



MEMORANDUM

Date: September 26, 2025

To: Mayor and City Council

From: Gerry Beaudin, City Manager

Subject: ONE Pleasanton Strategic Plan Communications and Reporting

SUMMARY

In October 2023, the City Council approved Pleasanton's first five-year citywide strategic plan, ONE Pleasanton. The strategic plan is a policy document that defines the City's vision, mission, and values and identifies citywide goals, strategies, and implementation actions over the five years from 2023 through 2028. The City Council affirmed its seven top strategic priorities at a City Council Retreat in January 2025.

Staff developed an implementation plan that ties the goals and strategies in the strategic plan to actionable projects and resources. At the City Council Workshop in July 2025, the City launched a Project Prioritization process to align the Strategic Plan with available resources and staff capacity. Projects were grouped into four categories — Must-Do, Committed Priorities, Strategic Pipeline, and Deferred — to ensure that limited funding and staffing are directed toward the City's most important needs. This framework directly supports the ONE Pleasanton Strategic Plan, providing a clear path for turning strategies into action.

As the City enters the third year of Strategic Plan implementation, this memo shares information about progress toward achieving our strategic goals.

DISCUSSION

Staff has shared annual progress reports on ONE Pleasanton Strategic Plan progress after each of the first two years of implementation – in June 2024 and March 2025.

At the Council Retreat in January 2025, the City Council identified seven strategic plan priorities for focused attention over the next two years, which fall generally into the following categories:

- Emergency Preparedness
- Asset management/ infrastructure needs and funding
- Water supply and quality
- Economic development and East Pleasanton

Links to the Year One and Year Two progress reports, as well as a full list of the City Council's top seven priorities and other information about the ONE Pleasanton plan are at: <https://www.cityofpleasantonca.gov/our-government/city-manager/strategic-plan/>

Starting this month, the City is launching a communications campaign to increase awareness about progress toward addressing these strategic plan priorities. These updates will include multiple touchpoints beyond the annual reports, including presentations to the City Council, regular internal communications to staff, and community engagement efforts such as Farmers' Market events and public workshops.

Since September is National Preparedness Month, we've already kicked off the initiative with our first priority update focused on Emergency Preparedness (Goal D: Safeguarding Our City), which included the following events:

- September 16th: City Council Update
- September 23rd: Personal Emergency Preparedness Workshop for the community (6:30 to 8:00 PM in Council Chambers)

Emergency Preparedness outreach will continue with these two events:

- September 27th: Farmers' Market Pop-up to share Emergency Preparedness resources
- October 16th at 10:16 AM: International Shake Out Day (a.k.a. The Great Shakeout); all City staff will participate in earthquake safety drills

We also launched a FlashVote survey this week to gather statistically valid public data to create a baseline of information about our community's current level of preparedness and what they are most concerned about in relation to responding to and the consequences of emergencies in Pleasanton.

NEXT STEPS

Staff will be rolling out similar updates on our other strategic priorities in the coming months. As with the Emergency Preparedness update, engagement will include a variety of activities, including City Council updates, community events, FlashVote surveys and organizational communication designed to generate broad awareness.

The draft engagement schedule for the remainder of the fiscal year is as follows (please note that this is subject to change as City Council items may shift throughout the year):

- October 2025 – Capital Improvement Delivery Update #1
 - *Investing in Our Environment: Develop Asset Management Plan*
- November 2025 – Economic Development Update #1
 - *Building a Community: Implement 2024–2028 Economic Development Strategic Plan*

- December 2025 – Utility System Activity Update #1
 - *Investing in Our Environment: Fund and implement PFAS water supply solutions*
- April 2026 - Infrastructure and Asset Management Update #2
 - *Funding Our Future: Develop long-term strategy for funding facility and infrastructure needs*
- May 2026 - Utility System Activity Update #2
 - *Investing in Our Environment: Fund and implement PFAS water supply solutions*
- June 2026 - Economic Development Update #2 (East Pleasanton)
 - *Building a Community: Advance the East Pleasanton Specific Plan*

Staff is also updating the annual progress report to include a quarterly dashboard that will be on the City's website at the link referenced above. The quarterly dashboard is targeted to launch by the end of October 2025.