

Attachment 1: Priority Project List

No.	Prioritization Category	Expressed Direction (New Priority Level)	Project Name	Project Description	Lead Dept	Straw Pole (# of Councilmembers)
1	1 - Must Do		BART Station Concept Plan for Housing	Prepare a concept plan for the East Dublin-Pleasanton BART station for future redevelopment as high density housing, consistent with the Housing Element.	CEDD	
2	1 - Must Do		Bicycle and Pedestrian Master Plan Update	Update to reflect recent developments, community needs, and best practices, including improvements near high-use areas (downtown, regional transit, schools).	CEDD	
3	1 - Must Do		Housing Element – Additional Residential Rezones	Rezone three commercial properties (with CEQA review) for housing to meet No Net Loss requirements and the terms of the HAC Agreement.	CEDD	
4	1 - Must Do		Streamlining Permit Process	Amend the municipal code and improve processes to simplify permitting, reduce delays, streamline design review and support business and retail attraction.	CEDD	
5	1 - Must Do		East Pleasanton Planning and Policy	Process East Pleasanton applications, adopt an updated General Plan vision and policies, and explore an Infrastructure Financing/Community Facilities District.	CEDD	
6	1 - Must Do		LPFD/ State Water Resources Control Board Investigation	Continue to coordinate with State Water Board on PFAS source investigation at LPFD sites in Pleasanton.	CMO	
7	1 - Must Do		Organizational Assessment	Evaluate operational effectiveness, resource allocation, and strategic alignment of critical municipal departments.	CMO	
8	1 - Must Do		Eliminate Central Services Division (Budget Implementation)	Remove centralized delivery of office supplies and on-site print shop services previously provided by Central Services.	CMO	
9	1 - Must Do		Explore Potential Ballot/Revenue Measure Options	Explore revenue options to address the City's structural deficit and fund aging infrastructure needs, including potential revenue-generating ballot measures..	FIN	
10	1 - Must Do		Implementation and Financing for Water Infrastructure	Debt financing is needed to support the capital projects identified in the Water System Management Plan (WSMP). The 2025 water rate study identified the need for debt financing along with rate increases (WSMP - 20-year Water CIP - \$35M bond).	FIN	
11	1 - Must Do		Labor Negotiations	Complete negotiation of current and upcoming labor agreements over the next two fiscal years.	HR	
12	1 - Must Do		Library and Recreation Restructure (Budget Implementation)	Implement budgetary decisions, including reduce library hours and programs, restructure recreation divisions, develop rental model for adult sports leagues, and modify contracts with vendors.	LR	
13	1 - Must Do		Commission and Committee Restructure	Create a City Council Ad-Hoc Subcommittee to review the City's Commission/Committee structure based on the recently adopted budget, which includes reductions to staffing, programs, and services.	LR	
14	1 - Must Do		Complete Asset Management Plan	Complete the plan to inform capital improvement projects (CIP), repair and replacement (R&R) programs, and operational needs.	PW	
15	1 - Must Do		Implement Next Phase of Garbage Franchise Agreement	Manage the next phase of the City's waste and recycling franchise agreement, scheduled to expire on June 30, 2029 to meet the city's solids waste needs.	PW	
16	1 - Must Do		Sewer System Plan and Rate Update	The State Water Resources Control Board requiring agencies to prevent sewage spills, comply with federal and state discharge prohibitions, follow monitoring and reporting requirements, and implement a Sewer System Management Plan (SSMP).	PW	
17	1 - Must Do		Implementation and Enforcement of State Required Lead and Copper Regulations	This is a federal mandated program designed to minimize lead and copper in drinking water by the Environmental Protection Agency (EPA).	PW	
18	1 - Must Do		Development of Sewer Pipe Blockage Control Program	The Sewer Pipe Blockage Control Program is responsible for preventing fats, oils, and grease (FOG)related sanitary sewer overflows. Sanitary Sewer Overflow (SSOs) as required by the State Water Resources Control Board (State Water Board).	PW	
19	1 - Must Do		Implementation of Cross-Connection Control Program	The state-mandated Cross Connections and Water Pollution Control Program is responsible for inspecting industrial, commercial, and medical facilities to ensure that no hazardous conditions exist between plant equipment, process waters, plumbing fixtures and the potable water system.	PW	
20	1 - Must Do		State Required SB1383 Waste and Recycling Regulations - Implementation	This is a state-mandated program that requires the City to implement and enforce SB 1383 regulations aimed at reducing organic waste disposal in landfills. The program focuses on diverting food waste and other organics from the waste stream to reduce greenhouse gas emissions.	PW	
21	1 - Must Do		Water Supply Alternative /Wells/PFAS	The City partnered with Zone 7 water agency on a joint groundwater facilities project in the Bernal subbasin. This effort aims to lower wholesale water costs, improve water supply reliability, and reduce future regulatory compliance risks.	PW	
22	1 - Must Do		Update Special District Rates for Landscape Maintenance District	As required by the Landscaping and Lighting Act of 1972, the City must levy an annual assessment on all parcels benefited by its Landscape Maintenance District.	PW	
23	1 - Must Do		Fire Alarm System Upgrade at All City Facilities	This project involves upgrading the fire alarm systems at City facilities to meet code requirements during power outages.	PW	
24	2 - Committed Priority		Stoneridge Mall Master Plan	Continue collaborative efforts with Stoneridge Mall owners to advance a Master Plan or similar comprehensive land use plan for the Mall.	CEDD	
25	2 - Committed Priority		Update Development Services Fees (CEDD and Engineering)	Analyze and update development services fees for Planning, Building and Public Works Engineering to improve cost recovery for development applications/review.	CEDD	
26	2 - Committed Priority		Retail Attraction Strategy	This strategy focuses on attracting and retaining desirable retail businesses to strengthen the local economy. It includes providing a business concierge service to navigating city processes, streamlining permits ton ensure an efficient and business-friendly environment.	CEDD	

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27	2 - Committed Priority		Staples Ranch and Zahari Site Activation/Use	Explore public-private partnerships for regional sports facility at Staples Ranch Community Park site and rezone of Zahari property.	CEDD	
28	2 - Committed Priority		Transportation Safety Action Plan	The Plan will evaluate the City roadways and collisions to create a safety based action plan to address improvements needed along the high incident corridors to improve safety.	CEDD	
29	2 - Committed Priority		Implement BELONG Pleasanton - Employer of Choice	Advance organizational culture through BELONG (Building Equity, Leadership, Opportunity, Nurturing, and Growth) initiative by implementing training, support protocols, and inclusion strategies. Focus on workforce engagement, retention, and positioning Pleasanton as a top Bay Area employer.	CMO	
30	2 - Committed Priority		Update Citywide Records Retention and Disposition Policy	Update the citywide records retention schedule for citywide records to align with current law.	CMO	
31	2 - Committed Priority		Develop Communications Foundation Documents	Create foundational documents that help staff maintain a consistent voice; streamline requests for communications and align work with Council priorities	CMO	
32	2 - Committed Priority		Final Phase of Website Migration	Coordinate with City departments to update and finalize remaining webpages from new site development to effectively and efficiently keep the community informed about City projects	CMO	
33	2 - Committed Priority		Master Fee Study and Master Fee Schedule Updates/User Fees	Conduct a citywide fee study to adjust fees where necessary.	FIN	
34	2 - Committed Priority		Pension Strategy	Develop a funding policy reflecting strategies to pay down unfunded liability and achieve long-term savings.	FIN	
35	2 - Committed Priority		Develop and Implement Citywide Employee Safety Program	Develop and implement comprehensive employee safety program including regular safety drills, emergency procedures, safety training protocols, and communication systems.	HR	
36	2 - Committed Priority		LFPD Strategic Planning	Update Strategic Plan for FY26-FY31. Update with significant input from LFPD's Community Risk Assessment (CRA).	LFPD	
37	2 - Committed Priority		LFPD/County Ambulance/Emergency Medical Service (EMS) Delivery Model	Alameda County has authority over EMS transport in Pleasanton and intends to make significant changes to the current model that will include changes that impact the LFPD requiring implementation.	LFPD	
38	2 - Committed Priority		Electrical Fleet Replacement Programs	This is a state mandated program. By January 1, 2027, 100% of all City vehicle purchases must be zero-emissions.	PW	
39	2 - Committed Priority		Americans with Disabilities Act (ADA) Transition Plan	This state mandated program required by the Americans with Disabilities Act (ADA) that outlines how a public entity make facilities and programs accessible to people with disabilities. It details the process of identifying barriers to accessibility and developing a plan to remove those barriers.	PW	
40	2 - Committed Priority		Non-functional Turf Ban Implementation and Non-functional Turf Conversion	This project aims to assist private property owners to comply with this regulation by converting non-functional turf to mulch or drought-tolerant plantings. Convert 2.4 acres of non-functional turf across 11 locations within the City to mulch or drought-tolerant plantings.	PW	
41	2 - Committed Priority		State Water Regulations/Conservation as a Way of Life	This state-mandated program sets long-term water efficiency goals to promote sustainable water use across communities. It supports ongoing conservation practices to help California adapt to water challenges and reduce reliance on emergency drought measures.	PW	
42	2 - Committed Priority		Storm Water Master Plan	This project will develop a management plan in December 2026, that includes short and long-term recommended projects, programs, and actions to ensure the storm drain system continues to meet desired service levels.	PW	
43	2 - Committed Priority		Facilities Master Plan	This is a comprehensive plan that evaluate option for future space planning, as well as siting and feasibility analysis associated with certain major facilities needed for City operations.	PW	
44	2 - Committed Priority		Comprehensive Facility and Infrastructure Upgrades - Energy Upgrades	Plan an energy upgrade to facilities and infrastructure to achieve long-term cost savings, reduce greenhouse gas emissions, increase facility resilience and upgrade/modernize facilities and replace assets at end of life.	PW	
45	3 - Strategic Pipeline		Pleasanton Community Academy (PCA)	The Pleasanton Community Academy is a free 6 month program that educates residents about City operations and services across all departments. PCA has been in operation for two years and has graduated over 50 community members.	CMO	
46	3 - Strategic Pipeline	2 - Committed Priority	Climate Action Plan (CAP) 2.0 Implementation	Implementation to include supporting facility upgrades, fleet electrification, and EV charger installation. Launch a Sustainability Awards program and update the Municipal Code to require bicycle amenities for certain new developments.	CEDD	3
47	3 - Strategic Pipeline		Analyze Railroad Quiet Zone	Evaluate the feasibility and requirements for establishing a Railroad Quiet Zone in Pleasanton, including all four of the City's at-grade rail crossings.	CEDD	
48	3 - Strategic Pipeline		Affordable Housing Project Program	Advance a program to develop City-supported affordable housing.	CEDD	
49	3 - Strategic Pipeline		Community Benefit Program	Adopt a process to evaluate discretionary requests for residential re-zoning/up-zoning and develop structured menu of community benefits available in exchange for discretionary land use modification/upzoning, to replace negotiated benefits approach.	CEDD	
50	3 - Strategic Pipeline		General Plan Update	A comprehensively update the 2005 General Plan.	CEDD	

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51	3 - Strategic Pipeline	2 - Committed Priority	Downtown Specific Plan Updates	Identify strategic updates to the Downtown Specific Plan to reduce permitting barriers and encourage new investment with focused amendments and permit streamlining.	CEDD	3
52	3 - Strategic Pipeline		Land Use Planning and Amendments for Stoneridge Mall Periphery	Expand planning for Stoneridge Mall core to encompass all properties in mall periphery, including consideration of new locations for Fire Station 2.	CEDD	
53	3 - Strategic Pipeline	2 - Committed Priority	Urban Growth Boundary Amendments - East Pleasanton	Initiate City Council or Voter-Approved Amendments to the Urban Growth Boundary (UGB) if determined appropriate based on East Pleasanton Policy Framework process.	CEDD	3
54	3 - Strategic Pipeline		Bernal Community Park - Specific Plan Amendment	Study alternative land uses for Bernal Community Park, and initiate Specific Plan Amendment, including voter approval of alternatives if needed.	CEDD	
55	3 - Strategic Pipeline		Enhance Internal Coordination on Communications (#YourCityAtWork)	Build stronger internal awareness around what makes a good story and how to share it. Work with departments to identify and elevate stories that demonstrate the value of City services and the positive impact of staff efforts.	CMO	
56	3 - Strategic Pipeline		Develop Organizational Key Performance Indicators (KPIs)	Develop and implement a comprehensive performance management system to track KPIs citywide. Provide ongoing performance monitoring that drives organizational effectiveness.	CMO	
57	3 - Strategic Pipeline	2 - Committed Priority	Cellular Lease Revenue Program Development	Develop a framework to generate revenue from cellular installations on city-owned properties, reversing the previous policy of declining all carrier requests. Initial focus at water facilities and city properties, with potential to generate \$200,000-\$500,000 annually within 2-3 years.	CMO	5
58	3 - Strategic Pipeline		Develop Communications Strategic Plan	Develop a Strategic Communication Plan to enhance community engagement and build public trust. Provide a unified framework to ensure delivery of consistent, transparent, and effective communication with residents, businesses, and stakeholders.	CMO	
59	3 - Strategic Pipeline		Human Services Program Reorganization and Unhoused Services Framework Development	Conduct an assessment of human services and unhoused services programs to determine optimal organizational structure and staffing needs. Develop a unhoused services framework.	CMO	
60	3 - Strategic Pipeline		Strategic Initiatives & Innovation Pilot Program	Establish a strategic initiatives function within the City Manager's Office to identify and implement cost-saving innovations, revenue enhancements, and service improvements like cross-departmental innovation projects, pursue grant opportunities, and pilot data-driven solutions.	CMO	
61	3 - Strategic Pipeline		Grant Strategy & Pursuit Program Development	Develop and implement a comprehensive grant strategy including establishing on-call grant writing services through RFQ process. Create internal grant coordination structure, tracking systems, and match funding protocols.	CMO	
62	3 - Strategic Pipeline		Finance Policy Update - Fee Policy	Update the fee policy to ensure that fees are fair and equitable and meet the City's cost recovery goals.	FIN	
63	3 - Strategic Pipeline		Organizational Training & Development	Develop training programs to support staff development, deliver on-going training on topics such as supervisory skills, leadership development, communications, etc.	HR	
64	3 - Strategic Pipeline		Technology Strategic Plan	Draft a three to five year IT plan to set guiding principles, governance structures, funding strategies, and measurable KPIs for cybersecurity, digital services, data analytics, and infrastructure modernization, and staff resources evaluation.	IT	
65	3 - Strategic Pipeline		LFPD JPA Shared Services Transfer	Transition finance and payroll services to Pleasanton. Currently, Livermore provides payroll and finance services. Pleasanton would be providing all services to LFPD with these transfers.	LFPD	
66	3 - Strategic Pipeline		Funding for Dolores Bengtson Aquatic Center (DBAC)	Begin funding discussions for the 50 meter pool at Dolores Bengtson Aquatic Center.	LR	
67	3 - Strategic Pipeline		Update Special District Rates - Geologic Hazard Abatement Districts (GHAD)	Geologic Hazard Abatement Districts (GHADs) are property tax assessment districts formed to fund monitoring, maintenance, and repair of open space hillsides and related storm drainage infrastructure within neighborhoods subject to landslides or other unexpected geologic movement.	PW	
68	3 - Strategic Pipeline		PUSD Maintenance Operations and Transportation (MOT) Discussion	Continue discussions around a co-location with Pleasanton Unified School District (PUSD) for maintenance facilities.	PW	
69	4 - Deferred		Study for Strategic Disposition of City Assets/Land	Identify surplus City land, facilities and assets, and develop strategy for their disposition.	CEDD	
70	4 - Deferred		Downtown Parking Strategy Update/ Downtown Parking Garage	Update baseline data in 2017 Downtown Parking Strategy and re-assess the menu of parking supply strategies, including a City parking garage with expert support.	CEDD	
71	4 - Deferred		Sign Ordinance Update	Comprehensively update the Signs Chapter of the Pleasanton Municipal Code (PMC).	CEDD	
72	4 - Deferred		Historic Preservation Strategies	Study options and implement code amendments and other strategies (e.g. PMC Amendments, Historic District Designation, Mills Act) as appropriate.	CEDD	
73	4 - Deferred	3 - Strategic Pipeline	Investigate New Allowable Land Uses	Study potential Pleasanton Municipal Code (PMC) amendments to allow for potential business and revenue enhancing uses, currently not allowed, to establish in Pleasanton (e.g. Card rooms, cannabis-related businesses, short-term rentals).	CEDD	4
74	4 - Deferred	3 - Strategic Pipeline	Annexation of Various Areas	Determining if annexation of areas like the Remen Tract, Happy Valley, Castlewood, Lester should be brought into the City's official boundaries.	CEDD	3

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75	4 - Deferred		New Emergency Operations Center (EOC)/Department Operations Center (DOC) Training Center	Plan, design, and construct a dedicated Emergency Operations Center with integrated Department Operations Center and training facilities. Includes site selection analysis and facility design to support emergency response and training activities.	CMO	
76	4 - Deferred		Community Survey	The community survey is a comprehensive, statistically valid data collection tool designed to gather resident feedback on municipal services, priorities, and overall satisfaction with city operations.	CMO	
77	4 - Deferred		2026 Semi-Quincentennial Celebration	Coordination of Pleasanton's 250th anniversary celebration in 2026 through partnerships with local service organizations.	CMO	
78	4 - Deferred		Short-term Rental Ordinance (TOT)	Explore the possibility of developing a short-term rental ordinance to collect transient occupancy tax (hotel tax).	FIN	
79	4 - Deferred	2 - Committed Priority	Fiber Master Plan	Develop a city-wide fiber-optic blueprint that pinpoints current gaps, forecasts future bandwidth demand, and outlines phased build-out options.	IT	3
80	4 - Deferred		First Responder Fees	Exploration of revenue opportunities for Livermore Pleasanton Fire Department (LPFD) services including paramedic first responder fees, insurance coverage of some fire response costs and/or a property tax.	LPFD	
81	4 - Deferred		City-Wide Access Control System/ Replacement and Security Integration	Replace legacy door-access and alarm systems across all municipal facilities with a single, centrally managed access-control and physical-security platform.	PW	
82	4 - Deferred		Relocation of Firearm Training Range and Other Training Centers - 3333 Busch Road	The Police Department firearm training range facility and the Livermore-Pleasanton Fire Department training center need renovation. With housing developments planned in the area relocation is needed to meet state regulations that will better meet operational needs.	PW	
83	NEW	2 - Committed Priority	Residential Sports Court Ordinance	Address gaps in zoning regulations related to residential sports courts	CEDD	5
84	NEW	3 - Strategic Pipeline	North Arroyo Trails Project	Explore reopening of North Arroyo Trails, with community engagement and feasibility analysis	PW	4