful candidate will be:

- A confident and inclusive leader with **strong interpersonal and facilitation skills**
- A **collaborative partner** with a passion for public service and community impact
- An **effective communicator and problem solver**, able to translate complex issues into clear guidance and action
- **Resilient under pressure**, with the ability to navigate competing priorities and maintain composure in sensitive situations
- A seasoned manager who leads with **empathy, accountability, and a team-oriented mindset**

Competitive candidates will possess a bachelor's degree from an accredited college or university with major coursework in urban planning, city planning, architecture, public administration, engineering, or a closely related field. They will also bring at least six years of progressively responsible experience in professional urban planning, including a minimum of two years in a supervisory or management role. Candidates with a strong foundation in planning policy, development review, and team leadership—particularly in a local government setting—will be well-positioned for success in this role.

This is a unique opportunity to make a lasting impact in one of California's most well-respected and forward-thinking communities. If you are ready to help guide Pleasanton through a transformative period of growth and innovation, we encourage you to apply.

COMPENSATION & BENEFITS

The salary range for the Assistant Director of Economic and Community Development is \$154,392 - \$231,576. Appointment within the range will be DOQE. In addition to salary, the City of Pleasanton offers a competitive benefits package that includes but is not limited to:

Retirement: PERS: 2.7% at 55, single highest year for "CLASSIC" members. Employees pay 8% of member rate on a pre-tax basis. 2% @ 62 for "NEW" members. Employees pay 8% of member rate on a pre-tax basis.

Retiree Medical: Percentage calculated based on years of service with Pleasanton for employee only until age 65 (Medicare eligible).

Retiree Health Savings Plan: City contributes \$75 per month to the employee's RHSP.

Deferred Compensation Program:

Two deferred compensation programs are available, allowing employees to maximize contributions to their retirement accounts on a pre-tax, voluntary basis. Management employees are eligible to participate in both programs concurrently, and the City makes a 2.5% contribution to the 457 plan on the employee's behalf.

Medical Insurance: Choice of one of four comprehensive health plans (available only in specific geographic areas of Northern California).

Dental Insurance: City paid, including \$2,000 maximum orthodontic benefit.

Life Insurance: Twice annual salary to a maximum of \$100,000.

Long-Term Disability: 60% of salary to maximum monthly benefit of \$10,000 monthly (employee paid).

Vacation Leave: Vacation leave accrues at 6.667 hours per month the first through fourth years; 10 hours per month in years 5-9; and increasing with years of service up to maximum of 16.667 hours per month. Prior years of service will be considered in determining accrual rate.

Administrative Leave: 7 days per year, paid if not taken.

Holidays: 11 fixed holidays per year, plus 7 floating holidays.

Paid Sick Leave: 12 days per year.

Tuition Reimbursement: Job-related courses from accredited colleges or universities reimbursed at the current California State University, East Bay tuition rate.

Hybrid Work Program: Allows eligible employees to work remotely up to 2 days per week with supervisory approval.

Vehicle Allowance: \$200 monthly vehicle allowance, compensation for use of personal vehicle for City business

Employee Assistance Program



Application & Selection Process

The closing date for this recruitment is **Wednesday, August 20, 2025**. To be considered for this opportunity, complete an abbreviated city application and upload your cover letter and resume here: www.cityofpleasantonca.gov/ADCED



Following the closing date, resumes will be screened in relation to the criteria articulated in this brochure. Applicants with the most relevant qualifications will immediately be granted preliminary interviews by one of the recruiters. Candidates deemed to be the most highly qualified will be invited to interview with the City of Pleasanton in early September. A selection is anticipated shortly thereafter following the completion of extensive background and reference checks on the top candidate. Please note that references will not be contacted until the end of the process and, at that time, will be done so in close coordination with the candidate impacted.

For confidential inquiries, please contact Human Resources Manager, Tina Pruett at tpruett@cityofpleasantonca.gov.

