

Business Connection



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July 2022

Chamber's EDGR Committee Works on Housing & Water in Q1/Q2 2022

The Chamber's Economic Development and Government Relations (EDGR) Committee meets monthly to research topics that are vital to Pleasanton's economy. EDGR members hear from subject matter experts, conduct research, and when appropriate, make recommendations for action to the Chamber Board of Directors.

Pleasanton's Housing Element & Workforce Housing

The City's General Plan includes a Housing Element that is currently being updated for the sixth time, and is required to be adopted by January 2023. The housing element includes sites throughout the City where housing projects could be developed if private companies or nonprofit developers are able to absorb the financial risks associated with new housing projects.

It is no secret that Pleasanton is rich in excellent job opportunities thanks to Hacienda Business Park and the many local businesses that employ tens of thousands of people. The tax base created by these employers provides significant revenue for the City which helps to maintain the amenities residents love.

Pleasanton businesses of all sizes recognize that:

- Success in generating revenue for the City depends on hiring and retaining an excellent workforce
- Attracting high-quality employees depends on adequate workforce housing.

Public meetings about the Housing Element are scheduled to take place in June-July, and again in November-December. You can find out more by scanning this QR Code to the City's website:



Local Water Supply

Pleasanton is heavily reliant on imported water from the State Water Project (SWP). As much as 70% of our drinking water comes from the SWP via water our City purchases from Zone 7. During drought years, which are expected to be a habitual cycle, it is not uncommon for our local area to receive only 5% of its contracted allotment from the SWP. Bay Area water agencies are actively working on diversifying our water supply options, and in April, Zone 7 Board of Directors faced a decision about whether to remain part of the Delta Conveyance Project (DCP). In March, Zone 7's General Manager, Valerie Pryor, was the featured speaker at the EDGR Committee meeting, and the committee recommended that the Chamber Board send a letter urging Zone 7 Board members to vote in favor of remaining involved in the DCP, which they did by a vote of 5-2. You can read more about the Delta Conveyance Project by scanning this QR Code:



How Does Workforce Housing Benefit Pleasanton?

Much of Pleasanton's workforce must commute to the City.

- What if more of these people lived here?
- What if our teachers, police officers and firefighters could afford to live here?
- What if Amador, Foothill & Village graduates came home to work?

LOCAL WORKFORCE = LOCAL AMENITIES

