

**ECONOMIC VITALITY COMMITTEE  
AGENDA**

**THURSDAY, AUGUST 15, 2024  
7:30 AM**

City Council Chambers, 200 Old Bernal Avenue, Pleasanton

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**Role of the Economic Vitality Committee:** *Assess the current and ongoing business climate in the City of Pleasanton and offer suggestions and recommendations to the City Council intended to maintain a strong economic development base in the City.*

**CALL TO ORDER / PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**AGENDA AMENDMENTS**

**CONSENT CALENDAR** – *Items listed on the consent calendar are considered routine in nature and may be enacted by one motion. If discussion is required that item will be removed from the consent calendar and considered separately.*

1. Approve meeting minutes of June 20, 2024

**PUBLIC COMMENT** – *From the audience for items not listed on the agenda.*

**PUBLIC HEARINGS AND OTHER MATTERS**

2. Receive Presentation on Life Sciences/Biotech Industry Sector and City Zoning and Permitting Overview, and Provide Feedback
3. Receive Overview of i-Gate Innovation Hub/Startup Tri-Valley
4. Receive Economic Development Information/Updates

**MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE**

**ADJOURNMENT**

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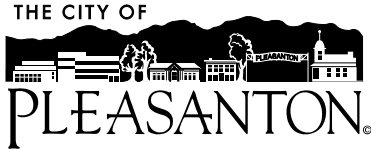
**Notice**

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Economic Development Division, 123 Main Street, Pleasanton.

**Accessible Public Meetings**

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## ECONOMIC VITALITY COMMITTEE REGULAR MEETING MINUTES

June 20, 2024

7:30 a.m.

3333 Busch Road, Remillard Meeting Room

### CALL TO ORDER/PLEDGE OF ALLEGIANCE

Meeting called to order at 7:32 a.m. by EVC Chair Brian Wilson followed by the Pledge of Allegiance. Introductions were made by all EVC members.

### ROLL CALL

Present: Chair Brian Wilson, Davinder Channon, Igor Leonov, Ken Benhamou, Roderick O'Brien, Shareef Mahdavi, and Steve McCoy-Thompson

Absent: Reena Gupta, Daniel Watson

City staff: Director of Finance Susan Hsieh, Economic Development Manager Lisa Adamos

### AGENDA AMENDMENTS

None were noted.

#### 1. CONSENT CALENDAR

Approval of the April 18, 2024, meeting minutes were approved as presented on motion by Roderick O'Brien and second by Steve McCoy-Thompson.

### MEETING OPEN TO THE PUBLIC

Chair Brian Wilson opened public comment. There were no public comments. Chair Wilson closed public comment.

### PUBLIC HEARINGS AND OTHER MATTERS

#### 2. Presentations on Citywide Sales Tax Revenue and Retail Development Program

Finance Director Susan Hsieh provided an overview of sales, use, and transaction taxes, which included definitions of taxes, breakdown of sales tax rate, Top 25 sales tax producers for 4<sup>th</sup> Quarter 2023, tax group comparisons, sales tax performance by industry groups, City's annual sales tax revenue, and per capita sales tax trends. The EVC asked questions of clarification.

Alex Greenwood of Alex Greenwood Group, consultant to the City to develop a retail development program, provided an overview of the existing market dynamics, Pleasanton's current retail landscape, and scope of work. The EVC provided feedback for consideration in the program development. Economic Development Manager Adamos noted that progress will be shared with the EVC throughout the year-long process.

**3. Update on Economic Development Strategic Plan Implementation**

Ms. Adamos noted that each EVC member received a printed copy of the Economic Development Strategic Plan and Economic Profile Report and acknowledged the status of implementation for the current fiscal year as Year 1 in the agenda report. No further action required.

**4. Receive Economic Development Information/Updates**

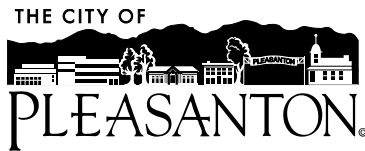
Ms. Adamos noted the Sales Tax Update for 4Q2023 and business-related events provided in the agenda packet. She also announced that the next EVC meeting scheduled for August 15, 2024 will be held at the City Council Chambers.

**MATTERS INITIATED BY ECONOMIC VITALITY COMMITTEE**

None were noted.

**MEETING ADJOURNED**

The meeting was adjourned at 8:54 a.m.



## ECONOMIC VITALITY COMMITTEE REPORT

August 15, 2024  
Economic Development

**TITLE: PRESENTATION ON LIFE SCIENCES/BIOTECH INDUSTRY SECTOR AND CITY ZONING AND PERMITTING OVERVIEW**

### BACKGROUND

In August 2023, the City Council adopted the updated Economic Development Strategic Plan (EDSP) which the Economic Vitality Committee uses as the foundation for its work. The plan comprises of 5 Implementation Plan Priorities:

- 1.0 Economic Development Capacity Building
- 2.0 Business Retention, Expansion & Attraction
- 3.0 Local Revenue Growth
- 4.0 Entrepreneurship & Innovation Outreach
- 5.0 Major Projects Accelerator Program

There are specific actions items under Priority 5.0 Major Projects Accelerator Program that are related to the Life Sciences/Biotech Sector and the City's Zoning and Permitting Processes:

#### 5.1 Create Business Roadmap to Provide Clear Pathway for Zoning and Permitting

Identify zoning code modifications that would help bring target sectors to Pleasanton

### DISCUSSION

Pleasanton has continued to develop a strong base of specialized firms that drive innovation in sectors including data management, cybersecurity, biomedical research, and advanced manufacturing of medical devices. In addition to established life sciences and medical diagnostics companies like Roche Molecular, Bio-Rad Laboratories and Abbott, there have also been fast-growing firms making Pleasanton their home that make critical hardware, software and technology, including 10X Genomics, Veeva Systems, Apton Biosystems, and Unchained Labs.

According to the *2023 Mirador Review*, provided as an attachment, the Tri-Valley region has become a focus of economic growth in recent years as people sought more affordable space, both to live and work. Pleasanton-based Apton Biosystems CEO John Hanna noted the depth of talent and expertise in the Tri-Valley as a huge competitive advantage along with the startup drive that exists to make a company successful. The Tri-Valley saw notable traction in attracting life sciences companies with commercial

real estate rates less than San Francisco, Silicon Valley and Oakland. Pleasanton had the most significant development in 2022 with Tarlton Properties' buildout of Pleasanton Labs in Hacienda. It was noted as a strong endorsement for the region considering Tarlton's success with similar projects in other locations including Menlo Park, Hayward, and the Peninsula.

While 60% of the total capital raised in 2022 went to software companies, a significant amount of venture capital dollars was invested in life sciences companies, about \$123M across 15 different companies, up 13% from \$108M in 2021. Mirador Capital Partners stated the attraction of venture capital dollars to Tri-Valley life sciences companies is primarily due to the vast ecosystem already present in the Tri-Valley, which promotes key collaboration and access to industry specific talent (The Mirador View, page 21).

Recognizing the synergy of activity and opportunity to grow the life sciences and biotech sector in Pleasanton, the City is working with Alex Greenwood Group to formulate a business roadmap to enhance Pleasanton's ability to support the attraction of life science, biotechnology, and closely related high-value industrial businesses. The following Scope of Work has been established to accomplish this strategic plan implementation task:

- a) Conduct an initial meeting with key City staff to provide an overview of current real estate dynamics, trends, and facility needs of the Bay Area biotech industry, including a discussion of issues that commonly arise in the entitlement and permit approval process. Participate in regularly scheduled meetings with staff throughout the project.
- b) Produce internal white paper for staff to assess the City's current land use and zoning regulations as they pertain to life science, biotechnology, and related uses.
- c) Collaborate with staff to identify opportunities to improve the City's entitlement and permit processes for life science uses, as well as the Building plan review and inspection process.
- d) Formulate recommended changes to the City's zoning regulations, zoning map, land use designations, development standards, and/or other land use regulations, to remove regulatory obstacles and improve the City's position to attract life science and related high value industrial, lab, and office uses.
- e) As requested, support staff efforts to present to Planning Commission and/or City Council for approval, and/or to brief policy makers in advance. This may include: drafting staff reports, legislation, zoning amendments, and/or PowerPoint presentations, as needed.
- f) As requested by City, assess key opportunity sites that are well positioned to attract biomedical and related high value industrial tenants. Identify site conditions, access, infrastructure, land use regulations, or other issues that may impact the ability of the opportunity sites to attract target industries.

- g) As requested, connect City staff with key brokers, developers, architects, or other representatives in the life science industry, and/or assist City with participation in trade industry events in the life science industry (e.g., BIO, Biocom, CLSA, etc.)
- h) As requested, provide other related analysis, technical advisory, or support.

Alex Greenwood of Alex Greenwood Group will provide an overview of the life sciences/biotechnology sector, key industry drivers, real estate landscape, and opportunities for Pleasanton.

The Community Development Department works cohesively with the Economic Development Division to provide business assistance and guidance for businesses interested in starting a business in Pleasanton. The business approval process begins at Pleasanton's Permit Center with the City's Planning, Building and Engineering divisions. As the life sciences and biotechnology industry have unique elements associated with its business development and operations, Deputy Director of Community Development/Planning and Permit Center Manager Melinda Denis will provide the EVC with an overview of the City's current zoning and permitting processes and opportunities to support expansion of this industry sector in Pleasanton.

#### **EVC Input**

The EVC is invited to ask questions and provide feedback on the information presented. Below are some questions to help initiate the discussion:

1. What role can the City take in capitalizing on the advantages or addressing the disadvantages in growing life sciences/biotech in Pleasanton?
2. What other considerations should the City take into account related to these activities?

#### **ACTION: PROVIDE FEEDBACK OF LIFE SCIENCES/BIOTECH INDUSTRY SECTOR PRESENTATION AND CITY ZONING AND PERMITTING OVERVIEW**

Attachment: [The Mirador View 2023 - Perspectives on the Tri-Valley](#), Mirador Capital Partners



The  
**Mirador  
View**

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2023 Perspectives on the Tri-Valley

## **Mirador Capital Partners, LP**

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# About the 2023 Mirador View

Dear Friends,

Welcome to the eighth publication of The Mirador View. Whether you're a returning reader or this is your first glimpse at our research, we're confident you will find insightful information within these pages as we delve into the people, organizations, assets, and investments that propel this community year after year to remarkable heights.

Our goal with this research is to highlight meaningful economic and technological trends, and the people and companies responsible for driving those trends forward in the Tri-Valley. Mirador's extensive network and experience investing in this area give us a unique ability to gain firsthand insight into these trends. In this report, we'll share our findings from conversations with local community leaders, and leverage economic data that depicts the compelling growth story of the Tri-Valley and the investment opportunities stemming from this expansion.

Although 2022 was a challenging macroeconomic environment, we are happy to report there was

still spirited interest in funding and developing the next crop of innovative companies. We have tracked mobility in talent to the area which is conveyed in both commercial and residential real estate, which we predict will result in the proliferation of these companies throughout the Tri-Valley in the coming years and beyond. It's the quality of the people in the Tri-Valley at these companies and institutions that are truly the driving force of progress and growth.

We hope you enjoy our research and invite you to reach out if you are interested in connecting with Mirador. We are proud to be part of this innovative, flourishing ecosystem, and we are honored to be able to invest in its continued success on behalf of our clients and this community.

Best regards,

Don Garman, James Langford, Daniel Potts,  
Bryce Sonsteng

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# Acknowledgments

This report was prepared by Mirador Capital Partners using research supported in part by Tri-Valley leaders who graciously provided their time and insight on economic activity in the region. We would like to thank the following individuals for their valuable input:

**Lisa Adamos**

Economic Development Manager,  
City of Pleasanton

**Stephanie Beasly**

Technical Business Development and Strategy,  
Sandia National Labs

**Brandon Cardwell**

Innovation and Economic Development Director,  
City of Livermore

**John Hanna**

CEO, Apton Biosystems

**Greg Hitchan**

Co-Founder, Tri-Valley Ventures

**Jack Kudale**

Founder and CEO, Cowbell Cyber

**Alex Mehran Jr.**

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**Pamela Ott**

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**James Paxson**

General Manager, Hacienda Business Park

**Hari Subramanian**

Founder & CEO, Appify

**Dan Watson**

Executive Managing Director, Newmark

**Brian Wilson**

Leasing & Sales Advisor, Cushman & Wakefield

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# Welcome to The Mirador View.

Our interest in Tri-Valley investment opportunities began over a decade ago as we witnessed companies in the region experience remarkable success without garnering much attention from Wall Street. In 2015 we formed an index comprised of public companies headquartered in the Tri-Valley to examine our thesis and found that it would have more than doubled the performance of the S&P 500 annually over the prior 10 years. This remarkable growth continued to accelerate, with the MTVX outpacing the S&P 500 by 5x since the Global Financial Crisis.

Since the inception of this report in 2015, our objective has been to examine the monumental economic drivers powering the region's growth, and present the most significant companies and technologies based in the Tri-Valley region, made up of the cities of Pleasanton, Livermore, San Ramon, Dublin, and Danville.

2020 was an inflection point for the Tri-Valley, launching the economic growth of the



region to new heights as people sought more affordable space, for both their homes, and workplaces. 2021 and 2022 have built on this momentum, continuing the trajectory for sustained expansion.

In the coming pages, we will look at the key growth drivers that attract and retain the highly educated talent the region is known for, whom are the key drivers of growth. We'll examine venture capital and private equity deal activity, the key pillars of our innovative ecosystem, and public company performance. Then we will dig into several examples of transformative companies that call the Tri-Valley their home.

# Tri-Valley Growth

The geographic placement of the Tri-Valley within the Greater Bay Area is a fundamental driver behind the Tri-Valley's economic growth. The Tri-Valley is conveniently located in the middle of San Francisco, Silicon Valley, and the Central Valley, and is home to two national research laboratories.

Over the years, this location has come to define the demographics and business makeup of the region.

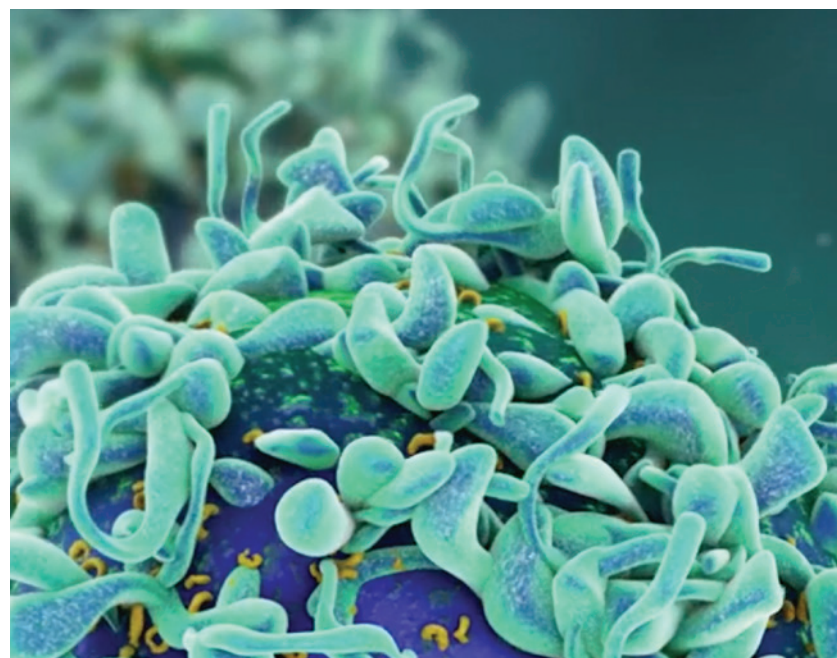
- Tech employees working in San Francisco and Silicon Valley find a higher quality of life for their families in the Tri-Valley

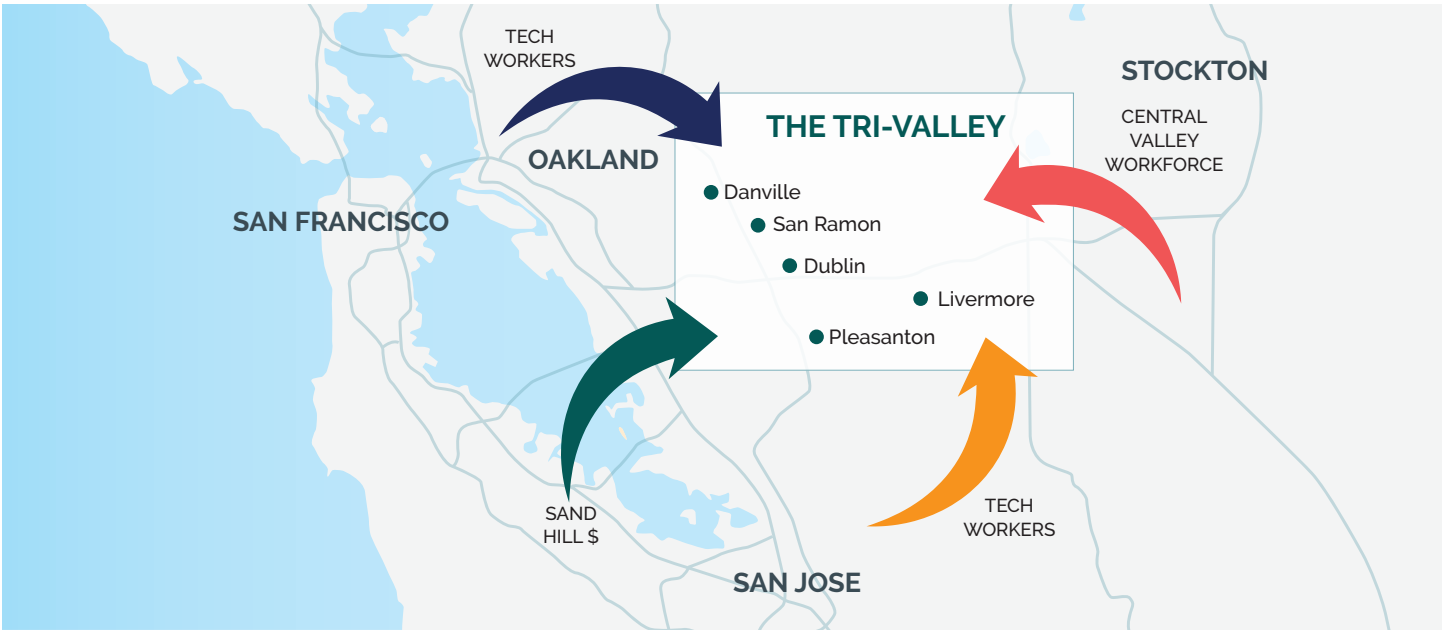
- Life sciences companies requiring R&D space can access more affordable real estate
- Advanced manufacturing and engineering companies capitalize on the area's proximity to both highly educated STEM and highly talented skilled labor pools

Dozens of Tri-Valley CEOs have noted the benefit of the reverse commute for employees living outside of the Tri-Valley.

"Being in the Tri-Valley is a huge competitive advantage for Apton because of the depth of talent and expertise in the Tri-Valley from molecular biology and chemistry to hardware and software engineering. We can find deep expertise, newly trained graduates eager to learn, and professionals in the region generally have the startup drive required to make a company successful."

—John Hanna, CEO of Apton Biosystems





It's not just Tri-Valley companies benefitting from the geographic location. While many residents of the Tri-Valley initially moved to the area for a better quality of life in exchange for longer commutes to their jobs in Silicon Valley, we've recently seen a shift of employees opting to work locally.

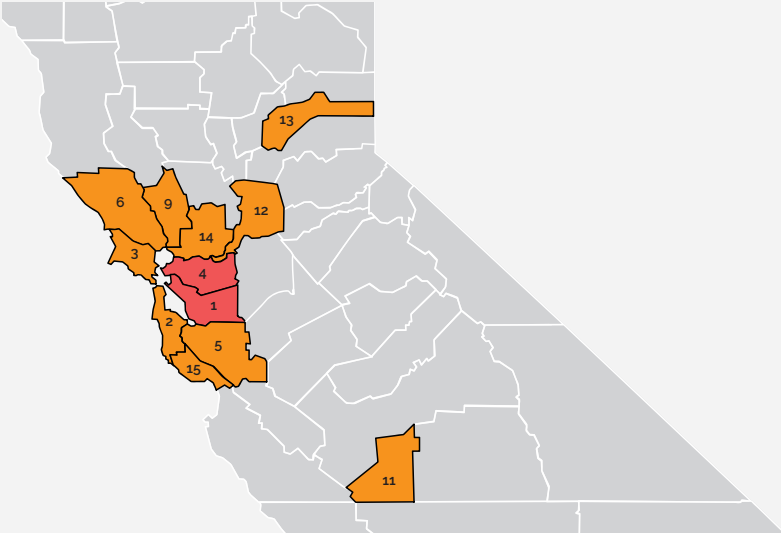
With the move to remote work since the COVID-19 pandemic, employers from the Bay Area were increasingly interested in building out or enhancing their existing Tri-Valley presence. The Tri-Valley has seen notable traction in attracting life sciences

companies, such as AAT Bioquest (satellite office) taking on 39,000 square feet in Pleasanton, and DiaCarta (headquarters relocation) leasing 37,000 square feet.

As the Tri-Valley startup ecosystem continues to develop and mature, it is giving rise to a growing and diverse pool of local job opportunities. In the past, some Tri-Valley software startups have felt the need to relocate to San Francisco to compete for top tech talent. However, Alameda County was the top county where SF migrants relocated during the pandemic.

### Where people moved

Most popular destinations among those from San Francisco who filed a change of address in a new county:<sup>1</sup>



1	Alameda	8,131
2	San Mateo	6,637
3	Marin	4,155
4	Contra Costa	3,814
5	Santa Clara	2,592
6	Sonoma	1,527
7	Los Angeles	1,105
8	San Diego	885
9	Napa	546
10	Riverside	510
11	Kings	468
12	Sacramento	465
13	Nevada	430
14	Solano	312
15	Santa Cruz	286

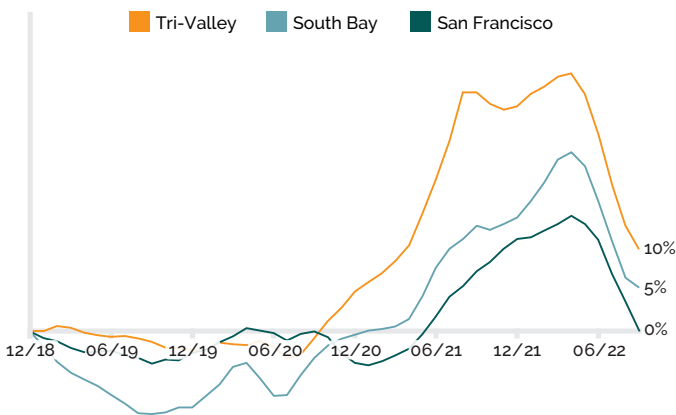
## Access to Real Estate: Tri-Valley Real Estate Is Still More “Affordable”

As mortgage rates hit 20-year highs and the prices of homes decline, the Tri-Valley has proven resilient. The Tri-Valley median home value has increased 10% on a year-over-year basis compared to Silicon Valley and San Francisco which grew 5% and 0%, respectively.<sup>2</sup> Recent real estate reports have shown that many people are leaving San Francisco and flooding other parts of the Bay Area. Pricing stability in the area has indicated that the Tri-Valley

may be winning over more of the San Francisco migrants than Silicon Valley.

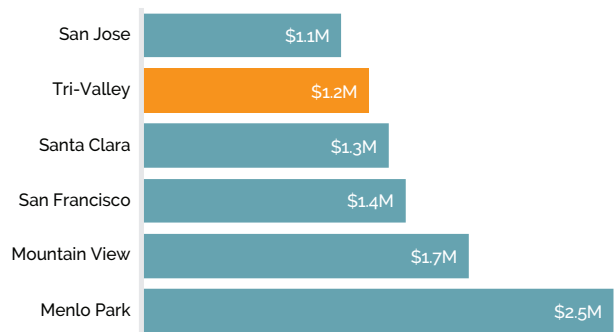
The median home value in the Tri-Valley is cheaper than in San Francisco and most Silicon Valley cities. The Zillow Home Value Index covers a broad spectrum of housing types in a given region. Lower costs of living are attracting younger homebuyers whose ownership confidence has reached an all-time low.

Tri-Valley median home values have stayed resilient relative to other Bay Area markets



Source: Zillow data as of October 2022

Median Home Value

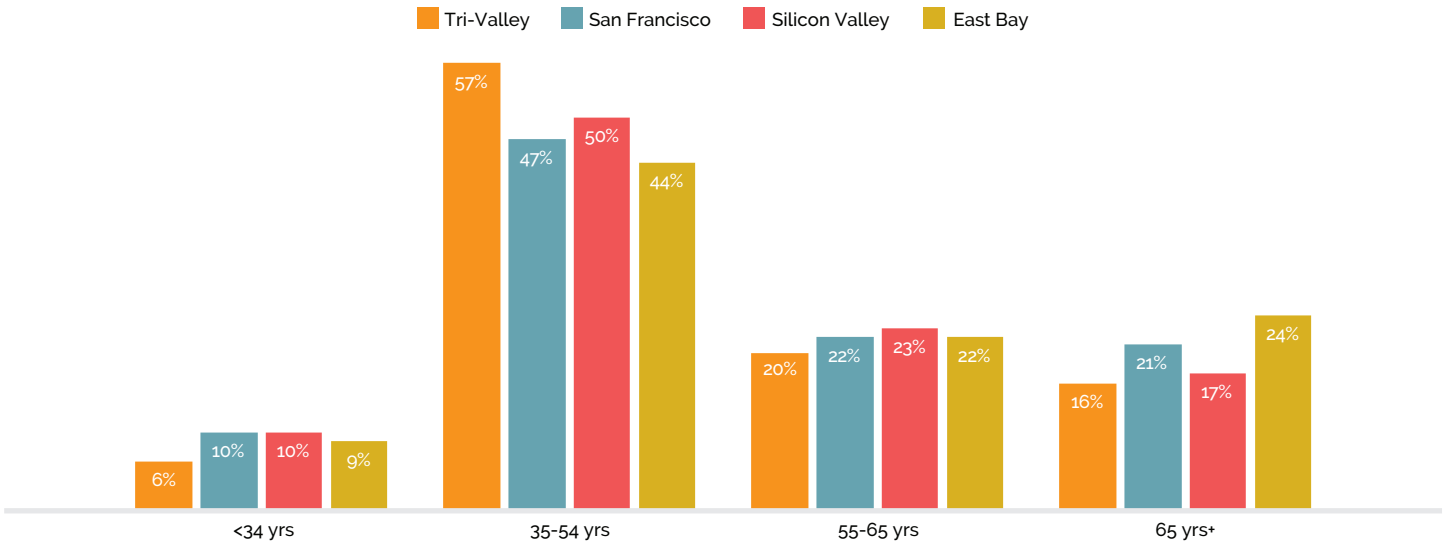


Source: Zillow data as of October 2022

The Tri-Valley continues to attract millennial homebuyers at a time when the generation has all-time low confidence in the prospect of home ownership.

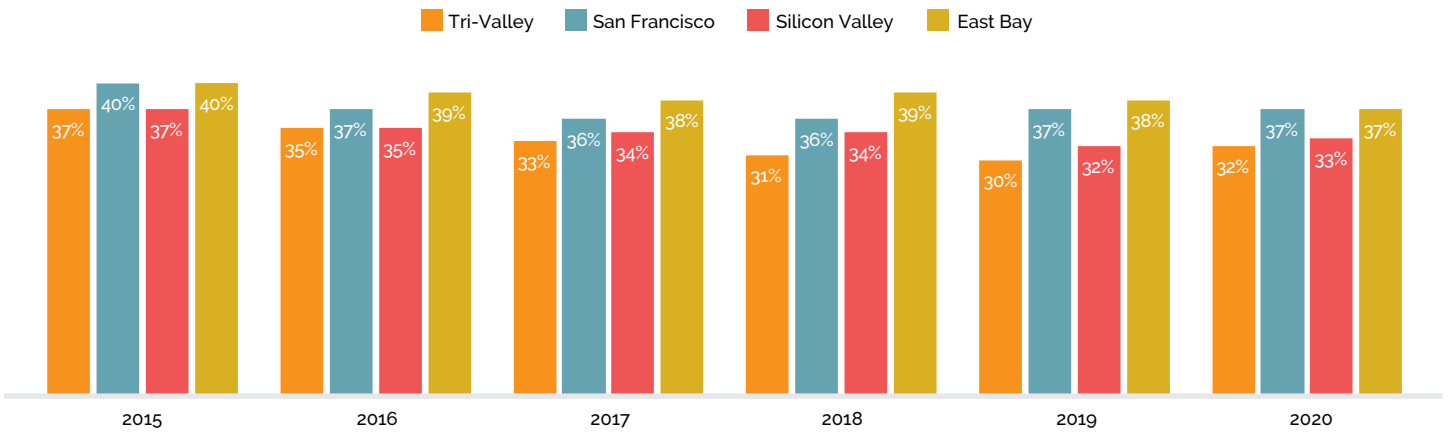


### Age of Householder with a Mortgage



Source: U.S. Census Bureau, data as of 2019

### Monthly Housing cost as % of Household Income 30%+



Source: U.S. Census Bureau, data as of 2019

The housing market in the Tri-Valley is on more stable ground than the rest of the Bay Area.

Broader declines in Bay Area housing prices could be mitigated in the Tri-Valley by a higher level of discretionary income to pay mortgages. The Tri-Valley has the lowest monthly housing costs as a percentage of income relative to San Francisco and Silicon Valley, where they still have an elevated

level of sizable mortgages.<sup>3</sup> Considering that home prices in the Tri-Valley have surged since 2019, this implies that households in the Tri-Valley have grown their household incomes at a faster pace than neighboring areas.

## Commercial Real Estate

These are the themes that dominated the CRE markets in 2022:

- Stable demand for Class A “Trophy” properties
- Reduction in Class B office space due to conversion and vacancies
- Relocations within the Tri-Valley

### Build It and They Will Come

As workers returned to the office early in the year, the market began to feel the demand for campus-style office spaces, which means Class A space has been maintaining its strength. This flight to quality is a national trend and is seen in the larger Tri-Valley projects of 2022.

To encourage demand, landlords are leading with more concessions, not necessarily on rent,

but amenities, which could be increased tenant improvement allowances, consenting to subleases, or signage opportunities.

### Lab and R&D Space

Tarlton's buildout of Pleasanton Labs is one of the most significant developments of 2022. This 300,000-square-foot complex in Pleasanton, formerly Britannia Business Park, was purchased for \$78 million. Tarlton is marketing this site as a future hub of life sciences, biotech, and related R&D business. Their team has expertise in this area, having developed similar projects including Menlo Labs, Peninsula Labs, Union City Labs, and Hayward Labs. This is a bullish signal for the growing life sciences community in the Tri-Valley and a strong endorsement for the region, considering Tarlton's accomplishments in the space.

## Commercial Real Estate

Office Rental Rates, 2021 - 2022	2021		2022	
	Office Rent (per sq ft. per month)	Vacancy-Rate	Office Rent (per sq ft. per month)	Vacancy Rate
Tri-Valley	\$3.14	15%	\$3.04	15%
San Francisco	\$6.66	22%	\$5.92	16%
Silicon Valley	\$5.67	6%	\$5.35	7%
Oakland	\$4.45	16%	\$5.09	12%

### 2022 Significant Office Lease Transactions

Business	City	Sector	Size (Sq. Ft)
Chevron	San Ramon	Energy	400k
Unchained Labs	Pleasanton	Healthcare	121k
Snowflake	Dublin	Technology	153k
Vagaro	Pleasanton	Technology	106k

### 2022 Significant Office Purchase Transactions

Business	City	Price	Size (Sq. Ft)
Chevron Campus	San Ramon	\$174,500,000	1,477k
Britannia (Pleasanton Labs)	Pleasanton	\$78,000,000	300k
Hacienda Lakes	Pleasanton	\$58,400,000	235k

## Life Sciences Resiliency

There is a consensus among CRE brokers that the life sciences industry will prove to be resilient even during hard economic times as companies that require lab space cannot do their work from home.

Massive industry tailwinds and innovations are improving the delivery of healthcare services and will continue to get funding as the opportunity is so large, and valuable. For example, the convergence of next-generation DNA sequencing, CRISPR gene-editing, and artificial intelligence (AI) has the potential to transform health care. These advances could accelerate the pace of scientific discovery, personalizing medicine to cure disease rather than just masking the symptoms. New analytics and software tools, including those designed by local companies such as 10x Genomics and Apton Biosystems, will allow scientists to unlock the codes to life, disease, and health.

Based on movements in the market and our conversations with local experts, we can conclude that the Tri-Valley will increasingly attract a proliferation of life sciences companies.

## Relocations

Since our first edition of The Mirador View, a common theme we've seen is companies growing out of their space and choosing to lease or buy their next building within the Tri-Valley. 2022 was no different, with a series of large transactions.

The most notable relocation announcements in 2022 were:

- Unchained Labs' lease of the former Shaklee building, which gives Unchained an additional 121,000 square feet in the Tri-Valley
- Vagaro's relocation to Rosewood Commons in Pleasanton where they took 106,000 square feet (up from 19,000 in Dublin)

- Snowflake's expansion in their current building in Dublin from one floor to the entire building (153,000 square feet)
- ProSomnus expanding into a new 32,000 square foot headquarters facility in Pleasanton
- Medallia closed down their San Francisco office, and now their only location in the Bay Area is their 60,000-square-foot location in the Pleasanton Corporate Commons, which they are sub-leasing from Blackhawk Networks

Vacancy rates remained relatively flat in Silicon Valley and the Tri-Valley while rising in larger metros such as SF and Oakland since last year.



Chevron Park was sold to Sunset Development Company for \$174.5 million in late 2022. The oil and gas company is moving some staff to Houston, where they have considerable operations and real estate. Chevron's headquarters will remain in San Ramon, at Bishop Ranch, where the company has leased 400,000 square feet to house operations for employees who will remain in California.



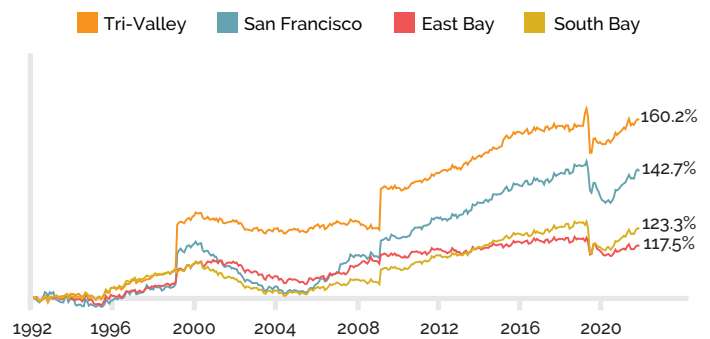
## Employment & Income

The Tri-Valley has a concentrated white-collar demographic that paints the backdrop for one of the most stable and fastest-growing job markets in the Bay Area. As a result, our communities have some of the lowest unemployment rates.

The Tri-Valley has a disproportionately large percentage (28%) of the workforce in managerial positions. Another 28% work in either sales or computer/math roles.<sup>4</sup> This heavily white-collar demographic explains why the Tri-Valley has the highest median household income in the Bay Area.

At the time of this report, the unemployment rate in the Tri-Valley is 2.44% compared to 2.1% in San Francisco, 2.23% in Silicon Valley and 3.25% in the East Bay.<sup>5</sup> The Tri-Valley had the lowest unemployment rate throughout the pandemic.

Job Growth

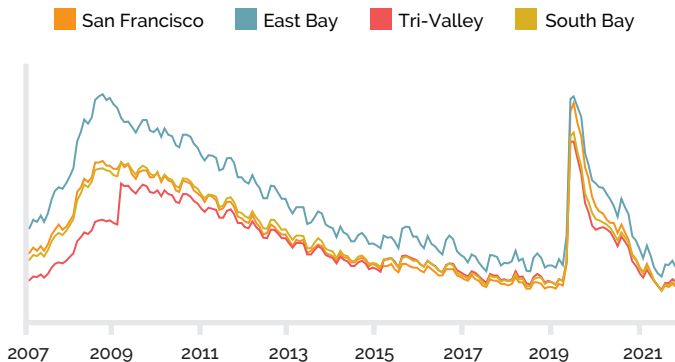


Source: FactSet, U.S. Bureau of Labor Statistics, data as of October 2021

Over the past 30 years, employment in the Tri-Valley has increased 160%, compared to 142% in San Francisco. We expect the job market in the Tri-Valley will continue to outpace the rest of the Bay Area over the next decade, as the cheaper commercial real estate attracts large tech companies, and as more and maturing startups choose to keep their business local.

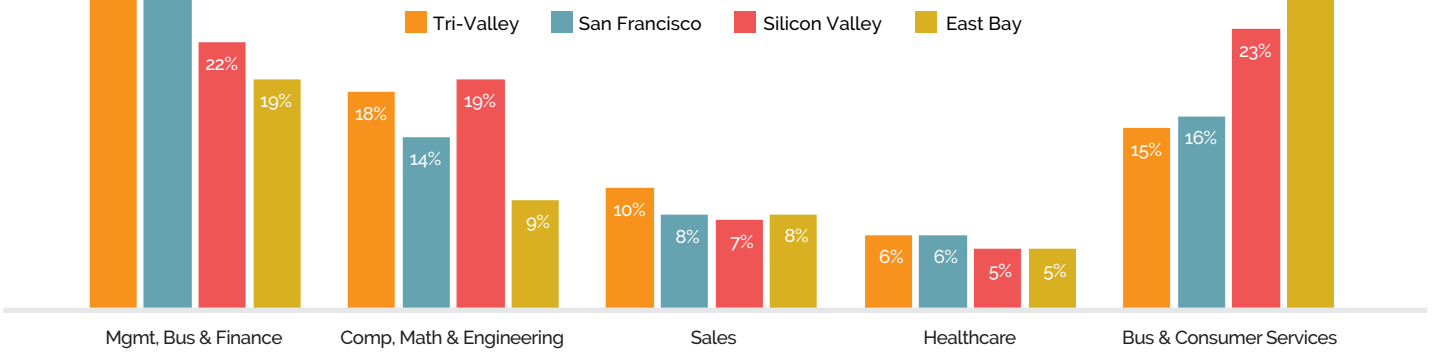
Currently, over 35% of households in the Tri-Valley earn over \$200,000/yr, as compared to 33% in Silicon Valley, 31% in San Francisco and 17% in the East Bay. Another 32% of households earn between \$100,000 to \$200,000/yr, meaning over 67% of households in the Tri-Valley generate six-figure household incomes.<sup>6</sup>

Unemployment Rate

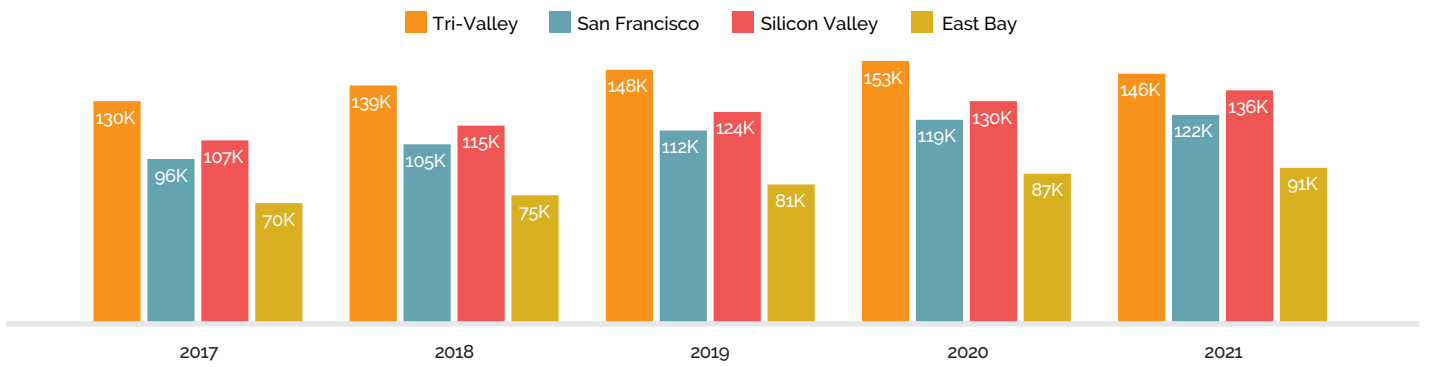


Source: FactSet, U.S. Bureau of Labor Statistics, data as of October 2021

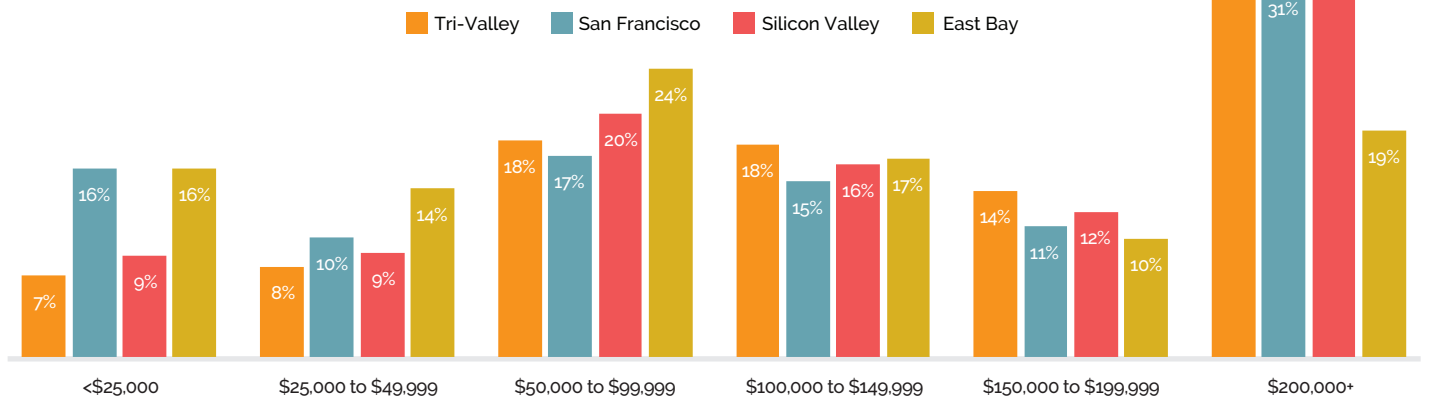
### Top 5 Tri-Valley Labor Force Occupations vs. Other Regions



### Median Household Income



### Median Household Income



Source: U.S. Census Bureau, data as of 2019

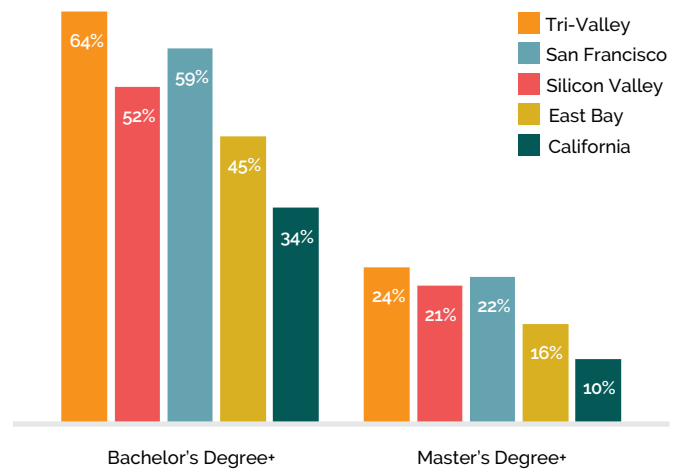


Photograph by Doug Jorgenson

## Schools & Education

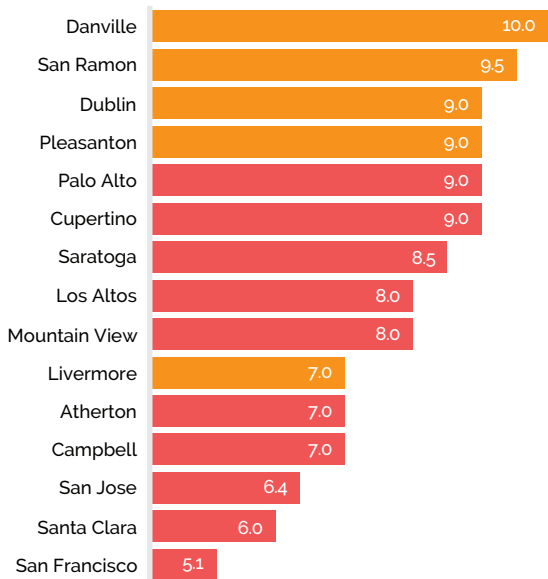
The Tri-Valley is home to not only a demographic of high earning residents but highly educated ones too. Roughly two thirds of Tri-Valley residents have obtained a Bachelor's degree or higher, and 1 in 4 adults hold at least a Master's degree, compared to 1 in 5 in Silicon Valley, and only 1 in 10 statewide.<sup>7</sup> On a relative basis, the Tri-Valley is home to significantly more business, engineering, and computer/math majors. There is also more than double the concentration of physics majors compared to San Francisco. These concentrations reflect the STEM nature of Tri-Valley companies in addition to the presence of two national research laboratories.

Highest Level of Education (2021)



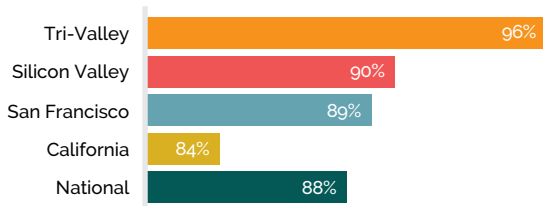
Source: TownsChart, U.S. Census Bureau, data as of 2020

### Average High School Rankings (out of 10)



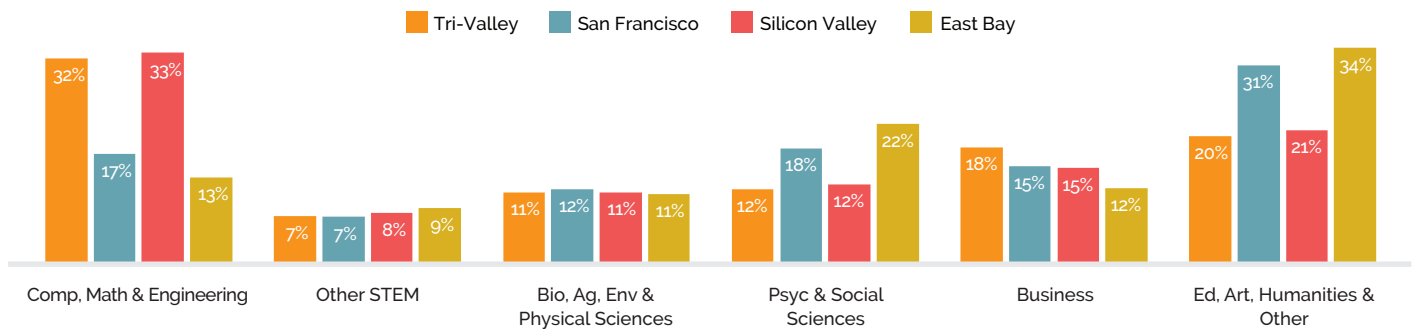
Source: Niche.com, data as of 2021

### High School Graduation Rates



Source: TownsChart, U.S. Census Bureau, data as of 2020

### Field of Study (Bachelor's Degree Breakdown)



Source: U.S. Census Bureau, data as of 2019

### Top Community Colleges in America

Rank	College	Location
1	Foothill	Los Altos Hills, CA
2	Northwood Tech	Rice Lake, WI
3	Fox Valley Tech	Appleton, WI
4	Morainer Park Tech	Fond Du Lac, WI
5	Santa Barbara City	Santa Barbara, CA
6	Las Positas	Livermore, CA
7	Southeast Tech	Sioux Falls, SD
8	Atlantic Tech	Coconut Creek, FL
9	Craven Community	New Bern, NC
10	Ohio State University, Ag Tech Institute	Wooster, OH

The Tri-Valley's public school system has consistently drawn incoming residents. Public high schools in the Tri-Valley rank the highest in the Greater Bay Area, reflecting the highest high school graduation rate in the Bay Area (96% versus 90% in Silicon Valley and a national average of 89%).

Computer, Math, and Engineering are the most popular bachelor degrees among Tri-Valley residents, at 32%, on par with Silicon Valley at 33%.

This past year, Las Positas College in Livermore fell one spot to #2 Best Community College in the Bay Area but moved up 22 spots to take #6 Best Community College in America.<sup>8</sup>

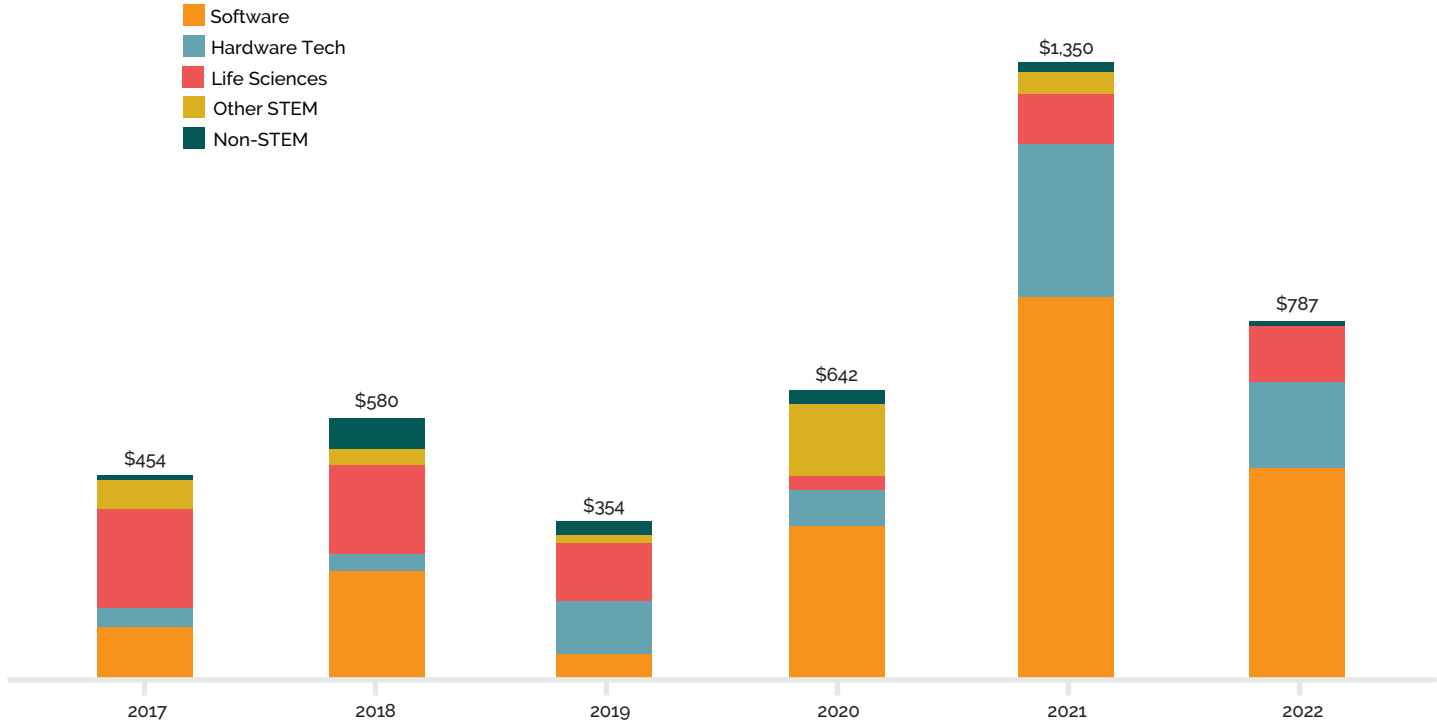
# Private Companies

## Venture Capital and Growth Equity Deal Activity

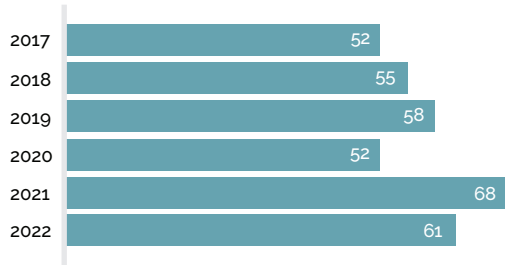
2022 was another strong year for venture capital and growth equity capital raised in the Tri-Valley. Through December 20, 2022, Tri-Valley companies reported \$787 million of capital raised, roughly 42% below the record-breaking \$1.35 billion that was raised in 2021. However, that theme is not unique to the Tri-Valley. Venture Capital and Growth Equity raised by U.S. companies through the first nine months of 2022 totaled \$299 billion, compared to \$424 billion through the same period in 2021

(30% lower). This is primarily because investments in larger later-stage private companies during 2022 took a breather and were reevaluated by both public and private investors, while valuations compressed as interest rates rose. Overall, the growth in the Tri-Valley is still evident as total capital raised is still up 21% from 2020, which was the previous record year before 2021, proving that 2022 was above historical averages and part of a durable, positive trend in the region.

Venture Capital & Private Equity Raised (in millions of \$)



Total Venture Deal Count by Year in the Tri-Valley



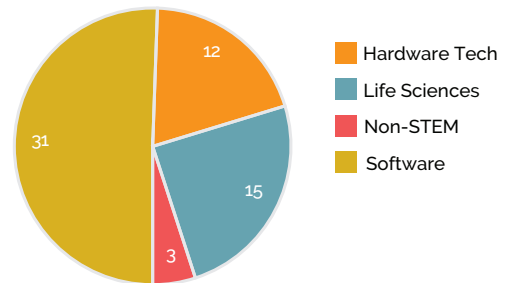
## Nearly Half of Funds Closed in 2022 Went to Software Companies

Of the 61 fundraisings this year, 29 were closed by software companies, which raised \$465M, or 60% of the total capital raised. Hardware Tech companies raised \$186M, Life Sciences companies raised \$123M, and non-STEM companies raised \$5M.

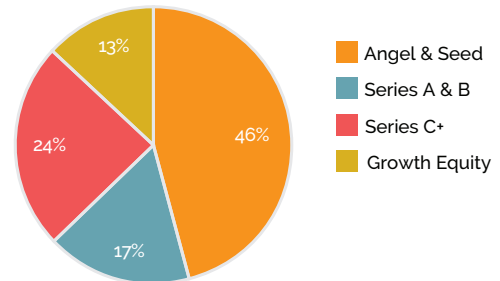
While the total dollar amount of company fundraising dropped following a record breaking 2021, the number of deals transacted remained relatively consistent. There were 61 equity financings in 2022 in the Tri-Valley, the second most ever behind only the 68 deals done in 2021. Roughly 63% of the deals in 2022 were into early-stage (Series B or earlier) startups.

We believe this will be a strong leading indicator for local business activity over the following years.

Deals Count by Sector 2022



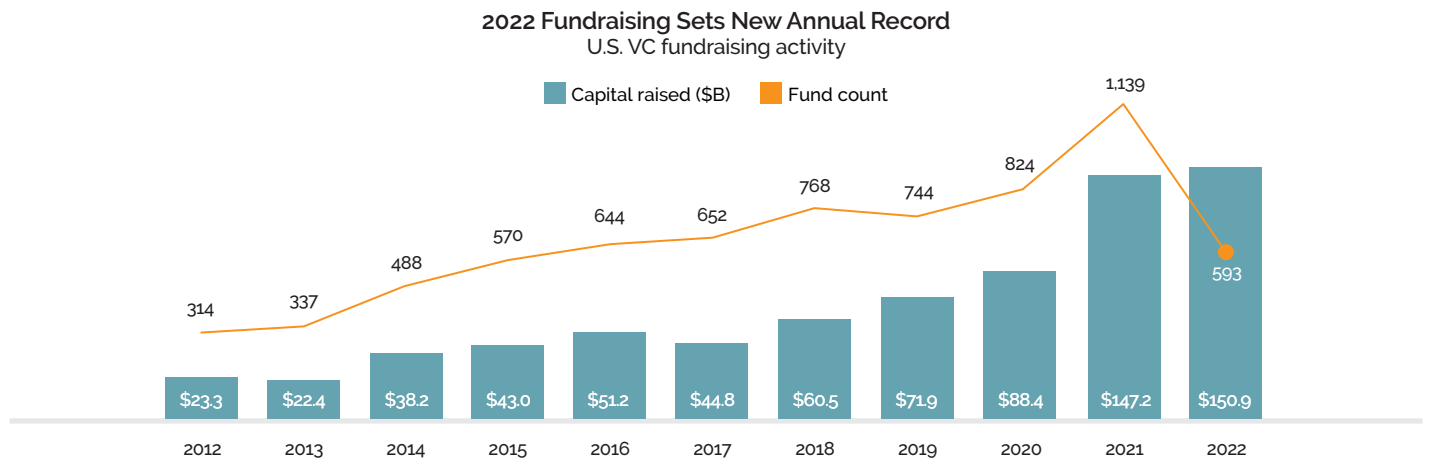
Deals Count by Stage 2022



## 2023 Venture Capital & Private Company Outlook

As we look ahead into 2023, we're encouraged by the amount of capital that venture capital firms have raised and has yet to be invested. The total amount of venture capital raised in 2022 was \$150.9 billion through September 30, 2022, which already beat 2021 by \$3.7 billion through the same period. This bodes well for the startup ecosystem, as those large sums of capital raised will eventually fund the growth of private companies.

You'll see in this chart below that 593 funds have been raised this year (as of September 2022), and yet still raised slightly more than in 2021, with only HALF the amount of funds from 2021. This depicts that the larger funds have not had a problem raising capital.



Source: PitchBook-NVCA Venture Monitor | Geography: U.S., data as of September 30, 2022

## Notable Deals in the Tri-Valley

The largest private company fundraising in the Tri-Valley in 2022 was Reputation's \$150 million growth equity financing from Marlin Equity Partners in January, valuing the company at approximately \$600 million. Another notable deal is the \$113 million

Series C that Alif Semiconductor raised in March 2022, valuing the company at \$713 million. Cowbell also made a splash with a \$100 million Series B that they closed in February 2022 (more on that later).

### Notable Tri-Valley Venture Deals (2022)

Date	Target	Brief	Raised (\$M)	Valuation (\$M)	City
January	Reputation	Customer experience software	150	600 (estimate)	San Ramon
March	Alif Semiconductor	Developer of semiconductors	113	713	Pleasanton
February	Cowbell	Cyber insurance software platform	100	457	Pleasanton

## Innovative Ecosystem - Life Sciences Stands Out

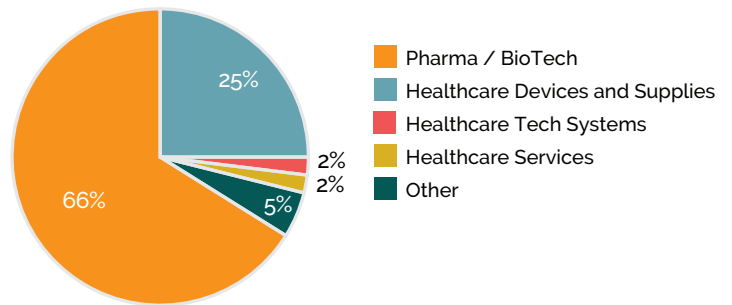
Ever since COVID-19 began dominating headlines, worldwide, there has been an increased focus on developments within the life sciences field. There's no shortage of exciting developments to follow, and many companies in the Tri-Valley are participating in the boom. There is a healthy, mature biotech ecosystem in our backyard, which attracts newer entrants as well. We continue to see new company formations and headquarter relocations to the Tri-Valley.

Surprisingly, life sciences companies in the Tri-Valley raised more private capital in 2022 than in 2021, despite private investment declining in software and hard tech in the Tri-Valley year-over-year.

Life sciences companies raised \$123M across 15 different companies, per PitchBook, an increase of 13% from the \$108M in 2021.

Pharma & Biotech companies account for two-thirds of total capital raised in the life sciences industry in the Tri-Valley, followed by devices and supplies with approximately 25% of total money raised.

The attraction of venture capital dollars to Tri-Valley life sciences companies is largely due to the vast ecosystem of life sciences companies that are already here, which help recruit talent in this area. Over 150 life sciences companies call the Tri-Valley their home.



### 2022 Private Financings in the Tri-Valley





“That’s why I’m confident that life sciences here will be able to continue to grow - because we have experienced some success and with that breeds more success.”

— Ben Hindson, Co-Founder 10x Genomics

Additionally - The Lawrence Livermore National Laboratory and Sandia National Laboratories are critical components to fostering innovation in the Tri-Valley.

### Developments at the Labs

SCImago Institutions 2022 rankings out of 74 U.S. government institutions:<sup>9</sup>

Lawrence Livermore National Laboratory: **Ranked 16**

Sandia National Laboratories (CA): **Ranked 19**

LLNL ranked on best places to work by employees for the 4th year in a row.<sup>10</sup>

### By the Numbers



Annual budget  
**\$2.8 billion**

**8,700**  
employees

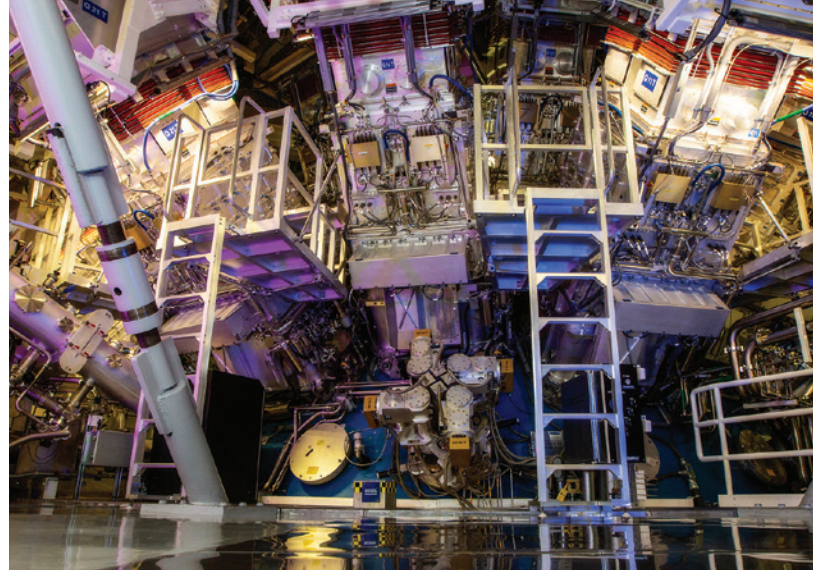
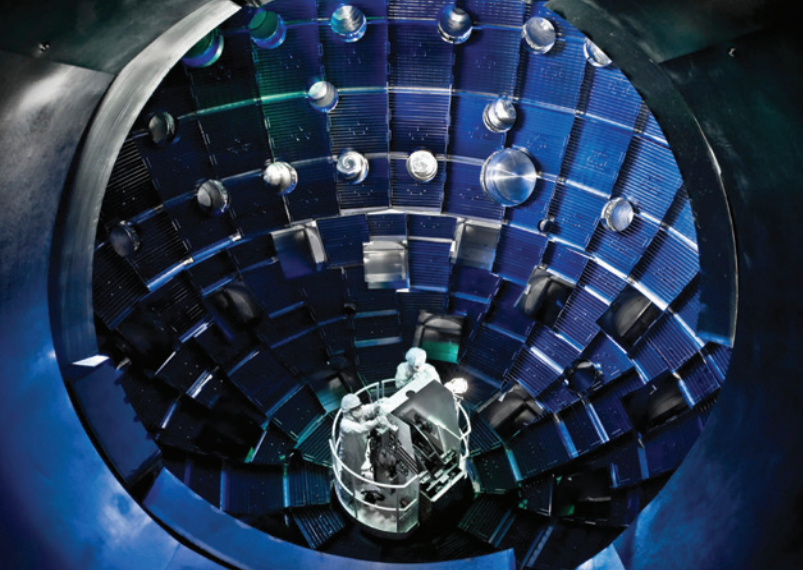
**\$8 billion** in economic impact over the last 20 years



Annual budget  
**\$900 million**

**1,700**  
employees

**80%** of technical staff hold a master’s degree or PhD



## Technology Highlights

### Nuclear Fusion - Scientific Breakthrough of the Year

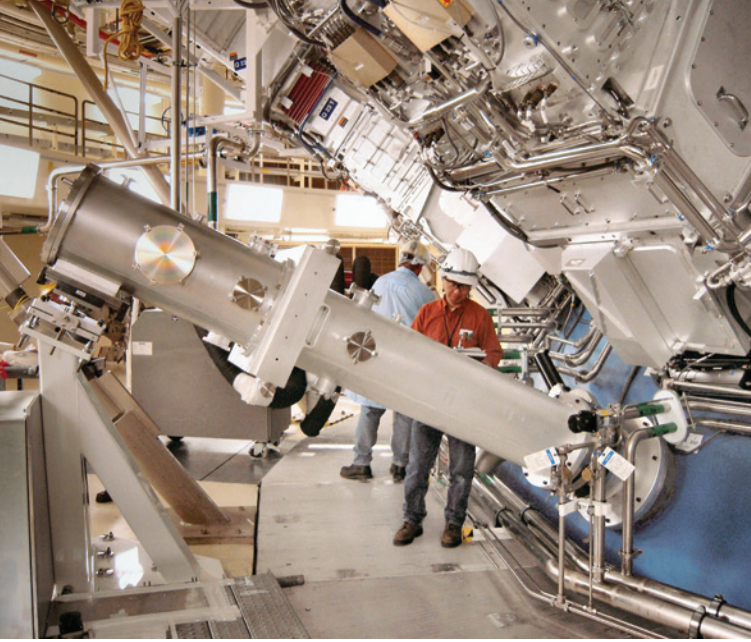
Arguably, the biggest scientific breakthrough of the year occurred right here in Livermore, CA, at the LLNL National Ignition Facility (“NIF”). The NIF is a large laser-based fusion research facility that studies the behavior of materials under extreme conditions, including those found in the core of stars. It is capable of generating extremely high temperatures and pressures, allowing researchers to study the conditions needed for nuclear fusion and to develop new technologies and approaches for harnessing its power. The laser system at the NIF precisely guides, amplifies, reflects, and focuses powerful laser beams, into a target about the size of a pencil eraser in a few billionths of a second, heated to millions of degrees, delivering more than 2 million joules of ultraviolet energy and 500 trillion watts of peak power.

On Dec. 5<sup>th</sup>, a team at LLNL’s NIF conducted the first controlled fusion experiment in history to achieve fusion ignition, also known as scientific energy breakeven, meaning it produced more energy from fusion than the laser energy used to drive it (a net energy gain). This first-of-its-kind feat will provide invaluable insights into the prospects of clean fusion energy, which would be

a game-changer for efforts to achieve a net-zero carbon economy.

Nuclear fusion powers our sun and all other stars. In it, light nuclei of hydrogen fuse into heavier nuclei of helium and generate tremendous amounts of energy. Hydrogen used in fusion is an incredibly dense energy source, holding more than 1 million times more energy in a unit of mass than natural gas. As hydrogen is easily produced from water, commercial nuclear fusion would effectively offer a limitless source of energy with zero greenhouse gas emissions. Compared to its established relative, nuclear fission — which is used in commercial nuclear power plants and functions by breaking up heavy nuclei — fusion’s radioactive waste would be shorter-lived and easier to handle.

“The pursuit of fusion ignition in the laboratory is one of the most significant scientific challenges ever tackled by humanity, and achieving it is a triumph of science, engineering, and most of all, people,” LLNL Director Dr. Kim Budil said. The success at NIF has opened up new possibilities for the future of energy production and marked a



major step forward in the field of nuclear fusion. It will be exciting to track the progress and additional technological breakthroughs to come. This feat in Livermore may be remembered as one of the greatest scientific accomplishments of the 21<sup>st</sup> century.

### **Livermore Valley Open Campus**

There is a project underway at the Livermore Laboratories that will bridge the two in an emblematic way. Historically, both LLNL and Sandia have a reputation for being exclusionary—owing to their national security directive. As a result, the public has not had much opportunity to engage with the multi-billion dollar Department of Energy organizations. But the labs have a plan to change that. The Livermore Valley Open Campus (LVOC) is opening the labs' doors to the public.

Over the next 30 years, this 110-acre site will become a robust center of innovation to allow for the development of new technologies, leveraging assets that are singular to the national labs.

Most of the technology developed here will play a critical role in the American defense and energy sectors and contribute meaningfully to our local and national economies.



Over 30 years, LVOC will develop into 3 million sq.ft. and accommodate 4000 employees



Within the campus, among the facilities, will be the High Performance Computing Innovation Center, the Combustion Research Facility, the Advanced Manufacturing Lab, and the Industrial Partnerships Office.

Ultimately, the sprawling campus will overtake a group of existing facilities and be further developed on a plot of vacant land, growing the presence of “the smartest square mile on earth.”

A quote from LLNL Advisor Buck Koonce, “The Department of Energy and the National Nuclear Security Administration recognize that many national security issues are too important and complex to leave out broader participation by the talented scientists and engineers in universities and industries. We need their contributions to expand and deepen basic research related to national security in areas such as transportation, energy, cybersecurity, high-performance computing, and nonproliferation.”

Adding to the synergies that exist in this ecosystem, DayBreak Labs, i-Gate, and Startup Tri-Valley are all fostering innovation.



For startups looking to extend their runway as long as possible, the cost of facilities is a critical area of concern. Rent is a considerable expense that can easily and quickly change the fortune of an otherwise promising company—this is especially true for those that require lab space and scientific tools.

Enter Daybreak Labs, one of the more exciting developments that displays what can happen with well-planned, well-financed, and well-executed public-private sector initiatives.



In 2022, in partnership with the City of Livermore, Lawrence Livermore National Laboratory, and Sandia Labs, Daybreak Labs launched a 7,000-square-foot incubator in Livermore that offers affordable space for life sciences and deep tech startups.

The 2,500-square-foot lab space has three separate rooms: a BSL1 space that includes a fume hood, a BSL2 space that includes -80 and -20 degree freezers, and a dedicated tissue culture room. There is also a generous open office space with amenities, where companies have the option to rent desk space, and two conference rooms.

Daybreak Labs currently has four tenants, with space for a dozen more. In addition to the valuable networking opportunities and thriving nearby scientific community, entrepreneurs working at Daybreak Labs have access to a local investor network.

According to Yolanda Fintschenko, Executive Director of i-GATE and Daybreak Labs, "Life sciences companies should consider the Tri-Valley when thinking about expanding or starting a new life sciences company, because of the talent and opportunity the region offers. The supporting hard tech and software that companies need to make a life sciences product successful are right here in the Tri-Valley. The ecosystem is interested and invested

in expanding, so it is primed and ready to help life sciences startups succeed."

Startups interested in leasing space should visit [daybreaklabs.io](https://daybreaklabs.io)



Startup Tri-Valley is dedicated to fostering connections among the Tri-Valley's life sciences community. LLNL, Sandia, Pleasanton, Livermore, Dublin, and Danville are backing the organization which operates a job board, makes introductions for entrepreneurs, and hosts networking events. Excitement flows in both directions at these events since people are invited from throughout all stages of the scientific community—whether it's an individual at a startup or an employee at a multinational company.

**As the Tri-Valley life sciences community continues to grow, Startup Tri-Valley will serve as a valuable resource to an extensive network of professionals.**

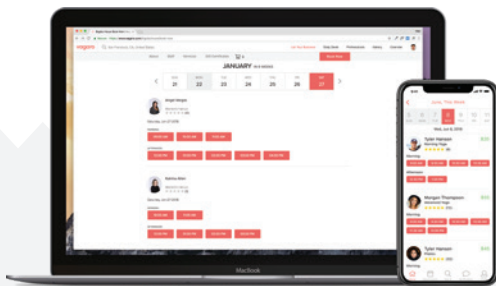


## Tri-Valley Ventures Begins Investing Fund II



Tri-Valley Ventures was founded in 2017 with the goal of investing in early-stage startups with roots in the Tri-Valley. "As any resident of the Tri-Valley can attest, this region is a special place full of highly talented individuals. We believed that there was an opportunity to help develop the innovation ecosystem in the area and capitalize on the value being created here by companies, which were more likely to be overlooked than if they were in the Peninsula or San Francisco," says Managing Partner Greg Hitchan.

Tri-Valley Ventures has been the most active early-stage investor in the Tri-Valley, funding more than 20 companies in the last five years, including six new investments in 2022, made by the larger second fund which was raised in 2021. "We feel extremely privileged to be playing a role in developing the local startup ecosystem," says Hitchan. "The development of companies in the Tri-Valley continues to impress us, and we expect that to continue and potentially accelerate as many highly skilled individuals relocated to the Tri-Valley throughout the pandemic."



# vagaro

Vagaro, based in Pleasanton, is a point-of-sale software platform used worldwide by hundreds of thousands of stylists, barbers, fitness instructors, and other service professionals to manage client appointments, inventory, and many other aspects of their businesses. In 2022, Vagaro moved its headquarters from 19,000 square feet in Dublin to a 106,000-square-foot space in Pleasanton's Rosewood Commons. In order to gain first-hand experience in the environment where their customers use their tools, Vagaro purchased and now operates multiple salons, including two in the Tri-Valley. Vagaro became a unicorn in late 2021 when it became valued at over \$1 billion.



John Hanna

ARK Invest research projects the multiomics industry to grow to roughly \$300 billion during the next five years,

Apton is well-positioned to become an industry leader. Apton's technology can be utilized for academic research, biopharma and clinical diagnostics targeting the largest omics growth segments including single cell genomics, spatial biology, early cancer detection, and minimal residual disease monitoring.

## Venture Spotlight: Apton Biosystems



Apton Biosystems, Inc. is a developer of super-resolution multiomic systems for research and clinical applications. Apton has re-imagined the optical systems for sequencing and protein detection using super-resolution to evaluate molecules spaced closer than a wavelength of light. Founded in Pleasanton, California, in 2012 by Bryan Staker, Apton's Chief Technology Officer, the company has raised venture funding from notable firms such as Khosla Ventures, Casdin Capital, Kern Capital, Samsung Catalyst Fund, Table Mountain Capital, Cenova Ventures, Co-Win Investments, and Tri-Valley Ventures. Apton Biosystems has raised over \$50 million from venture capitalists and will likely raise another round of financing in 2023 to accelerate the production and bring to market the world's highest-throughput multiomics system. Apton is pioneering the new age of multiomics, a precision medicine field that integrates genomic sequencing with transcriptomics, proteomics, and metabolomics—largely untapped repositories of rich information that will reveal more about what drives disease.

### Q&A with CEO of Apton Biosystems, John Hanna

**We understand that you didn't choose Pleasanton as the original HQ location, but why have you chosen to make the HQ here now?**

Being in the Tri-Valley is a huge competitive advantage for Apton because of the depth of talent and expertise in the Tri-Valley from molecular biology and chemistry to hardware and software engineering. We can find deep expertise, newly trained graduates eager to learn, and professionals in the region generally have the startup drive required to make a company successful.

**How do you feel about the long-term growth potential of the life sciences ecosystem in the Tri-Valley?**

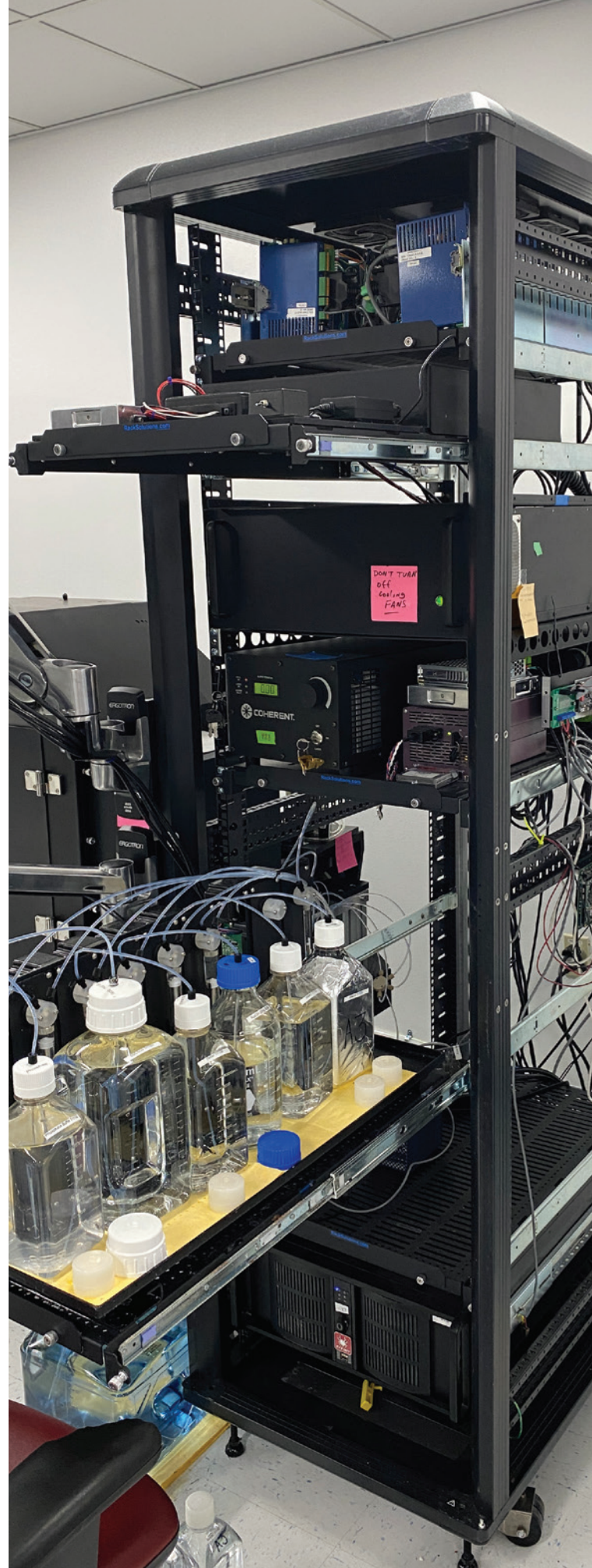
I believe the life sciences innovation hubs globally including Cambridge UK, Boston MA, San Diego CA, Seattle WA, and the SF Bay Area arise from the confluence of three factors:

- 1) Strong post-graduate programs like we have at Stanford, UC Berkley, UC Davis and UC Santa Cruz, all of which feed talent into the Tri-Valley ecosystem;
- 2) Large R&D centers of multinational corporations like Roche here in Pleasanton that attract and train talent from the executive ranks down to early career scientists; and,
- 3) A venture capital ecosystem dedicated to the region that includes incubators, angel investors, experienced advisors, and large VC funds that support founders and innovators to build the next 10x Genomics or Unchained Labs in the region as we've seen here in the Tri-Valley.

It is the intersection of these three factors that create a burgeoning life sciences ecosystem and enables the kind of innovation that we've experienced here in the Tri-Valley.

**What do you hope Apton will accomplish within the next 5 years?**

At Apton, our mission is to empower scientists to advance human health and we can only do that by obsessing about the needs of our customers. My hope is that we support the researchers, scientists, and companies that develop the next breakthrough application for drug target discovery, genomic translational research, and clinical diagnostics to cure disease, understand biology more deeply, and detect cancer earlier to prolong life.





## Venture Spotlight: Cowbell Cyber



Cowbell Cyber, headquartered in Pleasanton, made a huge splash in the venture world this year, raising a \$100 million Series B at the beginning of 2022 led by Anthemis Group, where Matthew Jones led the investment. A few months later, Jones ended up deciding to leave his investment firm and join Cowbell full-time to lead their business strategy operations. Jones noted, "Sometimes in venture, you get very lucky. You meet a team with the energy, passion and belief that captures your imagination, pulls you in, and makes you want to be part of that team all of the time! Cowbell's rapid growth and endless ambition was a great match for me and is so far proving to be the challenge that I had hoped for. The cyber market is incredibly dynamic - this is a truly once in a generation business building opportunity in the insurance industry."

Jones has big goals for Cowbell, "With the recent launch of Adaptive Cyber Insurance, we want to be the cyber insurance provider of choice in our core U.S. market and we challenge ourselves on this every single day. Looking towards growth initiatives, we're actively evaluating and working on new geographic markets and complementary products. We're also evaluating the opportunity to leverage alternative capital as we consider the shape and form of our reinsurance panel in the future."

Adding to their momentum, Cowbell was recognized by Forbes as one of the country's 25 venture-backed startups most likely to be worth over a billion dollars!

Of the 175 companies to make this list over the last seven years, 116 have already achieved that valuation milestone (66%), another 22 were acquired, and nine went public before hitting the mark.

**Company Description:** Cowbell is signaling a new era in cyber insurance by harnessing technology and data to provide small and medium-sized enterprises (SMEs) with advanced warning of cyber risk exposures bundled with cyber insurance coverage adaptable to the threats of today and tomorrow. Championing adaptive insurance, Cowbell follows policyholders' cyber risk exposures as they evolve through continuous risk assessment and continuous underwriting. In its unique AI-based approach to risk selection and pricing, Cowbell's underwriting platform, powered by Cowbell Factors, compresses the insurance process from submission to issue to less than five minutes.



## Private Company Updates



Fulcrum, a company that is turning trash into jet fuel, reached several operational milestones recently. Their Nevada plant, just outside of Reno, began operating in May 2022; they have been approved for a facility in Indiana; they have identified a site in the U.K. that is expected to be online in 2027; and they are scouting sites for a Gulf Coast facility. They have secured multiple partnership agreements for material, development, logistics, and distribution including but not limited to Waste Management, bp, United Airlines, and Cathay Pacific.

Fulcrum is headquartered in Pleasanton and has raised nearly \$500 million since its founding in 2007.



Monarch's MK-V electric tractors will begin production in Ohio in 2023 per an agreement made with Foxconn. The MK-V will follow the Founder Series that began production at Monarch's Livermore facility in late 2022.



Under a veil of secrecy, Sam Ramon's Striking Distance Studios spent the last few years crafting a video game in The Callisto Protocol—a project that is anticipated to sell millions of copies and become the leader in the "survival horror" sub-genre. TCP was released on December 2, 2022.

Striking Distance's team is led by industry veteran, Glen Schofield, who created the lucrative game Dead Space and has worked on blockbuster franchises like Call of Duty. Throughout Glen's career, the projects he has led or had a significant role in have generated billions of dollars in revenue. SDS's team operates out of a studio facility in Bishop Ranch.

# Public Companies

In 2015, we created an index of publicly traded companies in the Tri-Valley and noticed a consistent outperformance over major stock indices. We subsequently created the Mirador Tri-Valley Index (MTVX) which is a proprietary rules-based index that tracks publicly traded Tri-Valley companies as well as the Mirador Tri-Valley Strategy (MTVS) for our clients to invest in the MTVX. Since 2009, investing in the Tri-Valley's public companies (MTVX) would have returned 21.4x your initial investment, or 24% annualized, versus the S&P 500's 4.2x, or 11% annualized.

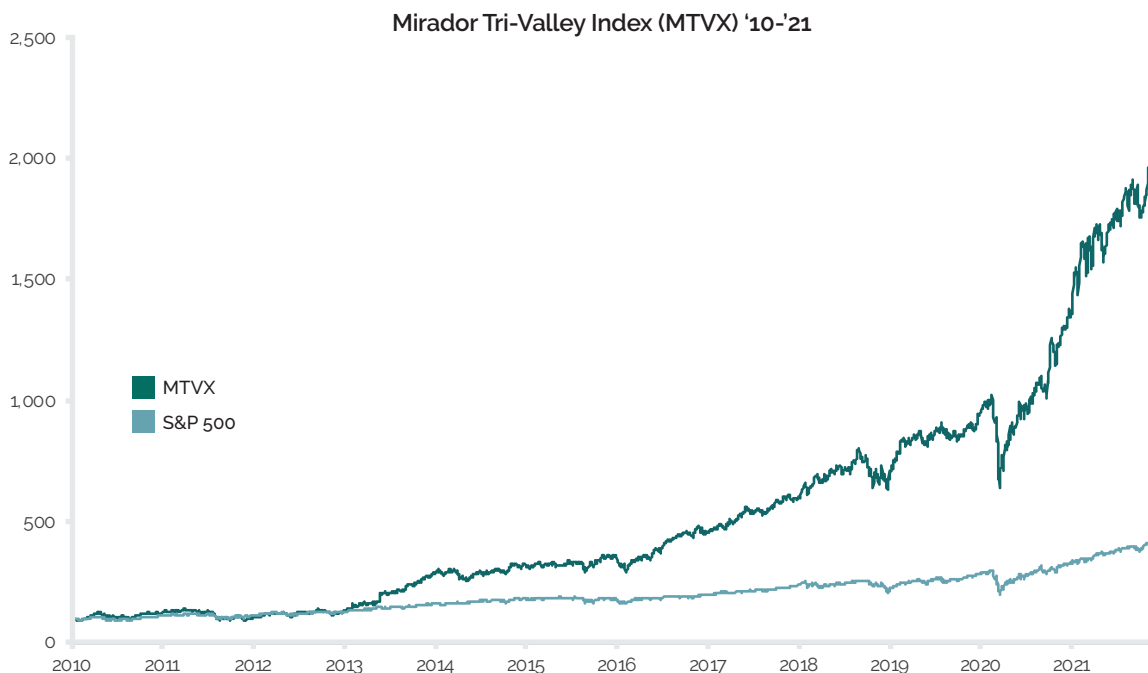
We believe that the growth drivers discussed earlier in this report contribute in large part to the financial success of companies located in the region. Compared to the broader market, MTVX companies, on average, have healthier balance sheets, are growing sales at a faster pace, have more committed leadership teams and have higher levels of employee satisfaction. Over the last twelve months these companies, in aggregate, generated over \$268 billion in sales and employed over 195,000 employees globally. They command over \$480 billion in market capitalization.

## 2022 MTVX Companies

Total Employees  
**195,000+**

Gross Sales  
**\$268 billion**

**\$480 billion**  
Market Capitalization



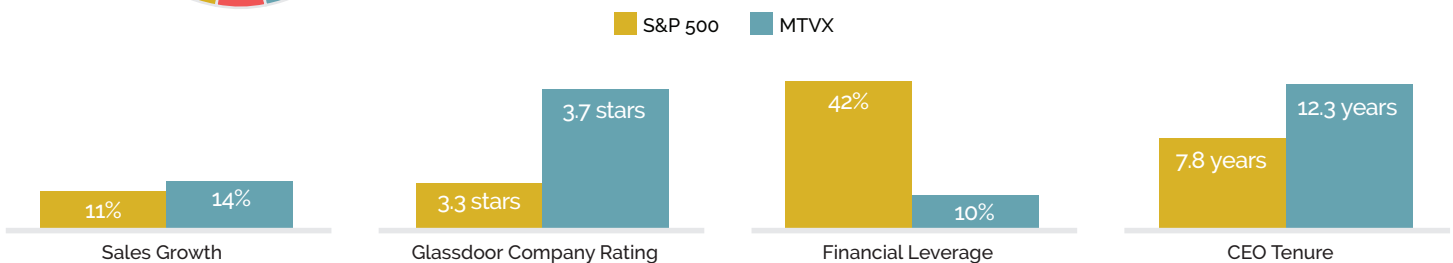
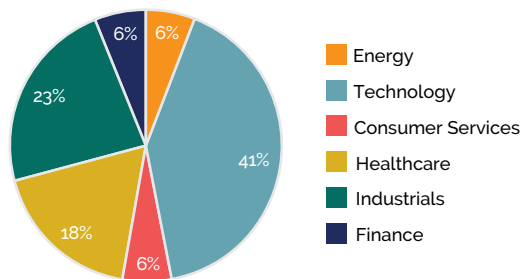
MTVX Annual Performance	MTVX	S&P 500
2016	28.7%	9.5%
2017	30.9%	19.4%
2018	19.6%	-6.2%
2019	32.9%	28.9%
2020	45.1%	16.3%
2021	36.7%	25.2%
2022	-29.0%	-17.7%

MTVX companies are in far healthier financial positions than their broader market peers. The average financial leverage (long-term debt to capital ratio) for MTVX companies is only 10%, versus an average of 42% for the S&P 500. MTVX companies are also growing their top lines at an average 14% per annum, versus just 11% for the S&P 500.

The average CEO tenure of MTVX companies is 12 years. In comparison, the average tenure of CEOs in the S&P 500 is 7.8 years, and the median tenure of CEOs at the world's largest 2,500 publicly traded companies over the past 19 years was only 5 years.

Companies in the MTVX have noticeably higher employee satisfaction ratings. The average company rating on Glassdoor is 3.3 stars, compared to an average of 3.7 stars for MTVX companies.

MTVX Sector Breakdown



Source: FactSet data as of October 2021

Source: Glassdoor data as of October 2021

Source: FactSet data as of October 2021

Source: FactSet, PwC data as of October 2021

Largest Companies	Market Cap (\$M)	Annual Sales (\$M)	Employees	Headquarters
Chevron	328,487	228,293	42,595	San Ramon
Ross	39,575	18,502	100,000	Dublin
Workday	34,348	5,943	15,200	Pleasanton
Veeva	23,574	2,077	5,482	Pleasanton

2022 Best Performing Holdings	2022 Price Return	IPO Date	Annual Sales (\$M)	Employees	Headquarters
Chevron (NYSE: CVX)	57.9%	1984	228,293	42,595	San Ramon
McGrath (Nasdaq: MGRC)	21.6%	1984	699	1,184	Livermore
Performant (Nasdaq: PFMT)	-0.4%	2012	113	929	Livermore

The Tri-Valley Index constituents performed in line with the macro trends of 2022, as growth stocks saw their valuations compress, and investors favored "value oriented" companies with more cash flow in the present day, rather than in the future (as is the case with many "growth" stocks).

A great feature of the Tri-Valley index is that multiple sectors are represented. Our region isn't solely dependent on software or life sciences. Enter Chevron, and McGrath, for example.

## Chevron Highlight (NYSE: CVX)



San Ramon-based Chevron, Inc. had a record-breaking profit year at around \$177 per share and record year-over-year earnings growth of around 133%.<sup>11</sup> A mix of federal legislation against oil & gas coupled with a cutoff to a meaningful supply of U.S. oil export from Russia has driven Chevron to produce at full refining capacity. The company, along with its industry peers has posted record profits this year as oil supply is trying to keep up with demand. Chevron has created a plan to invest \$10 billion by 2028 in lower carbon capital allocation for a renewable energy transition.



Chevron acknowledges that renewable energy is the future but fossil fuels are important now. This year, Chevron kept to its commitment by acquiring Renewable Energy Group, a sustainable fuels producer. This acquisition fuels the expansion of Chevron's renewables business and aims to provide lower carbon for the transportation sector.

On a side note, Chevron is currently reducing its Tri-Valley headcount. The company sold its 92-acre global HQ campus and is relocating employees to Houston. The plan is to keep San Ramon its global headquarters but with a small group of executives in a leased building.

## McGrath Highlight (NYSE: MGRC)



Livermore-based McGrath, a business-to-business modular building, rental service company, performed well relative to the market in 2022. The company's stock performance is mainly attributed to McGrath's 30% earnings growth on a year-over-year basis. McGrath's unit economics continue to improve as their modular building utilization is maximized. "We finished the third quarter at over 81% utilization, a level our Modular division has not achieved since 2008. At the same time, pricing on deliveries in the quarter were up by 11%," said CEO, Joseph Hanna, on the company's most recent earnings call. The recent earnings call also indicated a strong 2023 pipeline.

McGrath has achieved a long-term growth rate of ~11%.

ProSomnus closes on \$69 million in December 2022, and DiaCarta scheduled to close on \$584 million in early 2023.

## DiaCarta SPAC



Pleasanton-based DiaCarta is in the process of closing on \$584 million in a reverse merger, otherwise known as a SPAC (special purpose acquisition corporation) which is a mechanism to list shares on a public stock exchange, with financial sponsor, HH&L Acquisition Co. New listings by special purpose acquisition companies dropped off sharply in 2022. There were 613 SPAC initial public offerings (IPOs) raising \$162 billion during 2021. Yet SPAC activity and volume plummeted during 2022, with annual volume decreasing to only 76 SPAC IPOs raising \$12 billion by mid-September. This is arguably much more healthy as this is roughly consistent with 2019 levels when SPAC IPOs raised \$13 billion.

DiaCarta is a developer of detection tools for cancer diagnosis, therapy identification, and prognosis monitoring. The deal will provide DiaCarta with access to approximately \$414 million in cash. The deal is expected to close in the first quarter of 2023. HH&L is led by a management team with significant experience in investing in growth opportunities within the healthcare industry and will serve as advisors to DiaCarta.

## ProSomnus SPAC



ProSomnus Sleep Technologies designs and manufactures oral sleep devices as an alternative to continuous positive airway pressure (CPAP) devices for snoring and sleep apnea, which affects over 74 million Americans and is associated with serious comorbidities, including heart failure, stroke, obesity, and type 2 diabetes. ProSomnus' patented devices are a more comfortable and less invasive alternative therapy to CPAP, and lead to more effective end patient-preferred outcomes, according to company officials.

The company, headquartered in Pleasanton, closed on \$69 million from financial sponsor, Lakeshore Acquisition I through a reverse merger. The combined entity is trading on the NYSE under the ticker symbol OSA. The transaction valued the company at \$168 million which is 4.3 times 2023 expected revenue. The device is covered by almost every medical insurance for sleep apnea. Part of the funds has been committed to a 32,219-square-foot headquarters located in Hacienda Business Park. The facility will serve as the company's global headquarters and manufacturing center of excellence. ProSomnus' relocation will be from an existing Hacienda site. The move will quintuple manufacturing capacity, enabling ProSomnus to meet the rapidly growing demand for the company's FDA-cleared oral appliance therapy devices. ProSomnus expects to begin operations at the facility in 2023.

# M&A Deal Activity

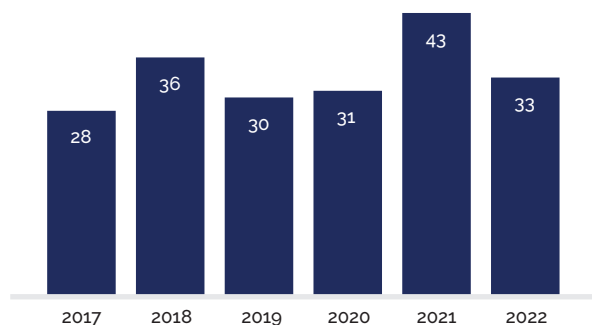
In 2022, Tri-Valley M&A activity was down 5% from its 10-year average relative to the United States which was down 21% from its 10-year average. Private equity participated in a record amount of M&A in the region with almost half of all deals being done by PE firms. Top Buyout and Growth firms were particularly active in M&A this year giving further validity to the growth potential of companies

in the region. Accel-KKR and Francisco Partners were highly active this year, accounting for 10% of the deal activity. We view private equity's growing role as a reflection of the quality and diversity of Tri-Valley businesses, attracting both strategic and financial buyers. The industry theme this year that dominated deal volume was primarily enterprise software and life sciences hardware.

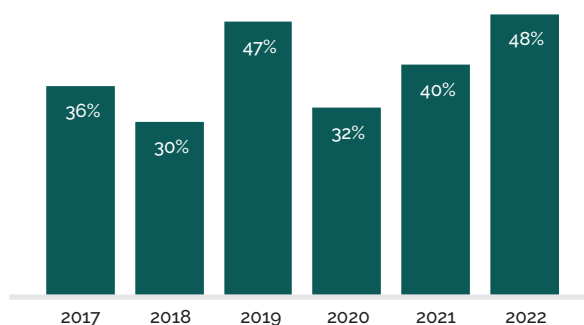
## Notable M&A 2022

Date	Target	Brief	Buyer	Price (\$M)	City
December	Purigen Biosystems	automated nucleic acid extraction and purification	Bionana Genomics (NAS: BNGO)	64	Pleasanton
March	RocketPower	human capital consulting for tech companies	Kelly Services (NAS: KELYA)	60	Danville
October	Workterra	benefits and people management software	JMI Equity, Warburg Pincus	-	Pleasanton
September	LeapRev	revenue recognition & forecasting platform	Accel-KKR	-	San Ramon
January	Maine Home Services	electrical services & maintenance	Leanord Green & Partners	-	Livermore
July	Market Medium	channel sales and pricing solutions platform	Accel-KKR, Francisco Partners	-	Pleasanton
August	SAP Litmos	learning management SaaS for employees	Francisco Partners	-	San Ramon
July	Shape	municipal wastewater pumps	H.I.G. Capital	-	Pleasanton

Tri-Valley M&A Deals



% of M&A that is Private Equity



Source: PitchBook, Tri-Valley Ventures



## Most Active Investors in the Tri-Valley



In March, Danville-based RocketPower was acquired by Kelly Services (NASDAQ: KELYA) for around \$60 million. RocketPower is a leading provider of Recruitment Process Outsourcing (RPO). With top tech companies as customers, the company completed 2021 with \$28 million in revenue. "RocketPower is excited to join the Kelly team and take the next step to build upon our solid foundation for growth," said Mathew Caldwell, Founder and Chief Executive Officer of RocketPower. "Together, RocketPower and Kelly will be a force to reckon with in the RPO market. Kelly's long-standing commitment to leadership in the RPO industry, its aggressive growth strategy, ongoing tech investments, and its deep expertise—combined with RocketPower's unique delivery model and strong talent acquisition experience—will empower our collective team to unlock tremendous growth opportunities and continue delivering considerable value to our clients and to our team." Mathew founded the company in 2016.

Kelly Services is a management consulting company that specializes in workforce & staffing solutions. Headquartered in Troy, MI, the Company has a market capitalization of \$650 million. "We are excited to welcome RocketPower to Kelly; it's a compelling proof point of the strategy behind the APAC transactions we announced last month to unlock capital and redeploy it to add high-margin, high-growth assets to our core businesses.

With our acquisition of RocketPower, we've done just that by adding a business to KellyOCG whose strategy and emphasis on RPO and high-tech talent aligns with our growth priorities," said Peter Quigley, President and Chief Executive Officer of Kelly.<sup>12</sup>

Kelly plans on tucking RocketPower into their outsourcing and consulting business and keeping RocketPower's current leadership team and staff.





Mathew Caldwell



## Q&A with Mathew Caldwell

**Tell me a little about your background and the history of RocketPower.**

I was born and raised in Danville and third generation to the area. I have started several companies in the Tri-Valley that have served several startups, venture funds, and Fortune 500s. The first company I started was a Recruitment Process Outsourcing (RPO) company which serviced the recruitment needs of some dot coms back in the early 2000s. The company got up to about \$8 million in ARR when I sold it. The second business I started was in the RPO space as well. I sold this business to a strategic acquirer. After that I worked as an executive at Deem, Mozilla, and Instacart leading HR and Recruiting efforts. The preceding experiences were crucial to RocketPower's success.

**What does RocketPower do and how is the product differentiated?**

RocketPower partners with fast growing companies to help them navigate critical stages of employee growth.

RocketPower plugs directly into its client's business's to operate, which is known as "embedded recruiting". This practice creates cost efficiency and saves clients' time. Because I had experience working with startups and had spent eight years as an executive "buyer" of these services, we have a competitive advantage over other players in the market. This understanding of how to operate like our clients operate, mixed with some proprietary tech, is the moat that really differentiates RocketPower.

**How did the ecosystem of HR tech companies in the Tri-Valley influence you starting a company here?**

Well, I started my company here because I was raised here and currently live here so the HR tech ecosystem did not dictate that. However, companies like PeopleSoft and Workday definitely brought talent to this area and made it easier to hire and grow our own company. What's interesting is folks who I used to run into at coffee shops in San Francisco, I now run into at coffee shops in Danville and San Ramon.



## Conclusion

We've closed out 2022 with another incredible year on the books for the Tri-Valley. Each year the growth trends continue to progress, and 2023 is poised to be even stronger. Many startups we highlighted in our earlier editions have now raised large sums of capital and even gone public, such as 10x Genomics, growing from around 300 employees at the beginning of 2019 to over 1,800 at the end of 2022.

It is incredibly rewarding to be able to track the growth and progress of our region and even better to be able to reap financial rewards on our clients' behalf. We began this research over seven years ago. At the time, our conviction in the potential for wealth creation was led by a combination of historical analysis, our existing awareness as local residents,

and our interactions with local businesses. Our conviction has only grown as we have witnessed and experienced the continued rapid ascent of business and economic success in the region. We continue to see impressive inflows of new residents and new businesses with no signs of slowing down.

The region is accelerating faster than we had ever anticipated and we are still in the early stages. As residents of the Tri-Valley, we should all have the opportunity to be financially enriched by the community we live in. We are proud to be a part of this incredible ecosystem and we value the opportunity to research and invest in its growth. If you would like to follow our research you can visit our website [miradorcp.com](https://www.miradorcp.com).



# About Mirador Capital Partners



Mirador Capital Partners is a full-service wealth management firm headquartered in Pleasanton. Our team of financial advisors, planners, and analysts are dedicated to providing the Tri-Valley with world-class asset management, delivering a family office experience to a broad range of clients. Our services include investment management, planning, advising on the sale of a business, employer stock option management, strategic tax planning, insurance analysis, wealth transfer, and concentrated stock expertise. Clients of Mirador benefit from our active approach. This begins with our individual stock selection, extends to our client planning and education, and is illustrated in our community by our contribution to local organizations through our time, research, or financial support. Mirador is a Registered Independent Investment Advisor (RIA). As a Fiduciary, we have a legal obligation to put the interests of our clients ahead of our own. We are

a fee-only advisor; we don't sell products or earn commissions on trades. Our advisors invest in the same strategies as our clients, so we don't make recommendations that we wouldn't implement for ourselves. The advisors at our firm have over 150 years of combined experience managing money.

To learn about our qualifications, please visit [miradorcp.com](https://www.miradorcp.com).

To learn about becoming a client of our firm, please contact 925-621-1000 or email [info@miradorcp.com](mailto:info@miradorcp.com).

# Endnotes

Public company data for this report was gathered from FactSet. Private company data for this report was gathered from PitchBook.

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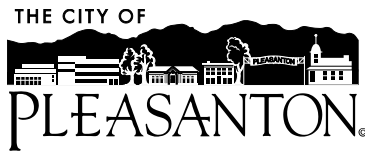




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## ECONOMIC VITALITY COMMITTEE REPORT

August 15, 2024  
Economic Development

**TITLE: i-GATE INNOVATION HUB/STARTUP TRI-VALLEY OVERVIEW**

### **BACKGROUND**

In August 2023, the City Council adopted the updated Economic Development Strategic Plan (EDSP) which the Economic Vitality Committee uses as the foundation for its work. The plan comprises of 5 Implementation Plan Priorities:

- 1.0 Economic Development Capacity Building
- 2.0 Business Retention, Expansion & Attraction
- 3.0 Local Revenue Growth
- 4.0 Entrepreneurship & Innovation Outreach
- 5.0 Major Projects Accelerator Program

There are specific actions items under Priority 1.0 Economic Development Capacity Building, 2.0 Business Retention, Attraction & Expansion Program, and 3.0 Local Revenue Growth that are related to the partnership with i-GATE Innovation Hub and Startup Tri-Valley:

#### **1.4 Formalize Community & Business Partnerships**

The Economic Development Division will continue to leverage existing regional strategic partnerships through expanded collaboration on the implementation of the City's new Business Retention, Expansion and Attraction Program

#### **2.1 Enhance Visibility, Marketing and Branding Strategy**

Plan and support marketing events including Tri-Valley Life Sciences Summit and share success stories that promote the growth of the startup ecosystem

#### **4.1 Enhance Regional Partnerships**

One of Pleasanton's greatest strengths is its location within a region with a critical mass of entrepreneurship and innovation activity. Entrepreneurship and innovation programming is a synergistic activity that must build upon the City's existing ecosystem. Extending and strengthening these regional partnerships will require sustained focus on networking and program development.

Since i-GATE's inception in 2010, the City of Pleasanton along with the Cities of Dublin, and Livermore, Town of Danville, and the Lawrence Livermore and Sandia National Laboratories, have been active partners in supporting the development of the Tri-Valley's startup ecosystem.

While each i-GATE partner organization has unique objectives and makes unique contributions, all benefit from i-GATE's efforts to strengthen the region by helping more startups succeed, including incubation and ecosystem development activities.

## **DISCUSSION**

Pleasanton has continued to develop a strong base of specialized firms that drive innovation in various sectors. The depth of talent and geographic location of Pleasanton within the Tri-Valley have been fundamental drivers behind continued investment and growth of startups. i-GATE's mission is to build a vibrant and diverse network of entrepreneurs and provide them with the resources needed to succeed. The City is supportive of i-GATE's incubation activities and shares the following mutual objectives to help retain incubator graduates in the Tri-Valley region:

- Identify a unique identity for the regional startup economy.
- Prioritize reaching entrepreneurs who are building businesses here and those thinking of relocating/expanding.
- Identify where the Tri-Valley can compete uniquely for a subset of the broader startup market.
- Create a continuous narrative of positive stories about the growth of the local startup economy.
- Promote the rich ecosystem of resources helping local startups flourish.

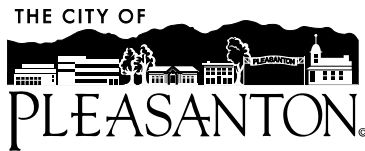
Events and programs are an effective way to build community and enhance connectivity amongst entrepreneurs. The focus of i-GATE's events and programs is to facilitate shared learning and network building opportunities for local entrepreneurs. The City partners with i-GATE to identify focus areas for individual events and resources, such as the annual Tri-Valley Life Sciences Summit held in Pleasanton for the last several years.

i-Gate Executive Director, Yolanda Fintschenko will attend the EVC meeting to provide an overview of i-GATE and Startup Tri-Valley to highlight how its mission aligns with priorities of the City's EDSP to promote the growth of the startup ecosystem by leveraging existing regional strategic partnerships.

## **EVC Input**

The EVC is invited to ask questions and offer comments, ideas or suggestions on activities, tools or policies that the City might consider supporting to leverage the continued partnership with i-GATE.

## **ACTION: RECEIVE OVERVIEW OF I-GATE INNOVATION HUB/STARTUP TRI-VALLEY**



## ECONOMIC VITALITY COMMITTEE REPORT

August 15, 2024  
Economic Development

### TITLE: ECONOMIC DEVELOPMENT INFORMATION/UPDATES

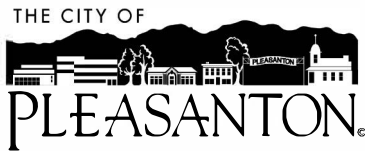
To ensure the Economic Vitality Committee is informed of actions and information pertaining to business-related projects and current business climate, the following documents are provided:

1. Actions of the Zoning Administrator & Planning Commission, July 17, 2024
2. Community Development Department Update, July 2024
3. 2023 Preliminary Economic Impact of Travel, June 2024

#### Upcoming Business Meetings and Events:

1. **Pleasanton Chamber of Commerce August Networking Mixer**, Wednesday, August 14, 2024, 5 – 7 pm, Museum on Main, 603 Main Street, Pleasanton | No cost for chamber members or prospective members and guests – register at <https://business.pleasanton.org/events/register/4305>
2. **2<sup>nd</sup> Annual Tri-Valley AI Summit**, Thursday, August 21, 2024, 4 – 7 pm, Patelco Credit Union Headquarters, 3 Park Place, Dublin | No cost for attendees
  - Presented by Startup Tri-Valley. This event features a panel discussion about the topic “Making AI Serve Us.”
  - Register at <https://www.eventbrite.com/e/the-2nd-annual-tri-valley-ai-summit-making-ai-serve-us-tickets-885916198197>
3. **Tri-Valley Mayor’s Summit**, Thursday, August 22, 2024, 10:30 am – 1:30 pm, Blackhawk Museum, 3700 Blackhawk Plaza Circle, Danville | Cost: \$85.00
  - Presented by Tri-Valley Chamber of Commerce Alliance. This event features a panel discussion on various topics with Tri-Valley mayors led by the Honorable Catharine Baker.
  - Register at <https://danvilleareachamber.com/tri-valley-mayors-summit/>

### ACTION: RECEIVE ECONOMIC DEVELOPMENT INFORMATION/UPDATES



## CITY COUNCIL AGENDA REPORT

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July 16, 2024  
Community Development

### **TITLE: ACTIONS OF THE ZONING ADMINISTRATOR AND PLANNING COMMISSION**

#### **P24-0307, Jason Portillo**

Application for Administrative Design Review approval to construct an approximately 540-square-foot, single-story addition to the left (south) of the existing residence located at 4057 Alta Court.

#### *Project Information:*

*Existing floor area: 1,377 square feet*

*Total floor area with addition: 1,917 square feet*

*Lot size: 6,582 square feet*

*Existing floor area ratio: 20.92 percent*

*Total floor area ratio with addition: 29.12 percent*

Approved. (10 days)

#### **P24-0320, Swati Bakshi/EGHR**

Application for Administrative Design Review approval to construct an approximately 693-square-foot, single-story addition to the front (east) of the existing residence located at 1545 Loganberry Way.

#### *Project Information:*

*Existing floor area: 1,377 square feet*

*Total floor area with addition: 2,070 square feet*

*Lot size: 6,500 square feet*

*Existing floor area ratio: 21.18 percent*

*Total floor area ratio with addition: 31.85 percent*

Approved. (9 days)

#### **P24-0321, Gregg Kawahara**

Application for Administrative Design Review approval to construct an approximately 456-square-foot, second-story addition with eight new second-story windows to the front (south) of the existing residence located at 5357 Mallard Drive.

Project Information:

Existing floor area: 1,839 square feet  
Total floor area with addition: 2,330 square feet  
Lot size: 6,825 square feet  
Existing floor area ratio: 26.95 percent  
Total floor area ratio with addition: 34.14 percent

Approved. (8 days)

**PUD-85-15-21M, Richard Hunt/Hunt Hale Jones Architect**

Application for Planned Unit Development (PUD) Minor Modification approval to P23-0710 to 1) modify building envelope area for the proposed SFR and 2) Design Review approval for the construction of an approximately 9,772-square-foot, two-story with an approximately 1,091-square-foot garage located at 1913 Buckeye Court in Golden Eagle Estates.

Approved. (17 days)

**P24-0330, Steven Venema**

Application for Administrative Design Review procedure for the construction of an approximately 612-square-foot addition at the rear (northwest) of the existing residence and for remodeling the existing front porch at 1087 Touriga Place.

Project Information:

Existing floor area: 1,323 square feet  
Total floor area with addition: 1,936 square feet  
Lot size: 9,996 square feet  
Existing floor area ratio: 13.24 percent  
Total floor area ratio with addition: 19.37 percent

Approved. (14 days)

Prepared by:



Melinda Denis  
Zoning Administrator

Submitted by:

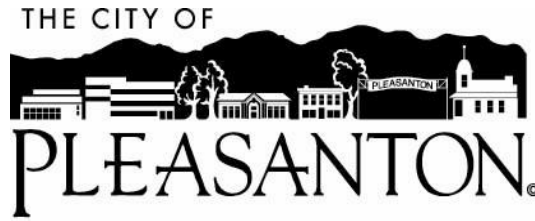


Ellen Clark  
Director of Community  
Development

Approved by:



Gerry Beaudin  
City Manager



## MEMORANDUM

**Date:** July 18, 2024  
**To:** Ellen Clark, Director of Community Development  
**From:** Emily Carroll, Associate Planner  
**Subject:** **Community Development Department Update**

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The purpose of this memorandum is to provide a summary and update on notable development projects, long-range planning efforts, and transportation planning projects in the city. A map is attached for reference (city-wide projects are not shown). These projects are also shown on an interactive map located on the [Community Development Department website](#):

### **DOWNTOWN**

- 4212 and 4226 First Street PUD-143** | **Residential- Single-Family Safreno Property**  
Application for a Planning Unit Development and Rezoning, General Plan Amendment, and Tentative Tract Map, to demolish an existing service station and single-family dwelling and construct six new detached two-story single-family homes with associated site improvements.
  - Status: Applicant Undergoing Plan Revisions
  - Next Steps/Details: Entitlement review in Fall/Winter 2024.
  - Applicant: Safreno Family Living Trust
  - Staff Contact(s): [Jenny Soo](#)
- 475 & 493 St. John Street P22-1009 and P22-0885** | **Mixed-Use Development Barone's**  
Applications for: (1) an amendment to the Downtown Specific Plan requiring a Planned Unit Development application to redevelop 475 and 493 St. John Street; and (2) Design Review approval to: (a) retain the two-story (historic) single-family home; (b) demolish the detached accessory dwelling unit, Barone's restaurant, and all other structures and site modifications; and (c) construct 14 detached single-family homes, two commercial buildings with a public courtyard, new private street, and related site improvements.
  - Status: Under Review
  - Next Steps/Details: Consultant finalizing scope of work for the projects

- Applicant: Robson Homes
- Staff Contact(s): [Natalie Amos](#)

3. **715 Rose Avenue** | **Residential- Multi-Family/Apartments**  
**P19-0410**

Application for Design Review approval to retain the single-family home, demolish the detached garage, and construct two new, two-story detached structures with three new dwelling units on the property.

- Status: Approved
- Next Steps/Details: Approved by Planning Commission on April 27, 2022.
- Applicant: Hereld & Ayres
- Staff Contact(s): [Natalie Amos](#)

4. **236 Ray Street** | **Residential- Multi-Family/Apartments**  
**P22-0080**

Application for Administrative Design Review approval to construct an approximately 25-foot tall, 1,510-square-foot two-story detached accessory structure with a carport in the rear yard of an existing residence at 236 Ray Street.

- Status: Approved
- Next Steps/Details: Construction drawings have been approved and building permits have been issued.
- Applicant: Tim Ward
- Staff Contact(s): [Diego Mora](#)

5. **4884 Harrison Street** | **Residential- Multi-Family/Apartments/Mixed-Use**  
**P22-0728**

SB 35 Application to construct a new, approximately 48,590-square-foot, five-story tall, mixed-use building consisting of 46 apartment units and an approximately 1,400 square-foot ground-floor commercial space.

- Status: Approved
- Next Steps/Details: Complete plan check provided applicant elects to move forward. Potential revised project may come forward in 2024.
- Applicant: AMG & Associates
- Staff Contact(s): [Eric Luchini](#)

6. **4390 First Street** | **Single-Family, Other**  
**P22-0397 & P22-0510**

Applications for Administrative Design Review to construct a 512-square-foot detached accessory dwelling unit over an existing detached garage and a Variance to 1) exceed the maximum height for a proposed accessory dwelling unit from 16-feet to 22-feet; and 2) reduce the minimum required side yard setback of seven-feet to approximately three-feet and one-inch.

- Status: Approved
- Next Steps/Details: Construction drawings have been approved under plan check number B23-0518 (permit issued).
- Applicant: Daniel Warren
- Staff Contact(s): [Diego Mora](#)

**ELSEWHERE IN PLEASANTON**

**7. Terminus of Lund Ranch Road** | **Residential- Single-Family**

**PUD-25, Tract Map 8352** | **Lund Ranch II**

Applications for: (1) PUD rezoning and development plan approvals to construct 43 single-family two-story homes and related site improvements on the approximately 195-acre Lund Ranch II property located at 1500 Lund Ranch Rd.; (2) Development Agreement to vest entitlements for the project; (3) certification of the Final Environmental Impact Report (EIR) prepared for the project; (4) Growth Management Agreement; and (5) Affordable Housing Agreement. Project includes approximately 160-acres of dedicated open space. Project submitted to June 7, 2016 ballot following February 2016 City Council approval; majority of voters supported project moving ahead.

- Status: Approved
- Next Steps/Details: Construction of homes on individual lots began in Summer 2022. Final inspections completed on several lots as of December 2023 and will continue through Fall 2024.
- Applicant: GHC Lund Ranch, LLC
- Staff Contact(s): [Eric Luchini](#)

**8. 6455 Owens Dr.** | **Commercial**

**PUD-121, P16-1347, and P16-1349**

Application for a PUD development plan to demolish an existing restaurant building at 6455 Owens Dr. and construct a single-story multi-tenant commercial building totaling approximately 10,000-square-feet in area.

- Status: Under construction
- Next Steps/Details: Tenant improvements and lease agreements being signed.
- Applicant: Abbas Mash
- Staff Contact(s): [Eric Luchini](#)

**9. 7200 Johnson Drive** | **Commercial**

**P17-0967** | **Costco**

Application for Design Review to construct a new 148,613-square-foot Costco.

- Status: Approved

- Next Steps/Details: Project under construction. Anticipated opening is late Fall 2024
- Applicant: Costco
- Staff Contact(s): [Eric Luchini](#)

10. **7280 Johnson Drive** | **Commercial**  
**P18-0068** | **Two Hotels**

Application for Design Review to construct two new hotels with 231 rooms and a drive-through coffee shop.

- Status: Under construction
- Next Steps/Details: Hotels completed and opened.
- Applicant: Theraldson Hospitality Development
- Staff Contact(s): [Eric Luchini](#)

11. **1700 Stoneridge Mall Road** | **Commercial**  
**P18-0340** | **Stoneridge Mall Road**

Application for Design Review approval to demolish the existing Sears Department store (approximately 176,151-square-feet) and construct up to 255,420-square-feet (79,269-square-feet of net increase) of new retail, cinema, specialty, and health club facility uses.

- Status: Approved
- Next Steps/Details: Approved by Planning Commission on April 24, 2019.
- Applicant: Simon Properties
- Staff Contact(s): [Eric Luchini](#)

12. **1000 Minnie Drive** | **Residential- Single-Family**  
**PUD-138** | **Spotorno Ranch**

Applications for: 1) PUD development plan approval for a 22-lot single-family residential development with related on- and off-site improvements; and 2) Vesting Tentative Subdivision Map approval to subdivide an approximately 33-acre portion of the approximately 110-acre site into 22 residential lots with on-site improvements.

- Status: Approved
- Next Steps/Details: The project was approved by the City Council on February 15, 2022.
- Applicant: John Spotorno
- Staff Contact(s): [Jenny Soo](#)

13. **11300 Dublin Canyon Rd.** | **Commercial**  
**PUD-114-01M** | **Greek Orthodox Church**

Application for Planned Unit Development (PUD) Major Modification, Minor Subdivision, and Conditional Use Permit to construct and operate a 9,742-square-foot Greek Orthodox Church and 24,971-square-foot community center at 11300 Dublin Canyon Road

- Status: Approved

- Next Steps/Details: City Council approved project on September 8, 2021. Applicant is preparing for permit submittal.
- Applicant: Guy Houston/Valley Capital Realty
- Staff Contact(s): [Jenny Soo](#)

14. **4452 Rosewood Drive** | **Residential- Multi-Family**  
**PUD-85-08-01D-05M** | **Avalon Bay Project**

Application for a PUD modification to the approved Residences at California Center on a currently vacant site identified as 4452 Rosewood Drive in Hacienda for the following: 1) modifying site layout including on-site circulation, parking, and open spaces areas; 2) updating exterior elevations of all buildings; 3) changing the retail use of the corner building to a daycare center subject to a conditional use permit approval, and 4) modifying related on- and off-site improvements. Zoning for the site is PUD-HDR (Planned Unit Development – High Density Residential) District.

- Status: Approved
- Next Steps/Details: Project is under construction.
- Applicant: Nora Collins
- Staff Contact(s): [Jenny Soo](#)

15. **990 Sycamore Road** | **Residential- Single-Family**  
**PUD-135/P19-0030/P19-** | **Bringhurst/Sycamore Corner**  
**0031/P19-0033/Vesting**  
**Tentative Map 8528**

Applications for: 1) an amendment to the North Sycamore Specific Plan (NSSP) to: a) change the land use designation of an approximately 1.01-acre portion of the site from Planned Unit Development – Agricultural (PUD-A) to Planned Unit Development – Low Density Residential (PUD-LDR); b) allow the proposed PUD-LDR lots to access from Sycamore Creek Way; c)realign the planned public trail on the project site; 2) PUD development plan approval for a five-lot single-family residential development with related on- and off-site improvements; and 3) Vesting Tentative Subdivision Map approval to subdivide the 3.28-acre parcel into five residential lots for four new homes and one existing home.

- Status: Approved
- Next Steps/Details: Subdivision and improvement plans are in review prior to recordation.
- Applicant: Alaina Stewart
- Staff Contact(s): [Jenny Soo](#)

16. **10807, 11033 and the two** | **Residential- Single-Family**  
**western parcels on Dublin**  
**Canyon Road** | **Lester/Hidden Valley Project**  
**PUD-130, P18-0078, P18-**  
**0079, P18-0081, P18-0081,**

**& Tract Map (TM) 8472**

Applications for: (1) annexation of four parcels totaling approximately 128.5-acres; (2) amend General Plan Land Use designations to correspond to proposed residential and open space areas; (3) rezone the property from unincorporated and pre-zoned Agriculture to Low Density Residential and Open Space; (4) a PUD development plan to construct 33 single-family homes, including demolition and replacement of two existing homes, with private open space, and dedication of 72.1-acres of land to the East Bay Regional Park District (EBRPD), and construct an EBRPD staging area with trail connections to the Pleasanton Ridge.

- Status Under Review
- Next Steps/Details: Application under review and continuing work on the Environmental Impact Report.
- Applicant: Ponderosa Homes
- Staff Contact(s): [Natalie Amos](#)

17. **3716 Stanley Blvd.  
P19-0128 and P19-0129** | **Commercial  
Public Storage**

Applications for Design Review and Conditional Use Permit to demolish existing storage facility buildings and office, and construct three new buildings totaling approximately 205,027-square-feet for Public Storage.

- Status Approved
- Next Steps/Details: Approved by Planning Commission on October 28, 2020. City Council affirmed Commission's approval on December 15, 2020. Demolition approved and began in October 2022. Construction drawings (B21-3313) have been approved.
- Applicant: Pat Costanzo
- Staff Contact(s): [Megan Campbell](#)

18. **1008 and 1700 Stoneridge  
Mall Road  
PUD-136** | **Residential- Multi-Family/Apartments  
Stoneridge Mall Housing Project**

Application for a PUD development plan to construct 360 apartment units and parking structure on a site designated for housing at Stoneridge Mall. The project is located the northwest corner of Stoneridge Mall Road and Stoneridge Mall Road.

- Status Approved
- Next Steps/Details: Planning Commission recommended approval to Council on February 22, 2023. Council approved the project on March 21, 2023. Second Reading was held on April 18, 2023. Applicant preparing to submit for permits in 2024.
- Applicant: Simon Property Group
- Staff Contact(s): [Eric Luchini](#)

19. **1701 Springdale Drive** | **Commercial**  
**10X Genomics** |  
**PUD-139 and P20-0973** | **Master Planned Campus**
- Applications for a Planned Unit Development (PUD) Rezoning and Development Plan to: (1) demolish the existing approximately 163,500-square-foot commercial buildings; (2) rezone the subject parcel from C-R (p) (Regional Commercial - peripheral sites) District to PUD-C-O (Planned Unit Development – Commercial-Office) District; and (3) construct up to three new multi-story research and development, office and laboratory buildings totaling approximately 381,000-square-feet, a parking structure, and related site improvements over multiple phases.
- Status: Approved
  - Next Steps/Details: Phase I improvements completed in May 2023. Phase II improvements on hold as of August 2022.
  - Applicant: 10X Genomics
  - Staff Contact(s): [Eric Luchini](#)
20. **4141 Foothill Road** | **Residential- Single-Family**  
**PUD-147** | **Merritt Property**
- Applications for 1) annexation, 2) rezoning the property from Unincorporated to PUD-LDR and PUD-BMR, 3) a Planned Unit Development (PUD) development plan to construct a 111-home age-qualified community with 89 single-family detached homes, 22 affordable senior court-yard detached and duet homes and related on-and off-site improvements, 4) a Vesting Tentative Map, 5) a Development Agreement to vest entitlements, 6) an Affordable Housing Agreement, and 7) certification of the appropriate CEQA document.
- Status: Under Review
  - Next Steps/Details: PUD, Tract Map and Annexation applications submitted in December 2022. Project is under review. Public hearings anticipated in summer 2024. The Planning Commission recommended approval on June 26, 2024. City Council approved the project on July 16, 2024. Second reading before City Council on August 20, 2024.
  - Applicant: Pat Costanzo
  - Staff Contact(s): [Eric Luchini](#)
21. **3200 Hopyard Road** | **Residential- Multi-Family/Condominiums**  
**P23-0177 & P23-0178** |
- Application for Design Review and Tentative Tract Map to demolish an existing church and daycare facility and construct 57 multi-family residential units (48 condominium and 9 affordable rental) with associated site improvements pursuant to SB330 State law provisions; and Affordable Housing Agreement located at 3200 Hopyard Road.
- Status: Approved
  - Next Steps/Details: Applicant preparing to submit permits.
  - Applicant: Bruce Myers
  - Staff Contact(s): [Diego Mora](#)

22. **2025 Santa Rita Road** | **Residential- Multi-Family/Condominiums**  
**P23-0332**

Application for Housing Site Compliance Review pursuant to SB330 and Tentative Tract map to demolish an existing motel and construct a housing development consisting of 42 three-story townhome style condominiums ranging from three to four bedrooms with approximately 1,400 to 2,150 square feet with associated site improvements pursuant to SB330 State law provisions; and Affordable Housing Agreement located at located at 2025 Santa Rita Road

- Status: Approved
- Next Steps/Details: The Zoning Administrator approved the Design Review application on October 30, 2023. The Planning Commission approved the Vesting Tentative Map on November 8, 2023. The applicant has submitted improvement and building plans.
- Applicant: City Ventures
- Staff Contact(s): [Emily Carroll](#)

23. **5976 and 5994 West Las** | **Residential- Multi-Family/Condominiums**  
**Positas Boulevard**  
**P23-0332**

Applicaiton for Housing Site Compliance Review pursuant to SB330 for a housing development consisting of demolition of two existing commercial buildings and construction of 146 multi-family residential units with 38 accessory dwelling units and associated site improvements.

- Status: Under Review
- Next Steps/Details: Denied by City Council on May 21, 2024.
- Applicant: Kelley Rutchena
- Staff Contact(s): [Diego Mora](#)

24. **3300 Busch Road** | **Residential- Multi-Family/Condominiums**  
**P23-0480**

Applications for Design Review and Vesting Tentative Subdivision Map approval pursuant to SB330 for a project consisting of 306 new single-family residential units (approximately 809,515 square feet total) with 57 junior accessory dwelling units (JADUs) and 84 new affordable multi-family units (approximately 68,600 square feet total) with related roadway and infrastructure improvements and an approximately 2.1-acre neighborhood park at the approximately 51.37-acre site located at 3300 Busch Road.

- Status: Under Review
- Next Steps/Details: Submittal items under review.
- Applicant: Square Mile Pleasanton, LLC
- Staff Contact(s): [Jenny Soo](#)

25. **4400 Black Avenue** | **Residential- Multi-Family/Apartments**  
**P23-0563 & P23-0903**

Application for Housing Site Compliance Review pursuant to SB330 for a housing development consisting of demolition of an existing commercial building and construction of 59 multi-family residential units and 7 accessory dwelling units with associated site improvements located at 4400 Black Avenue.

- Status Under Review
- Next Steps/Details: Submittal items under review.
- Applicant: Kelley Rutchena
- Staff Contact(s): [Diego Mora](#)

26. **1 Brozosky Hill Lane** | **Residential- Single-Family**  
**PUD-150**

Applications for Planned Unit Development (PUD) development plan approval and Minor Subdivision to subdivide an approximately 20-acre site to four lots, consisting of three new single-family lots with one remainder lot containing the existing residence and for the construction of three new homes.

- Status Under Review
- Next Steps/Details: Submittal items under review.
- Applicant: Terry Townsend
- Staff Contact(s): [Jenny Soo](#)

27. **11991 Dublin Canyon** | **Commercial**  
**Road**  
**P22-0902**

Application for design review approval for the construction of a new commercial building for Hana Japan restaurant.

- Status Under Review
- Next Steps/Details: Submittal items under review.
- Applicant: Hana Japan
- Staff Contact(s): [Jenny Soo](#)

**ADVANCED PLANNING**

28. **Johnson Drive Economic** | **Commercial**  
**Development Zone**  
**(JDEDZ)**

General Plan Amendment to change the land use designation of the project site from Business Park (Industrial/Commercial and Office) and General and Limited Industrial to Retail/Highway/ Service Commercial; Business and Professional Offices and a Planned Unit Development (PUD) Rezoning to rezone the project site from Planned Unit Development-General and Light Industrial (PUD-G&LI) District, Planned Unit Development-Industrial/Commercial-Office (PUD-I/C-O) District, and General Industrial (I-G-40,000) District to Planned Unit Development – Commercial (PUD-C) District on 12 parcels at 7106 through 7315 Johnson Drive and 7035 and 7080 Commerce Circle, comprising approximately 40 acres.

- Status Under Construction
- Next Steps/Details: Construction of off-site improvements is underway and will be completed in 2024.
- Applicant: City of Pleasanton
- Staff Contact(s): [Eric Luchini](#)

29. **East Pleasanton Specific Plan**

**Other**

**East Pleasanton Specific Plan**

The East Pleasanton Specific Plan (EPSP) will provide a comprehensive long-range land use plan for an approximately 1,100-acre area on the east side of the city, extending into unincorporated Alameda County. The Pleasanton General Plan indicates that a specific plan should be prepared for this area; a planning process was originally initiated in 2012 under the guidance of a task force but was “paused” in 2015. In 2019 the City Council identified the East Pleasanton Specific Plan as a work plan priority, and in March 2020, provided direction to proceed with the planning effort, and that the City Council, Planning Commission, and City staff initiate a “clean slate” approach to the planning for East Pleasanton, which would consider multiple land use options for the entire area through the public process. Additional direction was provided that the Planning Commission and City staff initiate a concurrent and separate pre-housing element process to establish a draft inventory of citywide sites to meet projected Regional Housing Needs Allocations (RHNA) in advance of the formal housing element process – this process will be separately scoped, but will be designed to dovetail with the EPSP process.

- Status Under Review
- Next Steps/Details: The project will commence in 2025.
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

30. **Objective Design Standards**

**Other**

**Objective Design Standards**

In 2017, the California Legislature passed a package of 15 laws related to housing, referred to as the “housing package.” The housing package included a number of changes to state law intended to streamline and increase housing production. A further series of housing-related legislation was passed by the legislature in 2019, including SB 330, the Housing Crisis Act. The streamlining provisions of SB 330 and other laws include measures to make approval processes more routine and predictable for developers, including limitations on discretionary review processes and placing an increased emphasis on objective design and development standards as the primary criteria that may be used as the basis for project approval or denial. With these new criteria in place, and expecting the emphasis on objective standards to continue in future legislation, it is in the City’s interest to have a robust body of residential design and development standards in place, to ensure those projects deliver high-quality design, appropriate site

planning and amenities, and are compatible with surrounding neighborhoods and the community. Accordingly, the City will be updating the Housing Site Development Standards and Design Guidelines first adopted by City Council in August 2012 and establishing objective standards for other types of residential development, including smaller multi-family infill projects. Additional information can be found on the project website:

[https://www.cityofpleasantonca.gov/gov/depts/cd/planning/objective\\_design\\_standards.asp](https://www.cityofpleasantonca.gov/gov/depts/cd/planning/objective_design_standards.asp)

- Status: Approved
- Next Steps/Details: The City adopted Objective Design Standards for Housing Element sites and the R-M, M-U, and C-C zoning districts on January 23, 2023. Modifications to the ODS for Housing Sites were approved by City Council on May 2, 2023. The adopted ODS is available [here](#).
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

31. **Housing Element Update**

**Other  
Housing Element Update**

The Housing Element is part of the City’s General Plan and is a comprehensive statement by the community of its current and future housing needs and proposed actions to facilitate the provision of housing to meet those needs at all income levels. Preparation and periodic update of the housing element is required by state law; and thus, the element reflects the state’s housing goal of "attaining decent housing and a suitable living environment for every California family," as well as a reflection of the unique concerns of the community. State law establishes a series of very specific requirements as to the scope, content, and process by which a housing element is updated and adopted, including review and approval (known as certification) by the State Department of Housing and Community Development (HCD) by January 2023.

- Status: Approved
- Next Steps/Details: The City’s Housing Element has been adopted by City Council and certified by the State of California. The City will be implementing the Housing Element in the upcoming months.
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

32. **Stoneridge Mall Framework**

**Other  
Stoneridge Mall Framework**

The City has begun the process to develop a Framework Plan for the Stoneridge Shopping Center, also known as the Stoneridge Mall. The focus of the Framework is the mall properties that lie within the area bounded by Stoneridge Mall Road and contain the

Mall buildings and surrounding parking lots. The Framework Plan will provide policy guidance and a conceptual land use plan for future development and potential redevelopment of Stoneridge Mall.

Visit the project website at: <https://www.stoneridgemallframework.com/> to sign up for email updates and to obtain additional information.

- Status: Approved
- Next Steps/Details: The City adopted Stoneridge Mall Framework Components on January 26, 2023. Next steps, when available, will be identified on the project website; sign up for periodic emails to receive notifications about the project: <https://www.stoneridgemallframework.com/>
- Applicant: City of Pleasanton
- Staff Contact(s): [Shweta Bonn](#)

## **TRANSPORTATION PROJECTS**

### **33. Bicycle and Pedestrian Master Plan High Priority Corridor | Transportation/Traffic Project**

The Pedestrian and Bicycle Master Plan, created in January 2010 was updated and adopted by City Council in June 2017. The update created an “All users and abilities” approach to facility design and provided a corridor construction priority. West Las Positas Boulevard was identified as the highest priority corridor and design is underway to develop bicycle and pedestrian improvements along the corridor.

- Status: Under Review
- Next Steps/Details: Anticipated completion in 12 months (May of 2025), with construction to follow in the summer of 2025. Two pilot quick build paint and plastic sections have been completed. The section between Hopyard and Stoneridge will be designed with elevated cycle tracks. The remaining segments will either receive quick build design or wait for a second phase when funding is available.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

## **TRAFFIC OPERATIONS**

### **34. Sunol Boulevard Interchange | Transportation/Traffic Project**

The Sunol Boulevard Interchange is in the Caltrans Right of Way, but any improvements to local interchanges are funded by the local agency. The City issued a request for proposals in late 2017 to design a set of signalized intersections at the two ramp locations. The Project Study Report- Project Development Study (PSR-PDS) document

has been officially signed off by Caltrans on January 17, 2020. The PSR-PDS is the initial document required for the Caltrans project development process.

- Status Under Construction
- Next Steps/Details: This project will construct 2 traffic signal on Sunol Boulevard, reconstruct the westbound to southbound loop ramp including the bridge section and extend the freeway merge section by 1000 feet to allow for smoother transition onto the freeway mainline. City Council approved a contract amendment in June of 2020 with AECOM to complete the next step of the Caltrans project development phase, Preliminary Analysis & Environmental Document (PA&ED). This phase will require more in depth analysis of traffic impacts and environmental impact due to project improvement alternatives. This phase of the process is anticipated to take 1 year to complete (completion in July 2021). Caltrans has requested an additional "Safety Analysis" which has added 6 months to the project. Draft Environmental Document and Project report are being reviewed by Caltrans. The draft environmental document was publicly circulated in Spring 2023. It is anticipated that the PA&ED will be approved by Caltrans in May 2024. AECOM amended their contract in September 2023 to include project design and have begun exploratory field work. PS&E is anticipated to last 16 months. The Project is programmed to receive \$6 million in State Transportation Improvement Plan funds in FY 27/28. Soil Testing and exploratory work to support PS&E has begun. Staff was informed that the City was not awarded a RAISE Federal Grant.
- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

35. **Valley Ave at Northway Rd | Transportation/Traffic Project**  
**Traffic Signal Installation**

This project will install a new traffic signal at the intersection of Valley Ave and Northway Rd, next to Harvest Park Middle School. Curb extensions will be added to the southeast and southwest corners to reduce crosswalk lengths. This location is the next intersection in the signal priority list. The overall work will improve pedestrian/bicycle safety and improve traffic operations.

- Status Under Review
- Next Steps/Details: The project was advertised in February 2024 and bids were open on February 21, 2024. City Council Awarded the construction contract to Columbia Electric on April 16, 2024. Construction started in June 2024. The first

milestone is August 7, 2024 - all civil related work to be completed.

- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novarino](#)

## **TRAFFIC CALMING**

### **36. FY 23-24 Traffic Calming | Transportation/Traffic Project**

Staff has begun collecting traffic calming data for FY23-24. Currently, there are 11 streets requesting for traffic calming, primarily speed lumps. These streets are: Madeira Drive, Muirwood Drive, Valley Trails Drive, West Las Positas, E. Angela, Mohr Ave, Via De Los Cerros, Calle Altamira, Rose Ave, Arlington Way.

- Status: Under Review
- Next Steps/Details: Speed lump petitions have been provided to residents on E. Angela, Springdale, and Kottinger. Only E. Angela petition was returned. Streets Division will install 2 speed lumps on E. Angela, anticipated by end of summer 2024.
- Applicant: City of Pleasanton
- Staff Contact(s): [Cedric Novarino](#)

### **37. Junipero Street and Independence Drive | Transportation/Traffic Project**

In November 2015, City Council directed staff to meet with the residents of Junipero Street and Independence Drive to discuss potential solutions to their traffic-related concerns. Staff began meeting with the neighborhood in March 2016.

Staff and the steering committee met through the summer of 2016 and developed a traffic calming plan which included traffic signal metering, radar speed signs, new crosswalks, speed reduction on Independence Drive, six speed lumps and a major modification to the arterial intersection of Bernal Avenue at Sunol Boulevard/ First Street. The plan was presented to City Council in September 2017 and construction was completed in the winter of 2017 with the exception of the arterial intersection improvements. The arterial intersection design is underway (March of 2018) and design completion is expected in the spring of 2020. Prior to the completion of the design, alternatives will be presented to the surrounding neighborhoods and the Pleasanton Unified School District to receive feedback (Winter 2019).

- Status: Under Review
- Next Steps/Details: Installation of all of the traffic calming devices within the Junipero and Independence neighborhood have been completed. The design of the second left turn lane at the intersection of Bernal Avenue and First Street / Sunol Boulevard began in spring 2018. This project expanded to include entry features, upgrade to the mixed use path on Sunol Boulevard, resurfacing of Sunol Boulevard and alteration of all 4 legs of the intersection to provide a protected intersection for bicycles. 100% plans have been

received and anticipated construction was for fall 2022. The project is delayed until summer 2024 awaiting PGE relocation of several utility vaults.

- Applicant: City of Pleasanton
- Staff Contact(s): [Mike Tassano](#)

## **REGIONAL PROJECTS**

### **38. State Route 84** | **Transportation/Traffic Project** **SR 84**

SR 84 from Pigeon Pass to I-680 has completed environmental review and Caltrans adopted the environmental document in the summer of 2018. Preliminary engineering and design has started. The design process and right of way acquisition will take approximately two years with construction to follow in 2021.

Construction of the segment of SR 84 from Pigeon Pass to I-680 will be the final segment in a series of improvements to widen SR 84 to expressway standards from I-580 in Livermore to I-680 in Sunol. Environmental review of the SR 84 project began in 2002, and completion of this final segment will conclude this nearly 20-year project.

- Status: Under Construction
- Next Steps/Details: The segment of SR 84 from Pigeon Pass to I-680 has completed environmental review and Caltrans adopted the environmental document in 2018. Preliminary engineering and design is complete and construction began in April 2021. Construction of the segment of SR 84 from Pigeon Pass to I-680 will be the final segment in a series of improvements to widen SR 84 to expressway standards from I-580 in Livermore to I-680 in Sunol. Alameda CTC envisions construction completion in Fall 2024.
- Applicant: Caltrans
- Staff Contact(s): [Mike Tassano](#)

### **39. Valley Link** | **Transportation/Traffic Project** **Valley Link**

In October 2017 the Governor signed Assembly Bill 758 which created The Tri-Valley – San Joaquin Valley Regional Rail Authority. This new authority has been created for the sole purpose of connecting Bart to ACE. The Authority has selected a hybrid powered, multiple-unit vehicle technology with the ability to convert to fully electric power in the future

Valley Link is proposing to provide a new rail service from the existing Dublin / Pleasanton BART Station to San Joaquin County, utilizing existing rights-of-way in the center of the I-580 corridor to provide connectivity between ACE and Bart. Valley Link is proposed to provide frequent, all-day regional rail service with future expansion all the way to Lathrop in the Central Valley

As a first phase in the Valley Link project, the Authority has recommended an initial segment serving the RM3 project corridor, originating from a BART connection at Dublin/Pleasanton Station and continuing to a proposed station at Greenville Road in Livermore, in the I-580 median, including a proposed station at Isabel Road

The Bill also transfers all unencumbered local funds allocated to the BART extension from Bart to the Authority. This is 588 million of the anticipated 1.8 billion needed to construct the ultimate system.

- Status Under Review
- Next Steps/Details: Final EIR and Preferred Alternative adopted in May of 2021. NEPA process and 30% design began in November of 2021 with anticipated completion November of 2024. Construction to begin after sufficient funding is awarded rough estimate for start of construction is 2027/28
- Applicant:
- Staff Contact(s): [Mike Tassano](#)

40. **680 Express Lane Projects** | **Transportation/Traffic Project**  
**680 express lanes**

The 680 Express Lane is two separate projects. One will construct a new 15-mile express lane from SR 237 in Milpitas to SR 84 in Sunol. The second will extend the express lane from SR 84 to Alcosta.

- Status Approved
- Next Steps/Details: I-680 Express Lane between SR 237 to Milpitas  
The southbound direction was completed in 2010. The first phase of the northbound project will construct the nine-mile section from Auto Mall Parkway in Fremont to SR 84. The Construction was awarded in November 2017 and construction began in the summer of 2018 and should be completed in 2020. There is no current timeline for Phase 2 of the project.  
I-680 Express Lane between SR4 and Alcosta Blvd:  
Draft Environmental Release for public review – March 2020  
Project Report and Final Environmental Document Approval – August 2020  
Final Design and ROW completed - Fall 2021  
Construction scheduled to begin Spring 2022 through Summer 2025.  
Project Cost : Total cost estimate to implement express lanes for both NB and SB directions is \$480M. In the light of limited available & anticipated funding and to address near term traffic needs, a decision has been made to proceed with the design, right of way and construction work for the SB direction as the phase 1 of this project.

The estimated cost for the SB direction is around \$252M. Caltrans has a project in works to pave the existing pavement within approximately the same limits as the express lane. Caltrans has agreed to split their rehab project into NB and SB directions. They plan to move forward with the NB rehab as a stand-alone project which would go to construction in spring 2021. Their SB rehab will be combined with the SB express lane project and will begin construction in Spring 2022.

schedule for the combined SB rehab and express lane project:

- Design and ROW start – Jan 2020
- Design and ROW completion – October 2021
- CTC allocation of SHOPP and other state funds – Dec 2021
- Construction contract advertisement – January 2022
- Construction start – April 2022
- Construction completion – Summer 2025

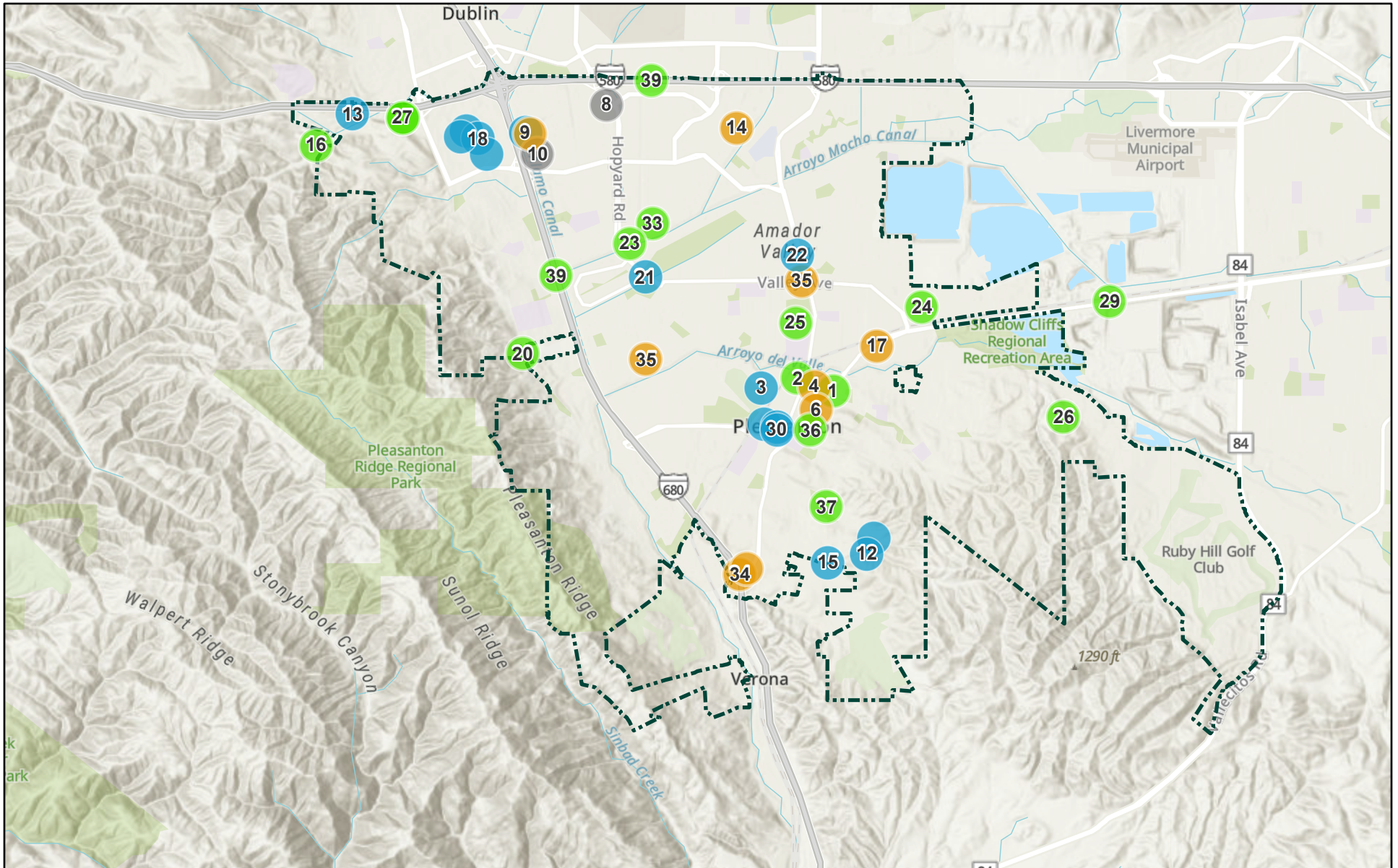
Caltrans

- Applicant:

- Staff Contact(s):

[Mike Tassano](#)

# 7/2024 CDD Update



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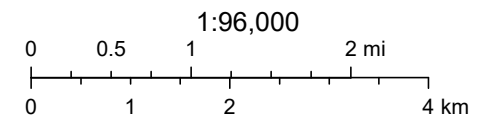
CDD Development Project

 Under Review

 Approved

 Under Construction

 Completed



California State Parks, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA,

Planning Division

# The Economic Impact of Travel

## Tri-Valley

2023p Preliminary Estimates

June, 2024

**PREPARED FOR**  
Visit Tri-Valley



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# The Economic Impact of Travel in Tri-Valley

2023 Preliminary Estimates

Visit Tri-Valley

6/3/2024

**PRIMARY RESEARCH CONDUCTED BY**

Dean Runyan Associates  
833 SW 11<sup>th</sup> Avenue Suite 920  
Portland, Oregon 97205

Photo by Visit Tri-Valley

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Tri Valley, CA

2023p

# Tri-Valley / Summary

## Travel Impacts, 2023p

Tri-Valley, a region in Northern California, includes the destinations of Danville, Dublin, Livermore, and Pleasanton. Travel spending in Tri-Valley grew by \$24.6 million in 2023, a 4.15 increase compared to the previous year. The growth of Tri-Valley's travel economy can be attributed to price inflation of goods and services with food services and accommodations having the highest inflationary increases.

- **Direct travel-related spending** increased 4.1% from \$606.3 million in 2022 to \$631.0 million in 2023.
- **Direct travel generated employment** gained approximately 300 jobs in 2023, a 7.4% increase compared to the previous year.
- **Direct earnings** generated by travel grew 10.7%, from \$183.5 million in 2022 to \$203.1 million in 2023.
- **Taxes receipts** generated by direct travel-related spending totaled \$43.5 million in 2023, a 3.8% increase compared to 2022.
- **Visitor Volume** increased from 1,403,848 person trips in 2022 to 1,404,627 person trips in 2023.
- **Local tax revenue** generated by travel activity contributes approximately \$197 per local household.



Photo by Visit Tri-Valley

In 2023, direct travel related spending was \$631.0 million, a **\$24.6 million or 4.1% increase** compared to the previous year.

**Note:** Estimates included in this report are subject to revision if more complete data becomes available. All economic impacts are reported as direct impacts. Expenditures made by visitors staying outside the region are classified as "Day Travel"



# Tri-Valley / Direct Travel Impacts

## Summary Table

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
<b>Spending (\$Millions)</b>								
Visitor	590.0	570.4	359.1	474.1	606.3	631.0	4.1%	10.6%
<b>Earnings (\$Millions)</b>								
Earnings	198.7	209.7	140.5	158.0	183.5	203.1	10.7%	-3.1%
<b>Employment</b>								
Employment	4,870	4,910	4,080	4,140	4,190	4,490	7.4%	-8.4%
<b>Tax Revenue (\$Millions)</b>								
State	20.0	19.1	13.2	19.6	23.1	23.6	2.0%	23.7%
Local	20.1	19.2	10.7	13.9	18.8	19.9	6.0%	4.0%
<b>Total</b>	<b>40.1</b>	<b>38.2</b>	<b>23.9</b>	<b>33.5</b>	<b>41.9</b>	<b>43.5</b>	<b>3.8%</b>	<b>13.9%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment figures represent an annual average and are rounded to the nearest 10.

# Tri-Valley / Direct Travel Impacts

## Detailed Table

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
<b>Spending (\$Millions)</b>								
Visitor	590.0	570.4	359.1	474.1	606.3	631.0	4.1%	10.6%
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>								
Hotel, Motel, STVR	372.2	345.6	195.7	267.9	366.3	388.6	6.1%	12.4%
Campground	7.6	7.9	6.1	10.0	11.1	8.7	-21.5%	10.4%
Private Home (VFR)	82.2	90.4	92.2	98.4	107.3	110.4	2.9%	22.2%
Seasonal Home (2nd Home)	3.5	2.9	2.5	3.4	2.7	2.8	2.5%	-6.2%
Day Travel	124.5	123.7	62.6	94.3	118.9	120.6	1.4%	-2.5%
<b>Total</b>	<b>590.0</b>	<b>570.4</b>	<b>359.1</b>	<b>474.1</b>	<b>606.3</b>	<b>631.0</b>	<b>4.1%</b>	<b>10.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>								
Accommodations	165.9	154.8	71.7	89.5	133.1	143.2	7.6%	-7.5%
Food Service	166.2	162.3	116.1	149.8	186.4	200.4	7.5%	23.5%
Food Stores	19.3	19.0	15.0	18.6	22.3	22.7	1.7%	19.2%
Arts, Ent. & Rec.	76.9	73.3	50.6	63.7	75.2	79.5	5.8%	8.4%
Retail Sales	82.8	84.4	58.9	75.7	89.8	90.9	1.2%	7.6%
Local Tran. & Gas	78.9	76.6	46.8	76.9	99.6	94.4	-5.2%	23.3%
<b>Total</b>	<b>590.0</b>	<b>570.4</b>	<b>359.1</b>	<b>474.1</b>	<b>606.3</b>	<b>631.0</b>	<b>4.1%</b>	<b>10.6%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

For more information, see Glossary on page 14.



# Tri-Valley / Direct Travel Impacts

## Detailed Table

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
<b>Travel Industry Earnings (\$Millions)</b>								
Accom. & Food Serv.	123.2	129.2	90.5	104.3	121.5	136.8	12.6%	5.8%
Arts, Ent. & Rec.	50.0	53.9	28.4	31.2	37.3	40.3	8.2%	-25.2%
Retail**	15.4	15.6	16.1	16.9	18.1	18.8	3.7%	20.2%
Ground Trans.	10.2	11.0	5.5	5.6	6.7	7.3	9.2%	-33.7%
<b>Total</b>	<b>198.7</b>	<b>209.7</b>	<b>140.5</b>	<b>158.0</b>	<b>183.5</b>	<b>203.1</b>	<b>10.7%</b>	<b>-3.1%</b>
<b>Travel Industry Employment (Jobs)</b>								
Accom. & Food Serv.	3,030	3,120	2,530	2,410	2,650	2,790	5.4%	-10.5%
Arts, Ent. & Rec.	1,290	1,240	1,100	1,260	1,000	1,150	14.3%	-7.4%
Retail**	320	310	300	310	340	350	2.1%	10.9%
Ground Trans.	240	240	170	160	200	210	6.7%	-12.6%
<b>Total</b>	<b>4,870</b>	<b>4,910</b>	<b>4,080</b>	<b>4,140</b>	<b>4,190</b>	<b>4,490</b>	<b>7.4%</b>	<b>-8.4%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>								
Local Tax Receipts	20.1	19.2	10.7	13.9	18.8	19.9	6.0%	4.0%
State Tax Receipts	20.0	19.1	13.2	19.6	23.1	23.6	2.0%	23.7%
<b>Total</b>	<b>40.1</b>	<b>38.2</b>	<b>23.9</b>	<b>33.5</b>	<b>41.9</b>	<b>43.5</b>	<b>3.8%</b>	<b>13.9%</b>

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 \*\*Retail includes gasoline station employment and earnings.

For more information, see Glossary on page 14.

# Tri-Valley / Direct Travel Impacts

## Detailed Table

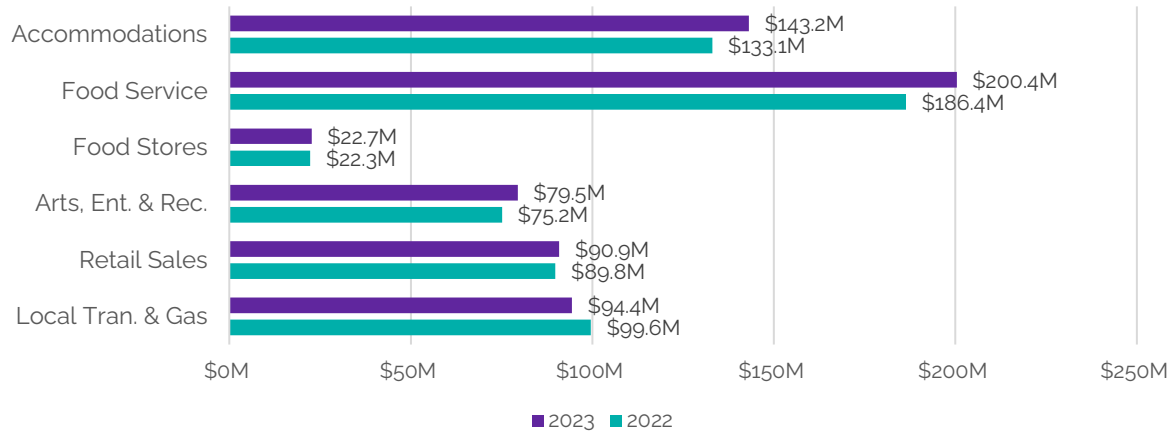
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<b>Total</b>	<b>40.1</b>	<b>38.2</b>	<b>23.9</b>	<b>33.5</b>	<b>41.9</b>	<b>43.5</b>	<b>3.8%</b>	<b>13.9%</b>

**Note:** Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment figures represent an annual average and are rounded to the nearest 10.  
 \*\*Retail includes gasoline station employment and earnings.

For more information, see Glossary on page 14.

# Tri-Valley / Direct Spending

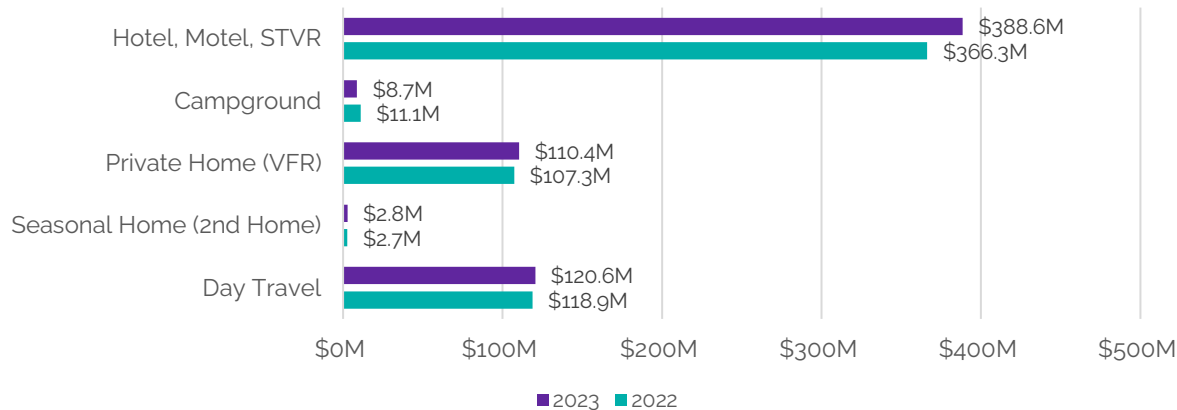
## Visitor Spending by Commodity Purchased



Visitors spent \$143.2 million on Accommodations in 2023, a **\$10.1 million or 7.6% increase** compared to the previous year.

Sources: Dean Runyan Associates, OmniTrak Group, Energy Information Administration, Bureau of Transportation Statistics

## Visitor Spending by Accommodation Type

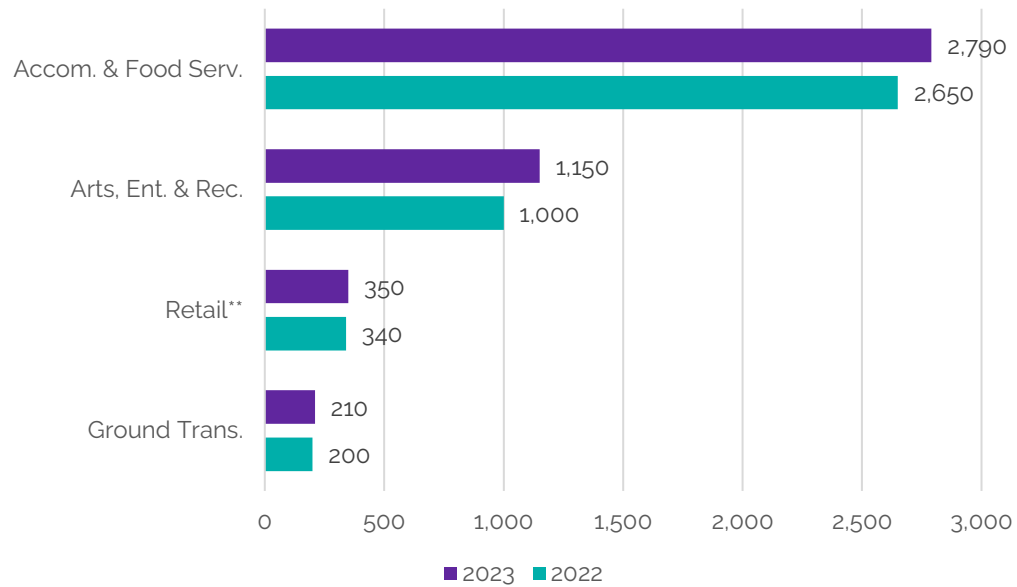


Visitors who stayed in a hotel, motel, or STVR contributed \$388.6 million, a **\$22.2 million or 6.1% increase** compared to the previous year.

Sources: Dean Runyan Associates

# Tri-Valley / Direct Employment

## Travel Industry Employment



Sources: Dean Runyan Associates.  
\*\*Retail includes gasoline station employment.

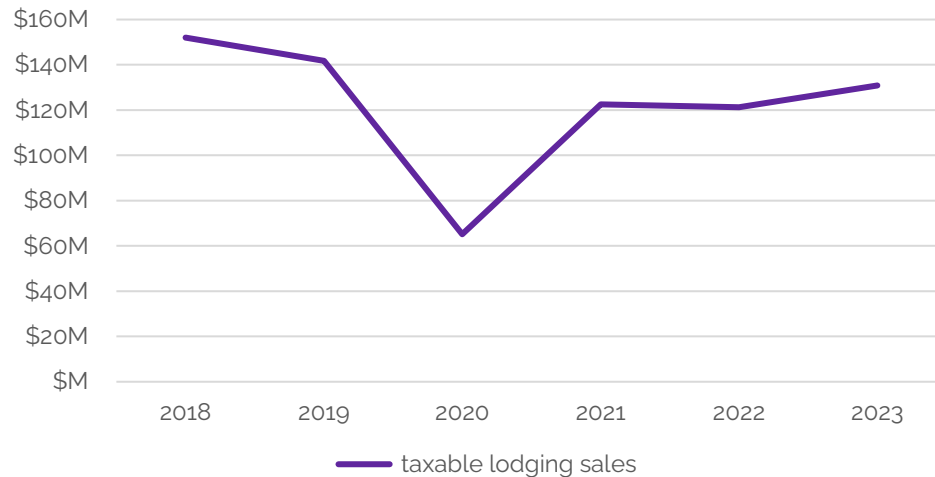
The Accommodations and Food Service industry **gained approximately 140 jobs in 2023, a 5.4% increase** compared to the previous year.



Photo by Visit Tri-Valley

# Tri-Valley / Overnight Visitor Details

## Taxable Lodging Sales



Taxable lodging sales reached \$130.9 million in 2023, a **\$9.6 million or 7.9% increase** compared to the previous year.

Sources: Town of Dublin, City of Danville, City of Pleasanton, and the City of Livermore

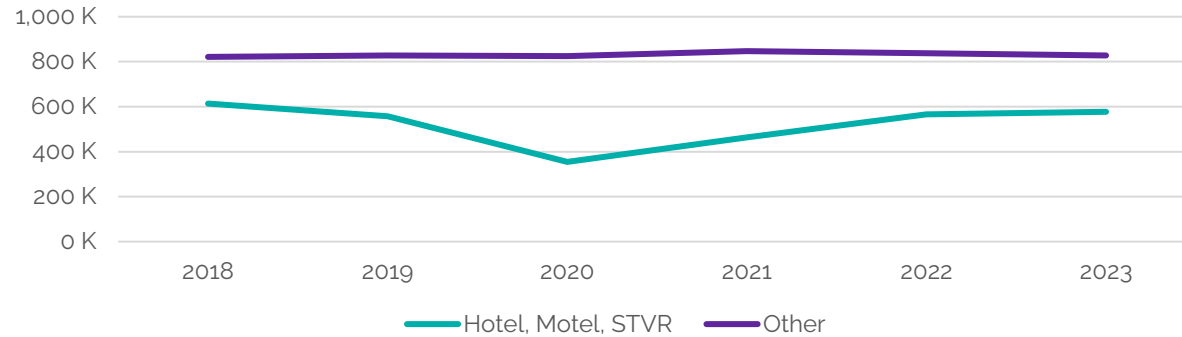
## Average Daily Spend

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$233	\$656	\$539	\$1,513	2.7	3.2
Private Home (VFR)	\$41	\$143	\$85	\$294	2.5	3.8
Other Overnight	\$68	\$207	\$174	\$527	2.9	3.4
All Overnight	\$102	\$325	\$222	\$714	2.1	3.2

On average, visitors who stayed in a hotel or motel spent \$233 per day and stayed approximately 3 days.

# Tri-Valley / Overnight Visitor Details

## Overnight Visitor Volume



The volume of visitors who stayed in a **hotel, motel, or STVR** **increased 1.8%** and volume of visitors who stayed in **other overnight accommodations** **decreased 0.01%**.

## Overnight Visitor Nights and Trips

	Person			Party		
	2021	2022	2023	2021	2022	2023
<b>Nights</b>						
Hotel, Motel, STVR	1,302,398	1,590,236	1,619,536	549,901	671,962	684,115
Private Home (VFR)	2,716,096	2,705,478	2,705,479	1,311,944	1,306,793	1,306,795
Other Overnight	200,378	180,906	151,462	76,003	67,443	57,681
<b>Total</b>	<b>4,218,871</b>	<b>4,476,620</b>	<b>4,476,477</b>	<b>1,937,848</b>	<b>2,046,198</b>	<b>2,048,591</b>
<b>Trips</b>						
Hotel, Motel, STVR	463,697	566,139	576,578	196,708	240,265	244,636
Private Home (VFR)	779,460	776,420	776,424	376,833	375,375	375,383
Other Overnight	67,548	61,289	51,625	25,921	23,201	19,953
<b>Total</b>	<b>1,310,705</b>	<b>1,403,848</b>	<b>1,404,627</b>	<b>599,462</b>	<b>638,841</b>	<b>639,972</b>

# Tri-Valley / Glossary

Term	Definition
Hotel, Motel, STVR	Accommodation types that house transient lodging activity
Private Home	Personal residences used to host visiting friends and family overnight
Other Overnight	Combination of overnight visitors who stay in campgrounds or 2nd homes
Day Travel	Greater than 50 miles traveled non-routine to the destination
Visitor Spending	Direct spending made by visitors in a destination
Other Spending	Spending by residents on travel arrangement services, or spending for convention activities
Direct Spending	Expenditures made by consumers; a combination of Visitor Spending and Other Spending
Direct Earnings	Total after-tax net income for travel. Includes wages and salary disbursements, proprietor income, and other earned income or benefits
Direct Employment	Employment generated by direct spending; includes full time, part time, seasonal, and proprietors
Local Taxes	City and county taxes generated by travel spending
State Taxes	State taxes generated by travel spending
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination
STVR	Short Term Vacation Rental. Private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO)
2nd home	Homes under private ownership for personal use as a vacation property