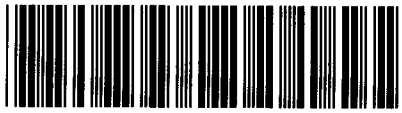


Control Number: 43360

Item Number: 1

Addendum StartPage: 0

House Bill (HB) 1600 and Senate Bill (SB) 567 83rd Legislature, Regular Session, transferred the functions relating to the economic regulation of water and sewer utilities from the TCEQ to the PUC effective September 1, 2014.

43360

APPLICATION TO OBTAIN OR AMEND A WATER/SEWER CERTIFICATE OF CONVENIENCE AND NECESSITY (CCN)

*CN# 600333900 *RN# 101247344 / 102185311
*If known (See Instructions)

RECEIVED
2014 SEP 24 PM 3:48
PUBLIC UTILITY COMMISSION
FILING CLERK

PURPOSE OF THIS APPLICATION

[X] OBTAIN [X] New Water CCN [X] New Sewer CCN

[ ] AMEND [ ] Water CCN# (s) _____

[ ] AMEND [ ] Sewer CCN#(s) _____

1. APPLICANT INFORMATION

Utility Name: **CITY OF PLEASANTON (P0764)**
Utility Address (City/ST/ZIP/Code): **PLEASANTON/TX/78064**
Utility Phone Number and Fax: **(830) 569-3155**

Contact Person: Please provide information about the person to be contacted regarding this application. Indicate if this person is the owner, operator, engineer, attorney, accountant manager, or other title related to the applicant.

Name: NICK REYNOLDS
Title: ENGINEER
Street Address (City/ST/ZIP/Code): 8611 BOTTS LANE (SAN ANTONIO/TX/78217)
Telephone and Fax: PHONE:(210)-828-7070- FAX: (210)-828-7076
E-Mail Address: NREYNOLDS@KLEINENGINEERING.COM

County (ies) in which service is proposed: Please list below:

ATASCOSA

A. Check the appropriate box and provide information regarding the legal status of the applicant:

[ ] Investor owned utility [ ] Individual [ ] Partnership

[ ] Home or Property Owners Association [ ] For-profit corporation

[ ] Non-profit, member-owned, member-controlled cooperative corporation (Water Code Chapter 67, Water Supply or Sewer Service Corporation)

[X] Municipality [ ] District [ ] Other Please Explain:

THE CITY OF PLEASANTON WAS INCORPORATED IN YEAR 1916

KLEIN & COPE ENGINEERING INC.
CIVIL • MUNICIPAL • ENVIRONMENTAL ENGINEERS

8611 Botts Lane
San Antonio, Texas 78217
ph - (210) 828-7070
fx - (210) 828-7076

TRANSMITTAL FORM

To: Texas Commission on Environmental Quality
P.O. Box 13087
Austin, TX 78711-3087

Date: 07/03/14

Proj. No.: 18-140-201

Ref: CCN Application

Attn: **Utilities and Districts Section, MC-153**

WE ARE SENDING YOU:

- [xx] Attached
- [ ] Under separate cover via the following items
  - [ ] Shop Drawings
  - [ ] Specifications
  - [ ] Original Drawings
  - [ ] Prints
  - [ ] Copy of letter
  - [ ] Submittal Data
  - [ ] Other

No. of Copies	Description
1	Original Application with CD containing CCN Boundary (detailed & facilities) in NAD 83
3	Copy of Original Application

THESE ARE TRANSMITTED (as checked below):

- [xx] For approval
- [ ] No exception taken
- [ ] Resubmit _____ copies for approval
- [ ] For your use
- [ ] Make corrections noted
- [ ] Submit ____ copies for distributions
- [ ] As requested
- [ ] Rejected
- [ ] Return _____ corrected prints
- [ ] For review and comment
- [ ] For your distribution

Remarks: [redacted]

Received by: _____

KLEIN & COPE ENGINEERING, INC.

By: _____

B. If the applicant is a For-Profit business or corporation, please include the following information: **N/A**

i. Provide a copy of the corporation's "Certification of Account Status" from the Texas State Comptroller of Public Accounts.
ii. Provide the corporation's charter number as recorded with the Office of the Texas Secretary Of State _____
iii. Provide a listing of all stockholders and their respective percentages of ownership.
iv. Provide a copy of the company's organizational chart, if available.
v. Provide a list of all directors and disclose the tile of each individual.
vi. Provide a list of all affiliated organizations (if any) and explain the relationship with the applicant.

C. If the applicant is a Water Code Chapter 67 water supply or sewer service corporation: **N/A**

i. Provide a copy of the Articles of Incorporation and By-Laws.
ii. Provide the corporation's charter number as recorded with the Office of the Texas Secretary of State.
iii. Identify all board members including name, address, title, and telephone number.
iv. Provide a copy of the corporation's Certificate of Account Status from the Texas Comptroller of Public Accounts.

2. LOCATION INFORMATION

A. Are there people already living in the proposed area? [X] Yes [ ] No
If YES, are any currently receiving utility service?
[X] Yes [ ] No If YES, from Whom? **CITY OF PLEASANTON (P0764)**

Demonstrate the Need for Service by providing the following:

B. Have you received any requests for service in the requested service area?
[X] Yes [ ] No If YES, provide the following:

i. Describe the service area and circumstances driving the need for service in the requested area. Indicate the name(s) and address(es) of landowner(s), prospective landowner(s), tenant(s), or resident(s) that have requested service; and/or
ii. Describe the economic need(s) for service in the requested area (i.e. plat approvals, recent annexation(s) or annexation request(s), building permits, septic tank permits, hospitals, etc.); and/or
iii. Discuss in detail the environmental need(s) for service in the requested area (i.e. failing septic tanks in the requested area, fueling wells, etc.); and/or
iv. Provide copies of any written applications or requests for service in the requested area; and/or
v. Provide copies of any reports and/or market studies demonstrating existing or anticipated growth in the requested area. If no, please justify the need for service in the proposed area.
PLEASE FIND ATTACHED "A MASTER PLAN TO GUIDE THE GROWTH OF PLEASANTON THROUGH THE YEAR 2025" AS ACCEPTED BY THE CITY OF PLEASANTON'S PLANNING AND ZONING COMMISSION

vi. If none of these items exist or are available, please justify the need for service in the proposed area in writing.

Note: Failure to demonstrate a need for additional service in the proposed service area may result in the delay and /or possible denial of the application.

C. Is any portion of the proposed service area inside an incorporated city or district? [X] Yes [ ] No

If YES, within the corporate limits of: **CITY OF PLEASANTON**

Provide a copy of any franchise, permit, or consent granted by the city or district. If not available please explain:

THE CITY OF PLEASANTON (P0764) IS REQUESTING TO OBTAIN A CCN BOUNDARY TO INCLUDE THEIR CORPORATE LIMITS, EXTRA TERRITORIAL JURISDICTION, AND SURROUNDING AREAS (SEE ATTACHED MAPS) NOT BOUNDED BY EXISTING DESIGNATED CCN'S.

D. Is any portion of the proposed service area inside another utility's CCN area?

[ ] Yes [X] No

If YES, has the current CCN holder agreed to decertify the proposed area?

[ ] Yes [ ] No

If **NO**, are you seeking dual or single certification of the area? Explain why decertification of the area is in the public interest.

THE CITY OF PLEASANTON IS REQUESTING/SEEKING A SINGLE CERTIFICATION FOR WATER AND SEWER SERVICE. THE REQUESTED AREAS ARE CURRENTLY NOT WITHIN A DESIGNATED CCN BOUNDARY.

3. MAP REQUIREMENTS:

Attach the following hard copy maps with each copy of the application:

A. A general location map delineating the proposed service area with enough detail to accurately locate the proposed area within the county.
SEE ATTACHED

B. A map showing only the proposed area by:
   i. metes and bounds survey certified by a licensed state or register professional land surveyor; or
   ii. Projectable digital data with metadata (proposed areas should be in a single record and clearly labeled). Also, a data disk labeled with the applicant's name must be provided; or
   iii. following verifiable natural and man-made landmarks; or
   iv. a copy of recorded plat map with metes and bounds.
SEE ATTACHED MAPS FOR THE PROPOSED WATER AND SEWER CCN BOUNDARIES

C. A written description of the proposed service area.
SEE ATTACHED THE WATER AND SEWER DESCRIPTIONS, RESPECTIVELY, FOR THE PROPOSED CCN BOUNDARIES

D. Provide separate and additional maps of the proposed area(s) to show the following:
   i. all facilities, illustrating separately facilities for production, transmission, and distribution of the applicant's service(s); and
   ii. any facilities, customers or area currently being served outside the applicant's certificated area(s).

SEE ATTACHED

Note: Failure to provide adequate mapping information may result in the delay or possible denial of your application. Digital data submitted in a format other than ESRI ArcGIS may result in the delay or inability to review applicant's mapping information.

4. NEW SYSTEM INFORMATION OR UTILITIES REQUESTING A CCN FOR THE FIRST TIME

A. Please provide the following information:
   i. a list of public drinking water supply system(s) or sewer system(s) within a 2 mile radius of the proposed system;

WATER	SEWER
MCCOY WSC – CCN#10649	CITY OF POTEET – CCN#20268
CITY OF JOURDANTON – CCN#12039	
BENTON CITY WSC – CCN#12587	
CITY OF POTEET – CCN #10665	

   ii. copies of written requests seeking to obtain service from each of the public drinking water systems or sewer systems listed in #4.A.i above or documentation that it is not economically feasible to obtain service from each entity; **N/A**
   iii. copies of written responses from each system or evidence that they did not reply; and **N/A**
   iv. for sewer utilities, documentation showing that you have obtained or applied for a wastewater discharge permit.
   EXISTING PERMIT # WQ0010598001

B. Were your requests for service denied?
   i. If yes, please provide documentation of the denial of service and go to 4.C. **N/A**
   ii. If no, please provide a detailed analysis which justifies your reasons for not accepting service. A separate analysis must be prepared and submitted for each utility that granted your request for service. **N/A**

C. Please summarize how the proposed utility system will be constructed and describe each projected construction phase, if any:

CITY OF PLEASANTON CURRENTLY PROVIDES WATER AND SEWER SERVICE TO EXISTING CUSTOMERS WITHIN THEIR CORPORATE LIMITS. THE CITY IS IN THE PLANNING PROCCESS TO DEVELOP THE INFRASTRUCTURE NEEDED TO PROVIDE WATER AND SEWER SERVICES OUTSIDE THEIR CURRENT LIMITS TO ACCOMMADATE THE ADDITIONAL AREAS AS PRESENTED IN THE ATTACHED MAPS.

D. Date of plat approval, if required: **N/A**
   Approved by: _____

E. Date Plans & Specifications submitted for approval: **N/A**
Log # _____ Attach copy of approval letter if available.

F. Date construction is scheduled to commence: **N/A**

G. Date service is scheduled to commence: **N/A**

5. EXISTING SYSTEM INFORMATION

A. Please provide the following information for **each** water and/or sewer system, attach additional sheets if necessary.

i. Water system's TCEQ Public Water System identification number(s):

0 0 7 0 0 0 3		

ii. Sewer system's TCEQ Discharge Permit number(s)

WQ1059 8-001	WQ	
WQ	WQ	
WQ	WQ	

iii Date of last inspection: **WATER 03/07/2011**
SEWER 08/23/2012

iv Attach a copy of the most recent inspection report letter.
WATER
SEE ATTACHED LETTER OF COMPLIANCE (DATED 3/28/2011)
SEWER
SEE ATTACHED LETTER FOR NOTICE OF VIOLATION (DATED 10/29/2012)

v For each system deficiency listed in the inspection report letter; attach a brief explanation listing the actions taken or being taken by the utility to correct the listed deficiencies, including the proposed completion dates.
WATER – N/A
SEWER
SEE ATTACHED LETTER OF ADEQUATE COMPLIANCE FROM THE TEXAS COMMISSION ON ENVIRONMENTAL QUALITY (DATED 4/22/2013)

B. Provide the following information about the utility's certified operators

Name	Classes	License Number
SEE ATTACHED SUPPLEMENTAL PAGE 13		

- Attach additional sheet(s) if necessary -

C. Using the current number of customers, is any facility component in systems named in #5A above operating at 85% or greater of minimum standard capacity?

[X] Yes [ ] No

Attach an explanation listing the actions to be taken to make system improvements including proposed completion dates (See 291.93(3)(A) of TCEQ Rules).
SEE ATTACHED SUPPLEMENTAL PAGE 13

D. In the table below, the number of existing and/or proposed metered and non-metered connections (by size). The proposed number should reflect the information presented in the business plan or financial documentation and reflect the number of service requests identified in Question 2.b in the application.

Water System			**Sewer System**		
Connection	Existing	Proposed	Connection	Existing	Proposed
5/8" or 3/4" meter			Residential		
1" meter or larger			Commercial		
Non-Metered			Industrial		
Other:			Other:		
Total Water	**4,414**		Total Sewer	**3,877**	

E. If this application is for a water CCN only, please explain how sewer service is or will be provided:

N/A

F. If this application is for a sewer CCN only, please explain how water service is or will be provided:

N/A

G Effect of Granting a Certificate Amendment.
Explain in detail the effect of granting of a certificate or an amendment, including, but not limited to regionalization, compliance and economic effects on the following:

i the applicant,
Granting the Certificate will permit the City of Pleasanton (Applicant) to expand their current infrastructure outside the City Limits to accommodate the potential City growth-expansions (as provided in the attached Master Plan).

ii any retail public utility of the same kind already serving the proximate area; and
The requested area is not within a designated CCN boundary. It is assumed that the adjacent service areas were developed based on design parameters and progress of development. The City of Pleasanton can meet the design criteria, and, as shown

5 EXISTING SYSTEM INFORMATION

B Provide the following information about the utility's certified operators

Name	Classes	License Number
Johnny D. Huizar	Cass B Ground Water Treatment	WG0014598
Johnny D. Huizar	Class B Wastewater Treatment	WW0013429
Julian Rodriguez	Class C Ground Water Treatment	WG0014682
Julian Rodriguez	Class II Wastewater Collection	WW0011030
Roy Garcia	Class C Ground Water Treatment	WG0014679
Roy Garcia	Class C Wastewater Treatment	WW0015037
Jesse G. Flores JR	Class C Wastewater Treatment	WW0033304
David Alviso JR	Class C Ground Water Treatment	WG0006069
David Alviso JR	Class B Wastewater Treatment	WW0012725
Gabriel Guerra	Class C Wastewater Treatment	WW0035919
Joe Guzman	Backflow Prevention Assembly Tester	PC # 0295; CC# 1200

C Using the current number of customers, is any facility component in systems named in #5A above operating at 85% or greater of minimum standard capacity?

☑ YES ☐ NO

Attach an Explanation listing the actions to be taken to make system improvements including proposed completion dates (See 291.93 (3) (A) of TCEQ Rules).

EXISTING CONFLICT - HI Service pumps

Existing Water System services **4,414** domestic water meters

EXISTING SYSTEM CAPACITY

	HI Service Pumps (gpm)	Well Pumps (gpm)	Total Storage (gallons)	Elevated Storage (gallons)
100%	6,400	4,880	2,500,000	600,000
85%	5,440	4,148	2,125,000	510,000

EXISTING SERVICE CONNECTION CAPACITY

	HI Service Pumps (2 gpm/connection)	Well Pumps (0.6 gpm/connection)	Total Storage (200 gallons/connection)	Elevated Storage (100 gallons/connection)
100%	**3,200**	8,133	12,500	6,000
85%	**2,720**	6,913	10,625	5,100

PROPOSED SOLUTION - Additional Elevated Storage

The City of Pleasanton is currently seeking proposals for the design and construction of a 1.0 MG Elevated Storage Tank (estimated construction date - March 2015). As per §290.45 (b)(D)(iii), a system in which provides an elevated storage capacity of 200 gallons per connection can allow a minimum combined capacity of 0.6 gpm per connection for the HI-Service pumps.

MODIFIED SYSTEM CAPACITY

	HI Service Pumps (gpm)	Well Pumps (gpm)	Total Storage (gallons)	Elevated Storage (gallons)
100%	6,400	4,880	2,500,000	1,600,000
85%	5,440	4,148	2,125,000	1,360,000

MODIFIED SERVICE CONNECTION CAPACITY

	HI Service Pumps (0.6 gpm/connection)	Well Pumps (0.6 gpm/connection)	Total Storage (200 gallons/connection)	Elevated Storage (200 gallons/connection)
100%	**10,667**	8,133	12,500	8,000
85%	**9,067**	6,913	10,625	6,800

in the attached Master Plan is expecting City development to expand within the requested area.

iii any landowner(s) in the requested area.
As City development and utility infrastructure continues to grow, landowners within this area will be able to rely on City infrastructure to meet their needs.

H. Do you currently purchase or plan to purchase water or sewer treatment capacity from another source?

i [X] No, (skip the rest of this question and go to #6)

ii [ ] Yes, Water

Purchased on a [ ] Regular [ ] Seasonal [ ] Emergency basis?

Source	% of Total Treatment

iii Sewer treatment capacity,

iv [ ] Yes

Purchased on a [ ] Regular [ ] Seasonal [ ] Emergency basis?

Source	% of Total Treatment

vi Provide a signed and dated copy of the most current water or sewer treatment capacity purchase agreement or contract.

I. Ability to Provide Adequate Service.
Describe the ability of the applicant to provide adequate service, including meeting the standards of the commission, taking both of the following items into consideration:
i. the current and projected density, and
ii. the land use of the requested area.

J. Effect on the Land.
Explain the effect on the land to be included in the certificated area.

6. FINANCIAL INFORMATION

A. For new systems and for applicants with existing CCNs who are constructing a new stand alone system: **N/A**

i. the applicant must provide an analysis of all necessary costs for constructing, operating, and maintaining the system, and the source of that capital (such as a financial statement for the developing entity) for which the CCN is requested for at least the first five years. In addition, if service has been offered by an existing water service provider as stated in #4.A., but the applicant has determined that the

cost of service as finally offered renders the project not economically feasible, the applicant must provide a comparison analysis of all necessary costs for acquiring and continuing to receive service from the existing system for the same period.

ii. Attach projected profit and loss statements, cash flow worksheets, and balance sheets (projected five year financial plan worksheet is attached) for each of the first five years of operation. Income from rates should correlate to the projected growth in connections, shown on the projected profit and loss statement.

iii. Attach a proposed rate schedule or tariff. Describe the procedure for determining the rates and fees and indicate the date of last change, if applicable. Attach copies of any cost of service studies or rate analysis worksheets.

B. For existing systems:

i. Attach a profit and loss statement and current balance sheet for existing businesses (end of last fiscal year is acceptable). Describe sources and terms for borrowed capital such as loans, bonds, or notes (profit and loss and balance sheet worksheets are attached, if needed).

SEE ATTACHED HISTORICAL BALANCE SHEETS; HISTORICAL EXPENSES STATEMENT; HISTORICAL INCOME STATEMENT; PROJECTED BALANCE SHEETS; PROJECTED INCOME STATEMENT; PROJECTED EXPENSES STATEMENT;

ii. Attach a proposed rate schedule or tariff.

★**NOTE**: An existing system may be required to provide the information in 6.A.i. above during the technical review phase if necessary for staff to completely evaluate the application.

C. Identify any funds you are required to accumulate and restrict by lenders or capital providers.

D. In lieu of the information in #6.A. thru #6.C., you may provide information concerning loan approvals within the last three (3) years from lending institutions or agencies including the most recent financial audit of the applicant.

Note: Failure to provide adequate financial information may result in the delay or possible denial of your application.

7. NOTICE REQUIREMENTS

A. All proposed notice forms must be completed and submitted with the application. However, do not mail or publish them until you receive written approval from the Commission to do so.

B. The Commission cannot grant a CCN until proper notice of the application has been given. **Commission rules do not allow a waiver of these notice requirements for CCN applicants.**

C. **It is the applicant's responsibility to ensure that proper notice is given to all entities that are required to receive notice.**

D. Recommended notice forms for publication, neighboring cities and systems, landowners with 25 acres or more, and customers are included with this application to use in preparing your proposed notices. (These notice forms are also available in Spanish upon request.)

E. After reviewing and, if necessary, modifying the proposed notice, the Commission will send the notice to the applicant after the application is accepted for filing along with instructions for publication and/or mailing. Please review the notice carefully and note any additional neighboring utilities which may be included in the acceptance letter.

F. Notice For Publication:
The applicant shall publish the notice in a newspaper having general circulation in the county or counties where a CCN is being requested, once each week for two consecutive weeks beginning with the week after the notice is received from the Commission. Proof of publication in the form of a publisher's affidavit shall be submitted to the Commission within 30 days of the last publication date. The affidavit shall state with specificity each county in which the newspaper is of general circulation.

G. Notice To Neighboring Utilities:

i. List all neighboring retail public utilities and cities providing the same utility service within the following vicinities of the applicant's proposed certificate area.

ii. For applications for the issuance of a **NEW** CCN, the applicant must mail the notice with a copy of the proposed CCN map to all cities and neighboring retail public utilities providing the same utility service within **five (5) miles** of the requested service area.

CITIES	WATER CCN	SEWER CCN
POTEET	CITY OF POTEET 10665	CITY OF POTEET 20268
JOURDANTON	CITY OF JOURDANTON 12039	
LEMING	BENTON CITY WSC 12587	
	MCCOY WSC 10649	

iii. For applications for the **AMENDMENT** of a CCN, the applicant must mail the notice with a copy of the proposed CCN map to all cities and neighboring retail public utilities providing the same utility service within **two (2) miles** of the requested service area.

H. Notice to Customers
Investor Owned Utilities (IOUs) that are currently providing service without a CCN must provide individual mailed notice to all current customers. The notice must contain the current rates, the date those rates were instituted and any other information required in the application. The notice must also list all zip codes affected by the application.

I. The Commission may require the applicant to deliver notice to other affected persons or agencies.

Do not publish or send copies of the proposed notices to anyone at the time you submit the application to the Commission. Wait until you receive written authorization to do so. This will occur after the Commission has reviewed the notices for completeness, and your application has been accepted for filing. Once the application is accepted for filing, you will receive written authorization to provide notice. Please check the notices for accuracy before providing them to the public. It is the applicant's burden to ensure that correct and accurate notice is provided.

OATH

STATE OF TEXAS
COUNTY OF ATASCOSA

I, BRUCE PEARSON, being duly sworn, file this application as CITY MANAGER (indicate relationship to Applicant, that is, owner, member of partnership, title as officer of corporation, or other authorized representative of Applicant); that, in such capacity, I am qualified and authorized to file and verify such application, am personally familiar with the maps and financial information filed with this application, and have complied with all the requirements contained in this application; and, that all such statements made and matters set forth therein are true and correct. I further state that the application is made in good faith and that this application does not duplicate any filing presently before the Texas Commission on Environmental Quality.

I further represent that the application form has not been changed, altered or amended from its original form available only from the Commission.

I further represent that the Applicant will provide continuous and adequate service to all customers and qualified applicants for service within its certificated service area.

Bruce Pearson

AFFIANT
(Utility's Authorized Representative)

If the Affiant to this form is any person other than the sole owner, partner, officer of the Applicant, or its attorney, a properly verified Power of Attorney must be enclosed.

SUBSCRIBED AND SWORN TO BEFORE ME, a Notary Public in and for the State of Texas, This day 2 of July 20 14

SEAL

NOTARY PUBLIC
Beth Carroll
Notary Public
STATE OF TEXAS
My Commission
Expires 08/21/2015
STATE OF TEXAS

Beth Carroll
NOTARY PUBLIC IN AND FOR THE
STATE OF TEXAS

Beth Carroll
PRINT OR TYPE NAME OF NOTARY

MY COMMISSION EXPIRES 8/21/2015

APPLICATION TO OBTAIN OR AMEND A WATER/SEWER CERTIFICATE OF CONVENIENCE AND NECESSITY (CCN)

ATTACHMENTS

SECTION 2 – LOCATION INFORMATION – "MASTER PLAN"

SECTION 3 – MAP REQUIREMENTS – WATER
SECTION 3 – MAP REQUIREMENTS – SEWER

SECTION 5 – EXISTING SYSTEM INFORMATION – INSPECTIONS

SECTION 6 – FINANCIAL INFORMATION

SECTION 7 – NOTICE REQUIREMENTS

SECTION 2

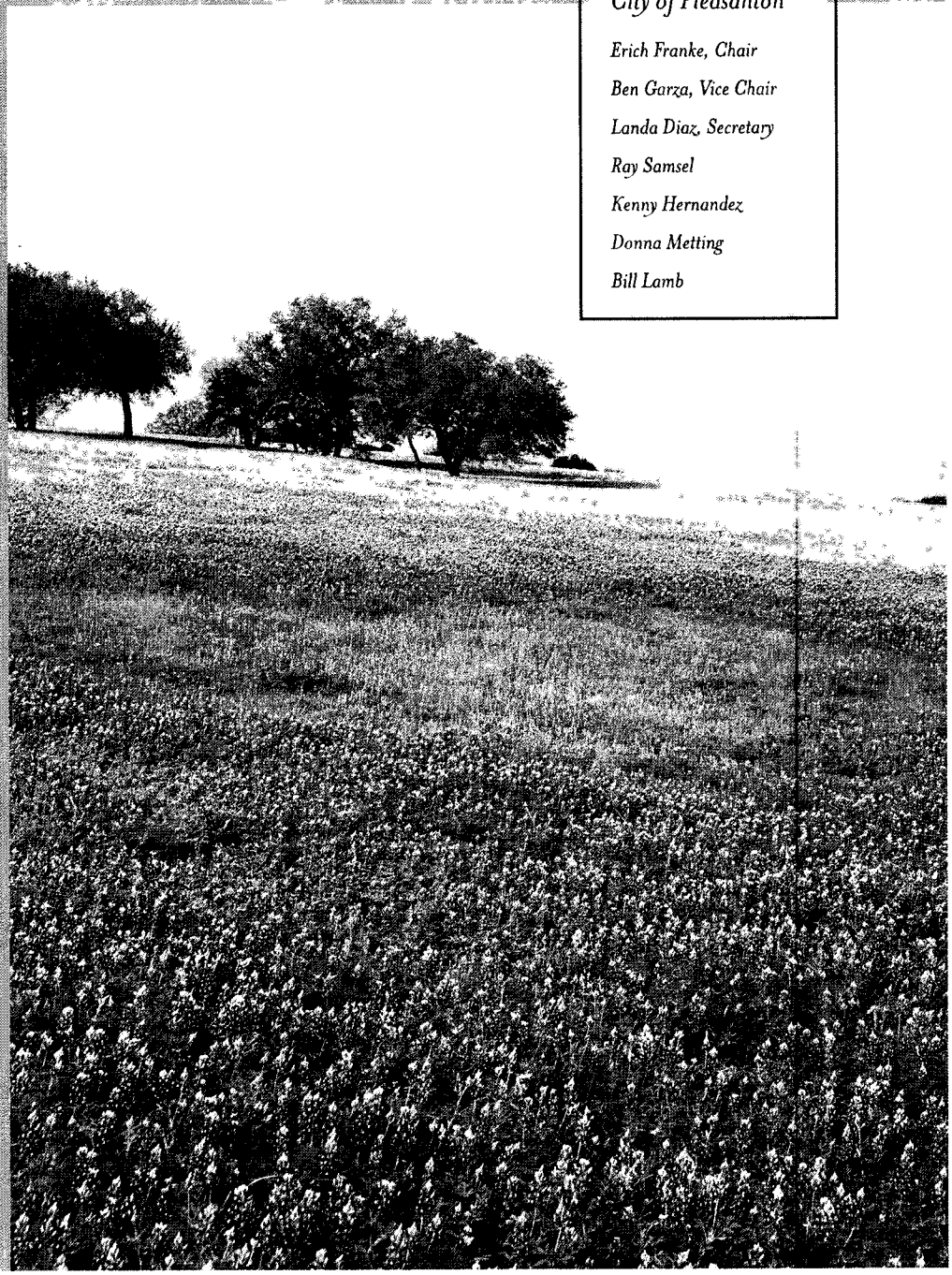
LOCATION INFORMATION

Pleasanton 2025

A Master Plan to guide the growth of Pleasanton through the year 2025.

Planning and Zoning Commission City of Pleasanton

Erich Franke, Chair
Ben Garza, Vice Chair
Landa Diaz, Secretary
Ray Samsel
Kenny Hernandez
Donna Metting
Bill Lamb



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Appendix A: 2011 Wordshop Materials
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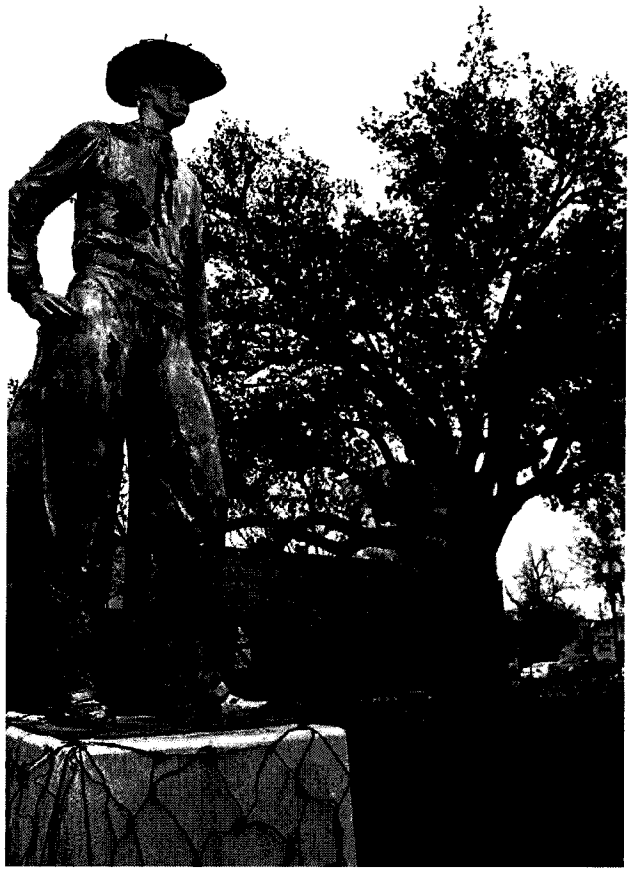
Introduction

Welcome to Pleasanton



PLEASANTON'S
FUTURE IS BOLD

An easy half hour drive south of San Antonio, Texas, lies the emerging city of Pleasanton at the leading edge of an economic phenomenon known as the Eagle Ford Shale. This recent history is only part of the city's story however. Pleasanton has been known as the birthplace of the Cowboy, and has long been home to "Live Oaks and Friendly Folks". The central challenge to the leaders of the community is now finding the right balance between old Pleasanton's history, culture, way and quality of life, and the newfound economic opportunity at its front door.

WHY WE PLAN

We plan for things as routine as weekly groceries, as fun as birthday parties, as special as weddings, and as important as retirement. Each of these "events" requires us to envision a point in the future, collaborate with others close to us, evaluate constraints, and prepare a budget.

Bruce Pearson
City Manager

THE MASTER PLAN is the primary tool for guiding the future development of the City. On a daily basis, the City is faced with tough choices about growth, housing, and transportation. A Master Plan provides a guide for making these choices by describing long-term goals for the City's future as well as policies and programs to guide day-to-day decisions.

AN EFFECTIVE MASTER PLAN:

1. **DEFINES** a community's mission statement or vision
2. **IDENTIFIES GOALS,** objectives and development policies - for both the near-term and the long-term
3. **ACCURATELY COMMUNICATES** citizen needs and desires (values) about their communities
4. **RECOMMENDS SPECIFIC STRATEGIES** to achieve those values

Previous Planning Efforts

Each year the City Council develops a municipal budget to deliver services to its residents. The efficiency of delivering these services depends not only on the hard work of city employees, but also on coordination of the different departments and functions of the city. This has been the primary mechanism of delivery, yet the Council and Staff see the need for planning.

The city does not have zoning. This does not mean that the land use pattern is dangerous or full of nuisances. Market forces can balance demand for residential, industrial, and commercial properties. Over time, however, unzoned and unplanned growth will result in over-development of major roadway corridors (which will produce traffic congestion) and the erosion of integral neighborhoods. Thus, the economic health of the city in the long term may be compromised without some guidance, especially during periods of rapid growth and change.

The City began a Master Plan process in 1997, but that plan was not adopted.

Most recently, in the summer of 2011, the City undertook a series of visioning workshops under the direction of San Antonio Planning Advisors to gather input from the public and community leaders. The materials from these workshops are included here as Appendix A.

The first workshop was held on July 9, 2011 to discuss the visioning process, explore the community profile, and evaluate trends: essentially, examine "Where we are now?" as a foundation to build the plan.

The second workshop was held on July 23, 2011 to address the question of "Where are we going?". Participants took part in a Strength, Weakness, Opportunity, Threat (SWOT) analysis. The city's strengths and weaknesses are known as "internal" factors contributing to its future, while opportunities and threats are referred to as "external" factors. The SWOT analysis provides a good vehicle for analyzing the city's strategic position, and is useful in finding areas of overlap, need for focus, and agreement within the community – leading up to the development of the community vision.

The third workshop, held on August 6, 2011, focused on summarizing the results of the SWOT analysis and the draft vision statements. Two alternative vision statements were developed. The Planning and Zoning Committee adopted Alternative B as the statement to use for the remainder of the planning effort. The Vision for Pleasanton is as follows:

VISION 2025

By 2025, the City of Pleasanton will continue to be:

- An attractive place for all residents and visitors
- A friendly small town atmosphere with rural flavor;
- Characterized as a place where residents can enjoy life through:
  - quality education,
  - civic involvement,
  - family activities,
  - pleasant neighborhoods, and
  - community facilities;
- A place of abundant local jobs available through growth
- Businesses that have been welcomed and accomodated
- Served with well-planned and placed water supply and other infrastructure;
- A place where growth has been anticipated and
- Preparation is based on a master plan developed by, and participation of all interested Pleasanton citizens and leaders.

Use and Organization of the Master Plan

How to Use This Plan

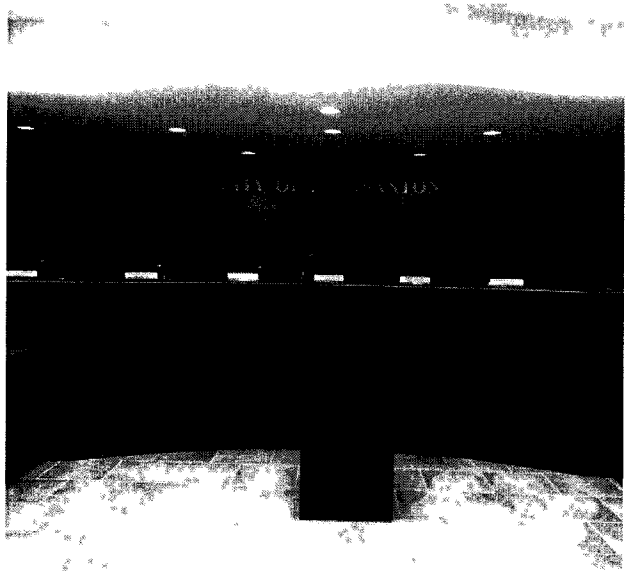
The scope of this Master Plan effort is to build on the vision and community work products of previous planning efforts, provide additional baseline information, identify trends and major issues, formulate goals, objectives, and actions, develop a Future Land Use Map as a central component of the Master Plan, and develop and prioritize a Capital Improvements Plan.

The Master Plan contains the City's official policies on land use, transportation, housing, environment, and utilities.

The Master Plan contains the City's official policies on land use, transportation, housing, environment, and utilities. Its policies apply to both public and private properties. The Master Plan's focus is on the physical form of the City.

The Plan is used by the City Council to evaluate land use changes and to make funding and budget decisions. The Plan is used by the Planning and Zoning Commission and other City Commissions to help them in making decisions and recommendations to City Council. The Plan is also used by City Staff to regulate building and development and to make recommendations on projects. It is used by citizens to understand the City's long-range plans and proposals for different areas in the City. The Plan provides the basis for the City's development regulations and the foundation for its capital improvements program.

The Pleasanton Master Plan is to be used by all members of the community, as well as any other person or organization interested in the future of the City. City Staff, Planning and Zoning Commission and elected officials should continually review and update the Plan to fully understand the policies and programs that will help the City to achieve its Vision for the future.



Organization of the Plan

The Elements of the Plan share a common format and use similar terms and references. Most Elements contain background information on specific subjects to make the Comprehensive Plan more useful as a reference document and to provide the technical basis for its policies and programs. Each Element contains maps and figures that provide current information about the City, or graphic illustrations of the City's policies for specific geographic areas, or the major proposal for transportation or economic development.

Each Element includes goals, policies and programs that are the essence of the Plan and are to be consulted to guide decisions on a wide range of issues. As the reader uses this Comprehensive Plan, he or she should keep in mind that the goals, policies and programs are equally as important as the maps in making land use and development decisions. To be consistent with the Plan, a project must not only follow the guidelines of future land development ordinances and the future land use map, but it must also meet the intent of the Plans policies.

The meaning of goals, policies and programs is described below:

Goal	is a general end towards which the City will direct effort.
Policy	is a specific statement of principle or a set of guiding actions that implies clear commitment but is not mandatory.
Action	is an activity, program, measure, or strategy carried out in response to an adopted policy to achieve a specific goal or objective.
Master Plan	is being developed on the basis of the public input sessions from 2011. The goal of this update endeavor is to build upon what has already been developed, but also to address current internal and external issues that are impacting the city and to develop a Plan that is current and that will lead the City to their desired outcome.
Water and Wastewater Master Plan	was developed as recently as 2008 by Civil Engineering Consultants (CEC). This plan is incorporated herein by reference. This 2012 planning effort provides some additional information to build upon the 2008 effort, and updates it with respect to the CIP.
Future Land Use Map	is included as a part of this document. It is probably the most familiar part of the Plan and identifies land use designations for each area within the City. The type of development allowed within each designation shown on the Map is described in the Future Land Use Plan element. The Future Land Use Map does not constitute a zoning map, but is the precursor for the development of the zoning map.
Capital Improvements Plan	which identifies a set of capital project improvements and a priority implementation schedule.
Future Thoroughfare Plan	describes the configuration and arrangement of the city's roadway network to accommodate local and regional traffic.

Baseline Analysis

The purpose of the baseline analysis is to frame "where we are" as a community. This includes a review of the community's history, its natural resources, a discussion of the community's relationship to the region, a demographic and economic profile, and population projections. Thus, we end with a projection of where we think we will be, as well as a summary of major themes that influence the path we intend to take.

History of Pleasanton

Prior to the advent of Anglo-American settlers in the 1840s, Pleasanton and Atascosa County was home to Coahuiltecan Indians and later Apaches and Comanches. Mexican families arrived in the 1700s to operate ranches, and eventually in 1856, Atascosa County was created from the Bexar District. Pleasanton was founded in 1858, when conflicts with Indians caused the settlers to move the location of the county seat from Amphion. The mouth of Bonita Creek seemed the perfect location for the new seat, so the county residents voted this area as the official townsite. John Bowen, who later named the town after early settler John Pleasant, donated five square miles of land

for development. E. B. Thomas, the first settler, opened the first general store in Pleasanton. In 1860 Pleasanton became county school district number 1, with W. J. Pepham as the first teacher. By 1861 the town had a dozen families, two blacksmiths, and three lawyers.

A log cabin served as the courthouse for nine years. After the new courthouse was built by William Guynes, the log cabin was rented to the school district until 1875, when a rock schoolhouse was built. The old courthouse also served as a church at one time. By the early twentieth century Pleasanton, had two newspapers, the Pleasanton Picayune, which became the Pleasanton Express in 1909, and the Pleasanton Reporter. Although Jourdanton became the county seat in 1910, Pleasanton continued to grow.

In 1912 the Missouri Pacific Railroad linked the town to San Antonio, and in 1914 Pleasanton became connected by railroad to Corpus Christi. At this time the population was 1,500. In 1917 the town was officially incorporated. Pleasanton profited from the thriving cattle industry of the area and became a gathering place for cowboys driving cattle to Kansas. The Stock Raisers Association of Western Texas often held meetings or conventions in the town. By the 1940s the population reached 2,074; it had increased by another 1,000 by the 1960s.

By 1861 the town had a dozen families, two blacksmiths, and three lawyers. A log cabin served as the courthouse for nine years.

In 1966 the "Cowboy Homecoming" was begun in Pleasanton. Since many locals claimed the town was the birthplace of the cowboy, they decided to commemorate the tradition officially. The festival, which occurs annually in August, has cook-offs, fiddler contests, and carnivals in tribute to the cattle industry. Other important industries of the area are peanuts and petroleum. The population of Pleasanton was 6,091 in 1980 and 8,042 in 1994. In 1982 the town adopted a manager-council government.

Natural Environment

Pleasanton is known for "live oaks and friendly folks". In addition to oaks and other tree cover, environmental resources in Pleasanton include wildlife (including threatened and endangered species), Waters of the U.S. (streams, ponds and wetlands), floodplains, important soil and geological features, parks and open spaces and other developed land uses.

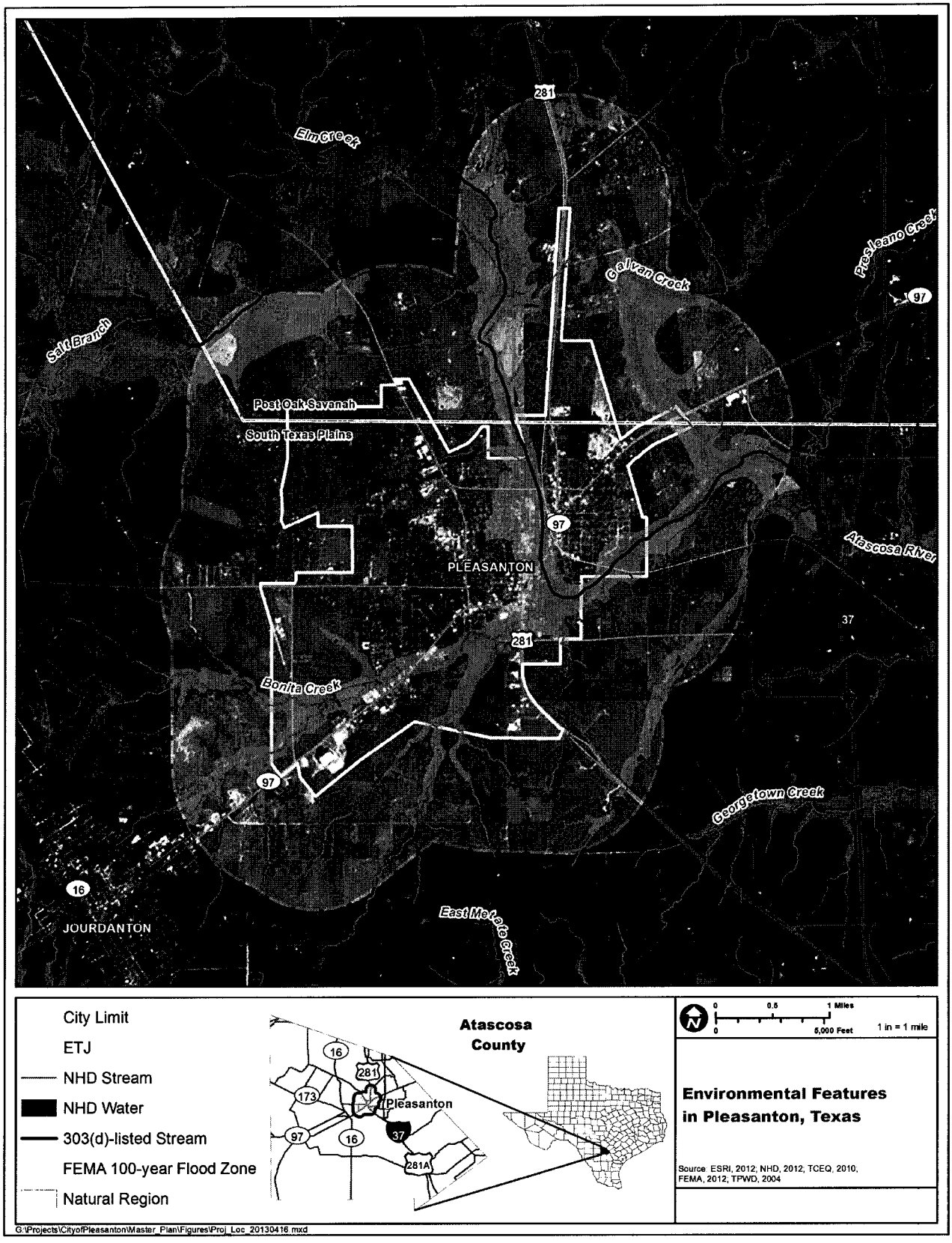
IMPORTANT WILDLIFE

The city lies within the Post Oak Savannah and the South Texas Plains natural regions of Texas (Gould et al., 1960). Because two different natural regions cross Pleasanton, one would expect a higher level of plant and animal diversity within the city.

The Post Oak Savannah originally had a plant community dominated by native bunch grasses and forbs with scattered clumps of trees, primarily post oaks (Quercus stellata) and other oak species (TPWD, 2013). Within the city limits, the region contains a thick understory of yaupon and eastern red cedar, although cedar has invaded these areas in recent history (Telfair, 1999).

The South Texas Plains region consists of mostly a dense growth of low thorny shrubs, with some areas interspersed with grasslands and brushlands (Arvin, 2007). Vegetation common in the region includes mesquite (Prosopis glandulosa), huisache (Acacia farnesiana), blackbrush (Acacia rigidula), guajillo (Acacia berlandieri), cenizo (Leucophyllum frutescens), colima (Zanthoxylum fagara), guayacan (Guaiacum angustifolium), and Texas persimmon (Diosypros texana) (TAMU, 2008).

The city is located within the Tamaulipan Biotic Province, in which at least 61 mammals, 57 reptiles, and 22 amphibians have been recorded (Blair, 1950). Over 212 species of birds have been recorded in Atascosa County over the past century (eBird, 2013). Lists of threatened and endangered species maintained by the U.S. Fish and Wildife Service (USFWS) and Texas Parks and Wildlife Department (TPWD) were consulted to determine which species could occur in Atascosa County and by extension, possibly in Pleasanton and its developing surroundings. Four federally-listed endangered species, four state-listed endangered species, one federally-listed candidate, seven state-listed threatened species, and twelve state-listed species of concern were identified as having the potential to occur in Atascosa County. These are listed on page 16.


281
Elm Creek
Galvan Creek
Presleano Creek
97
Salt Branch
Post Oak Savanah
South Texas Plains
97
PLEASANTON
Atascosa River
37
281
Bonita Creek
97
Georgetown Creek
16
JOURDANTON
East Medio Creek
City Limit
ETJ
NHD Stream
NHD Water
303(d)-listed Stream
FEMA 100-year Flood Zone
Natural Region
Atascosa County
16
281
173
Pleasanton
97
16
37
281A
0
0.5
1 Miles
0
5,000 Feet
1 in = 1 mile
Environmental Features in Pleasanton, Texas
Source: ESRI, 2012; NHD, 2012, TCEQ, 2010, FEMA, 2012, TPWD, 2004
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RARE, THREATENED AND ENDANGERED SPECIES OF POTENTIAL OCCURRENCE IN ATASCOSA COUNTY, TEXAS

SPECIES	FEDERAL STATUS	STATE STATUS	SPECIES/HABITAT DESCRIPTION
PLANTS			
Elmendorf's onion *Allium elmendorfii*	NL	SOC	Endemic, grassland openings in oak woodlands on deep, loose, well-drained sands, flowers March-April/May
Green beebalm *Monarda viridissima*	NL	SOC	Endemic perennial herb of the Carrizo Sands; deep, well-drained sandy soils in openings of post oak woodlands
Parks' jointweed *Polygonella parksii*	NL	SOC	Endemic; deep, loose, whitish sand blowouts in post oak savannah landscapes over Carrizo and Sparta formations; early successional grasslands, along rights-of-ways, and mechanically disturbed areas, flowers June- October, September-November
Sandhill woolywhite *Hymenopappus carrizoanus*	NL	SOC	Endemic; disturbed or open areas in grasslands and post oak woodlands on deep sands derived from Carrizo Sand and similar Eocene formations; flowering April-June
MOLLUSKS			
Golden orb *Quadrula aurea*	NL	T	Sand and gravel in some locations and mud at others; lentic and lotic systems; Guadalupe, San Antonio, Lower San Marcos, and Nueces River basins
CRUSTACEANS			
Nueces crayfish *Procambarus nueces*	NL	SOC	Known only from one small, sluggish tributary to the Nueces River; slightly sinuous channel with natural debris impeding flow; sand and gravel substrate, with silt in deeper, pooled areas, riparian edges of grasses, sedges, and herbaceous plants in unshaded area
REPTILES			
Spot-tailed earless lizard *Holbrookia lacerata*	NL	SOC	Central/ southern Texas, moderately open prairie-brushland, fairly flat areas free of vegetation or other obstructions, including disturbed areas
Texas garter snake *Thamnophis sirtalis annectens*	NL	SOC	Wet or moist microhabitats conducive to species occurrence; hibernates underground or in or under surface cover; breeds March-August
Texas horned lizard *Phrynosoma cornutum*	NL	T	Open, arid, and semi-arid regions with sparse vegetation; soil varies in texture from sandy-rocky; burrows into soil, enters rodent burrows, or hides under rock when inactive; breeds March-September; eats red/harvester ants
Texas indigo snake *Drymarchon melanurus erebennus*	NL	T	Thornbush-chaparral woodlands of south Texas; dense riparian corridors; suburban and irrigated croplands; requires moist microhabitats for shelter
Texas tortoise *Gopherus berlandieri*	NL	T	Open brush with grass understory preferred; open grass and bare ground avoided; burrows; breeds April-November
BIRDS			
American peregrine falcon *Falco peregrinus anatum*	NL	T	Year-round resident in west Texas, nests in tall cliff eyries; also, migrant across state from northern breeding areas in U.S. and Canada, winters along coast and farther south; occupies wide range of habitats during migration, including urban, with stopovers at leading landscape edges
Arctic peregrine falcon *Falco peregrinus tundrius*	NL	SOC	Migrant throughout state from subspecies' northern breeding range, winters along coast and farther south. Habitat, migration habits, and appearance very similar to American peregrine falcon
Interior least tern *Sterna antillarum athalassos*	NL	E	Subspecies listed only when inland (more than 50 miles from a coastline); sand and gravel bars within braided streams, rivers; man-made structures such as water treatment plants
Sprague's pipit *Anthus spragueii*	C	SOC	Only in Texas September-April; diurnal migrant; strongly tied to native upland prairie, can be locally common in coastal grasslands; sensitive to patch size and avoids edges
Western burrowing owl *Athene cunicularia hypugaea*	NL	SOC	Open grasslands, vacant lots near human habitation or airports; nests and roosts in abandoned burrows
Whooping crane *Grus americana*	E	E	Potential migrant via plains throughout most of state to coast; winters in coastal marshes of Aransas, Calhoun, and Refugio counties
Wood stork *Mycteria americana*	NL	T	Forages in prairie ponds, flooded pastures or fields, ditches, and other shallow standing water, including salt water; roosts communally in tall snags; breeds in Mexico

SPECIES	FEDERAL STATUS	STATE STATUS	SPECIES/HABITAT DESCRIPTION
MAMMALS			
Black bear *Ursus americanus*	NL	T	Bottomland hardwoods and large tracts of inaccessible forested areas
Cave myotis bat *Myotis velifer*	NL	SOC	Colonial and cave-dwelling; also roosts in rock crevices, old buildings, carports, under bridges, abandoned cliff swallow nests; hibernates in limestone caves of Edwards Plateau during winter
Gulf Coast jaguarundi *Herpailurus yagouaroundi cacomitli*	E	NL	Thick brushlands, near water favored; young born sometimes twice per year in March and August, or the beginning of the rainy season and end of the dry season
Ocelot *Leopardus pardalis*	E	E	Dense chaparral thickets; mesquite-thorn scrub and live oak mottes; avoids open areas; breeds and raises young June-November
Plains spotted skunk *Spilogale putorius interrupta*	NL	SOC	Catholic; open fields, prairies, croplands, fence right-of-ways, farmyards, forest edges, and woodlands; prefers wooded, brushy areas and tallgrass prairie
Red wolf *Canis rufus*	NL	E	Extirpated; formerly known throughout the eastern half of Texas in brushy and forested areas, as well as coastal prairies

T= Threatened NL= Not Listed E= Endangered SOC= Species of Concern C= Candidate

TPWD, 2012; USFWS, 2013

WATER QUALITY

Pleasanton is located within the Nueces River basin, which has a total drainage area of 16,950 square miles (TCEQ, 2013a). The basin has the third lowest value of average annual watershed yield among major river basins of Texas (TWDB, 2013). During low-flow conditions, chloride, sulfate, and total dissolved solid levels increase due to natural and man-made activities (TCEQ, 2013a). The city is located over the Carrizo-Wilcox aquifer, which is comprised of Carrizo Sand, which yields most of the water in the region and causes the entire system to act as a leaky artesian aquifer (TWDB, 1989). The limited groundwater supply, exacerbated by drought, is expected to decline in the future (TWDB, 2013).

For monitoring purposes, the Nueces River Basin has been divided into 17 classified segments. Water runoff from the City of Pleasanton drains to Segment 2017 – Atascosa River, which is listed as impaired due to bacteria, depressed dissolved oxygen, impaired fish community, and an impaired macrobenthic community. This can be harmful to contact recreational users (swimmers) and for fishing.

Approximately 52 linear miles of streams and rivers meander through Pleasanton, including the Atascosa River, Bonita Creek, Galvan Creek, and their tributaries. Approximately 3,237 acres of floodplains associated with these water systems occur within Pleasanton.

The Atascosa River runs generally from north to south, through the middle of the city. According to National Hydrography Dataset (NHD), the river is listed as an intermittent stream. The Atascosa River experiences elevated fecal coliform densities and inorganic nitrogen and phosphorus concentrations downstream of the city (TCEQ, 2013a). The river flows to the Frio River, which continues to the Nueces River and terminates at Nueces Bay in the Gulf of Mexico.

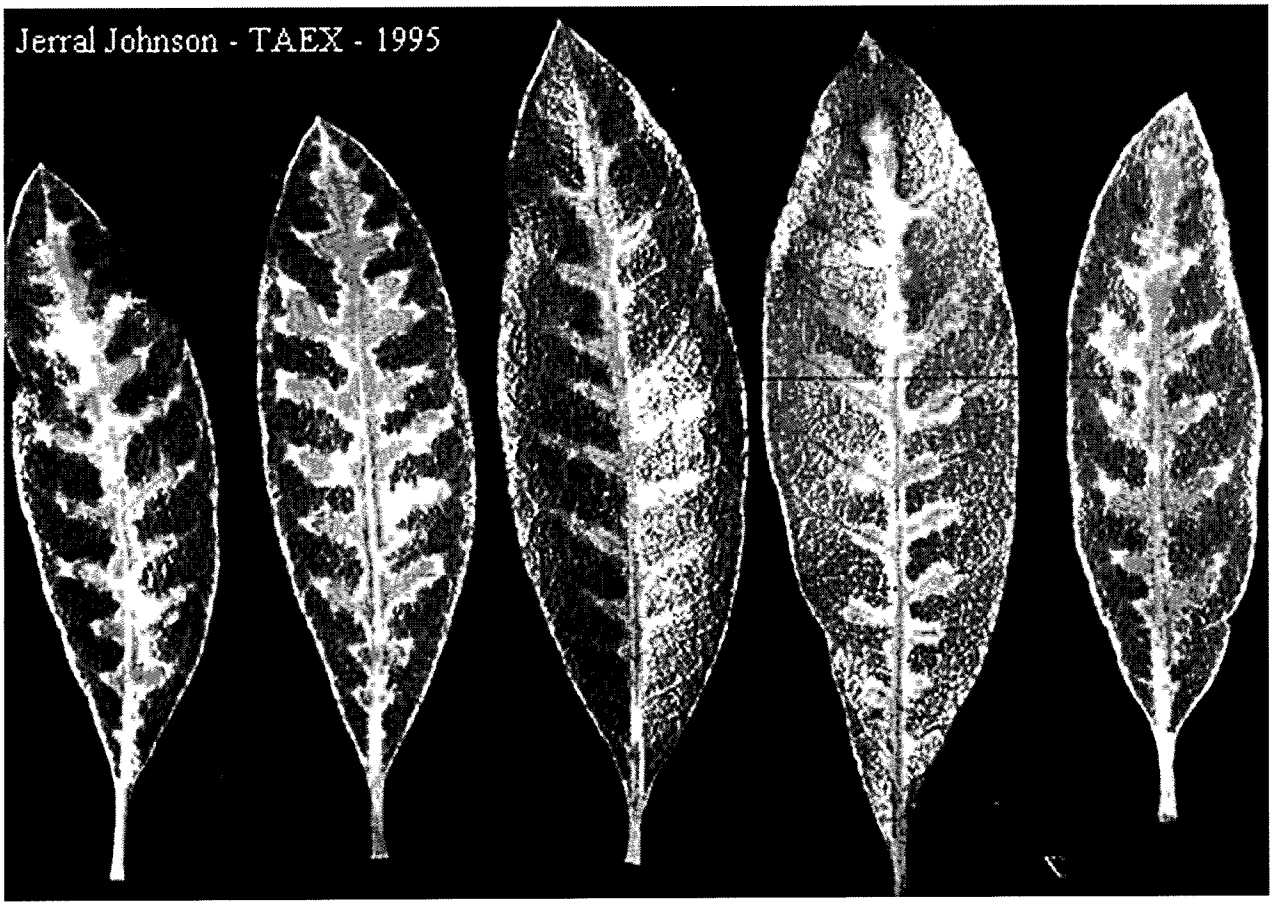
Bonita Creek runs from west to east along the south side of the city limits until it flows into the Atascosa River. According to the NHD, the creek is listed as an intermittent stream. Galvan creek runs from north to south, parallel to the Atascosa River on the east side of the city until it flows into the Atascosa River. According to the NHD, the creek is listed as an intermittent stream.

Approximately 110 acres of waterbodies are present within Pleasanton, including the Bonita Reservoir, Palmer Ranch Lake, and other ponds and wetlands. The Bonita Reservoir and Palmer Ranch Lake are located along Bonita Creek on the west side of town on private property near the Pleasanton Municipal Airport.

TREE PRESERVATION

Atascosa County is confirmed to have cases of oak wilt, which is a fungus that affects all species of oak trees. In 2007, the county had a low number of mortality cases, but the fungus can spread quickly

EXAMPLE OF OAK WILT



(http://texasoakwilt.org/gallery/map-gallery/). In an effort to prevent the spread of the disease, it is recommended that the City of Pleasanton consider the adoption of an oak wilt prevention policy similar to the policy created by the City of Austin.

SOILS AND GEOLOGY

Thirty-three soil types are known within Pleasanton. Of these soils, approximately 14,680 acres contain hydric soils within one percent of the mapped area (NRCS, 2012). According to NRCS, none of the soils are listed as prime farmland, although the area is known for peanut production and fruits and nuts.

Six geologic features occur within Pleasanton, including Sparta Sand, the Cook Mountain Formation, Fluviatile Terrace Deposits, Alluvium, the Weches Formation, and Queen City Sand. The Eagle Ford formation also underlies the city. This formation is very extensive, ranging from the Red River to the Rio Grande River, and is a source of minerals including gypsum, calcite, and quartz as well as petroleum (Moreman, 1927).

HAZARDOUS MATERIALS

Because of the location of the Eagle Ford Shale there has been a significant increase in oil and gas drilling/ fracking operations in Atascosa County since 2009. According to the Railroad Commission of Texas (RRC), as of the date of publication, there are 967 approved permits for oil or gas wells in the county. Fracking is strictly regulated in Atascosa County by the Evergreen Underground Water Conservation District which restricts companies to pump two acre-feet of water per acre of land per year. Due to the increased production of oil and gas from fracking, regulations are constantly changing. Several bills filed in March 2013 proposed changes to the permitting process, therefore it is not known if groundwater conservation districts would be exempt from permits for fracking in the future (Galbraith, 2013).

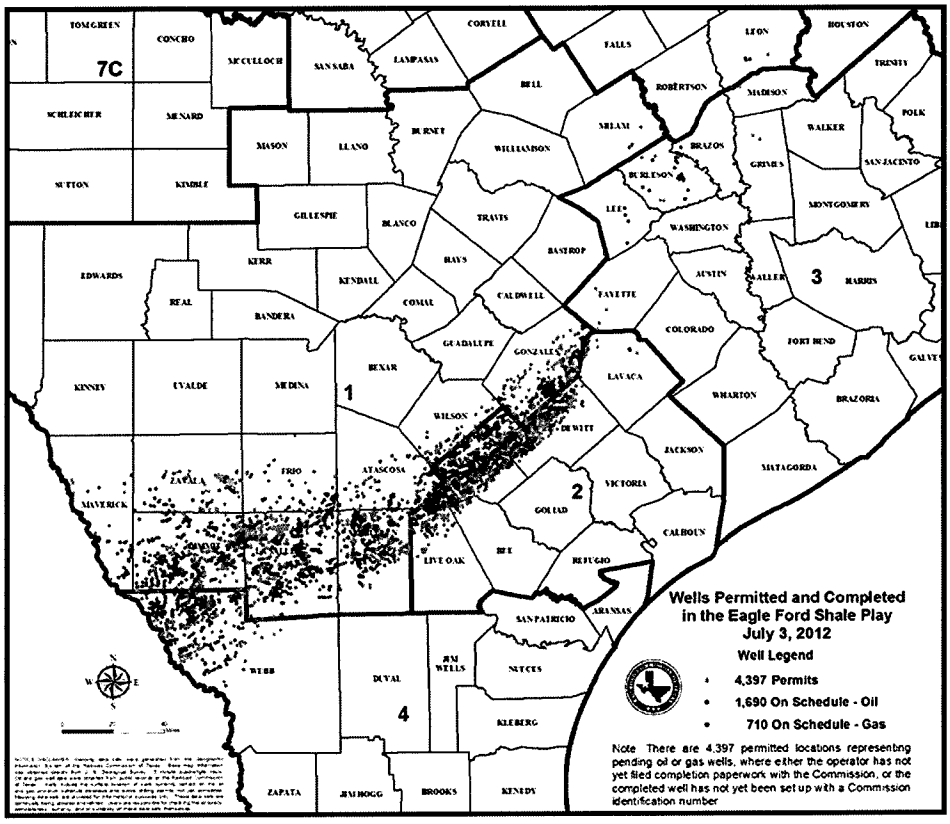
According to the TCEQ, there are no superfund sites in Atascosa County (2013b).

OAK WILT, AERIAL VIEW .

Relationship to the Region

Pleasanton is located in Atascosa County, approximately 30 miles south of San Antonio, and just off of Interstate Highway 37. It is also situated at the crossroads of State Highway 97 and US Highway 281. Other FM roads (FM 476, FM 5350, FM 1334, and FM 3006) provide local access within Atascosa County and rural areas just outside of Pleasanton.

Atascosa County, and Pleasanton, are considered part of the Alamo Area Council of Governments for regional governance issues. San Antonio is indeed the closest large city for major services not found within the Pleasanton itself, such as the International Airport, larger and specialized medical facilities and hospitals, many professional services, and large volume and specialty retail sales. In 2010, 45% of the active Pleasanton labor force worked in or near Pleasanton while 55% commuted between 25 to 50+ miles each way. Not surprisingly, 87% of the commuting jobs are due north in the San Antonio metropolitan area.



RELATIONSHIP TO THE EAGLE FORD REGION

Within just the last several years – since the 2010 Census, much of the current base of data published about Pleasanton – has been one of the most significant economic developments in the history of Pleasanton, perhaps even in the state. The Eagle Ford Play, as it is known, is an oil and gas producing region which is significantly shaping the future of Pleasanton.

According to the Texas Railroad Commission,

the Eagle Ford Shale is a hydrocarbon producing formation of significant importance due to its capability of producing both gas and more oil than other traditional shale plays. It contains a much higher carbonate shale percentage, upwards to 70% in south Texas, and becomes shallower and the shale content increases as it moves to the northwest. The high percentage of carbonate makes it more brittle and "fracable". The shale play trends across Texas from the Mexican border up into East Texas, roughly 50 miles wide and 400 miles long with an average thickness of 250 feet. It is Cretaceous in age resting between the Austin Chalk and the Buda Lime at a depth of approximately 4,000 to 12,000 feet.

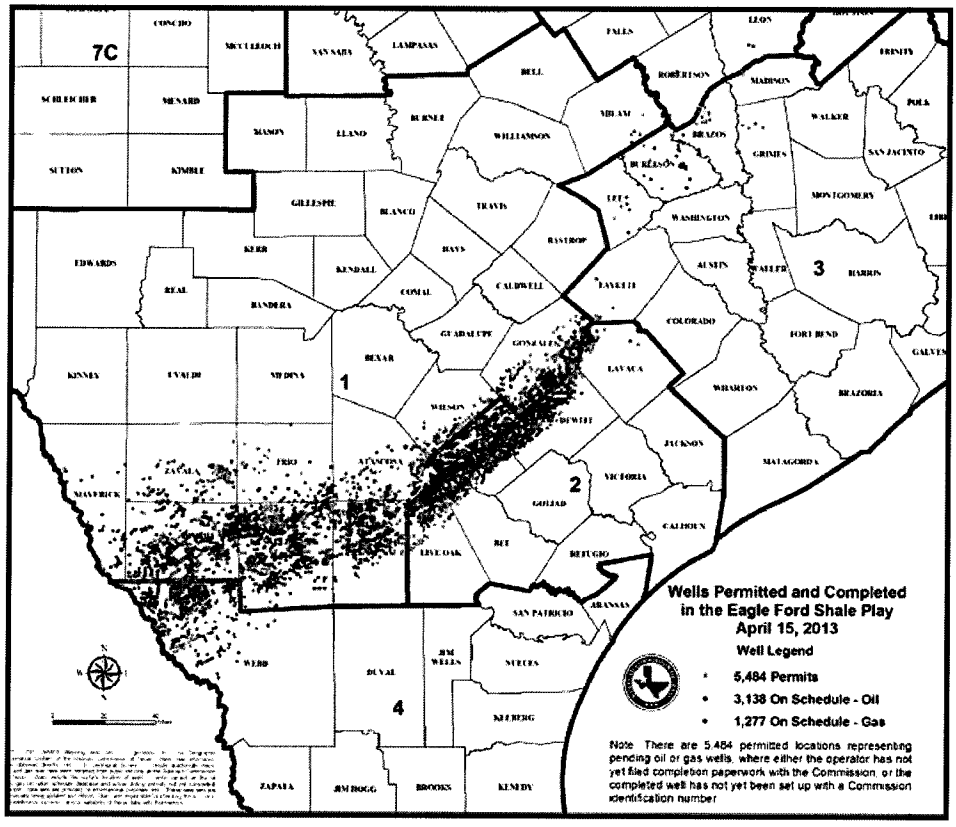
The technique of hydraulic fracturing, or "fracking", has enabled these mineral deposits to be mined. According to industry associations, Atascosa County is almost entirely in the liquids-rich or oil window of the Eagle Ford Shale. Primarily, drilling in Atascosa County targets the Eagle Ford Shale in the southern and eastern portions of the county where operators refer to both the crude oil and volatile oil windows.

Recent data indicates that a single well can produce as much as 830 barrels of petroleum crude and 400 million cubic feet per day.[1] The potential for this resource to deliver sustainably for many years (at least 15 years, according to the University of Texas at San Antonio, Institute for Economic Development) presents a set of obvious rewards, and yet simultaneously frames a set of risks and induced effects that are currently felt by the community.

Pleasanton's strategic geographic location relative to the shale play cannot be underestimated.

[1]Reference taken from http://eaglefordshale.com/counties/atascosa-county-tx/

THE NUMBER OF PERMITS ON SCHEDULE FOR OIL AND GAS HAS DOUBLED IN TEN MONTHS. PREVIOUS MAP FOR COMPARISON (OPPOSITE).



Demographic Profile and Analysis

Although it is generally understood by the authors of this plan and the Advisory Committee that many things have changed rapidly in Pleasanton within the last 24 months, as a starting place, a Census-based look at the demographic and economic conditions is still imperative. Many outside entities, including State and Federal agencies evaluating future proposals and other matters of intergovernmental business, accept the Census-based data as the cornerstone for any analysis. Stewart Planning has assessed the following data sources to provide a demographic snapshot of Pleasanton utilizing current and historic United States Census figures. From this information and analysis, some limited observations are made and placed in context with the activity surrounding the shale play.

POPULATION

	1990	2000	2010
Population	7476	8266	8934
Percent Change	-	11%	8%

AVERAGE HOUSEHOLD SIZE

	1990	2000	2010
Average Household Size	2.88	2.77	2.9
Percent Change	-	-4%	5%

AGE OF AND % RETIREES

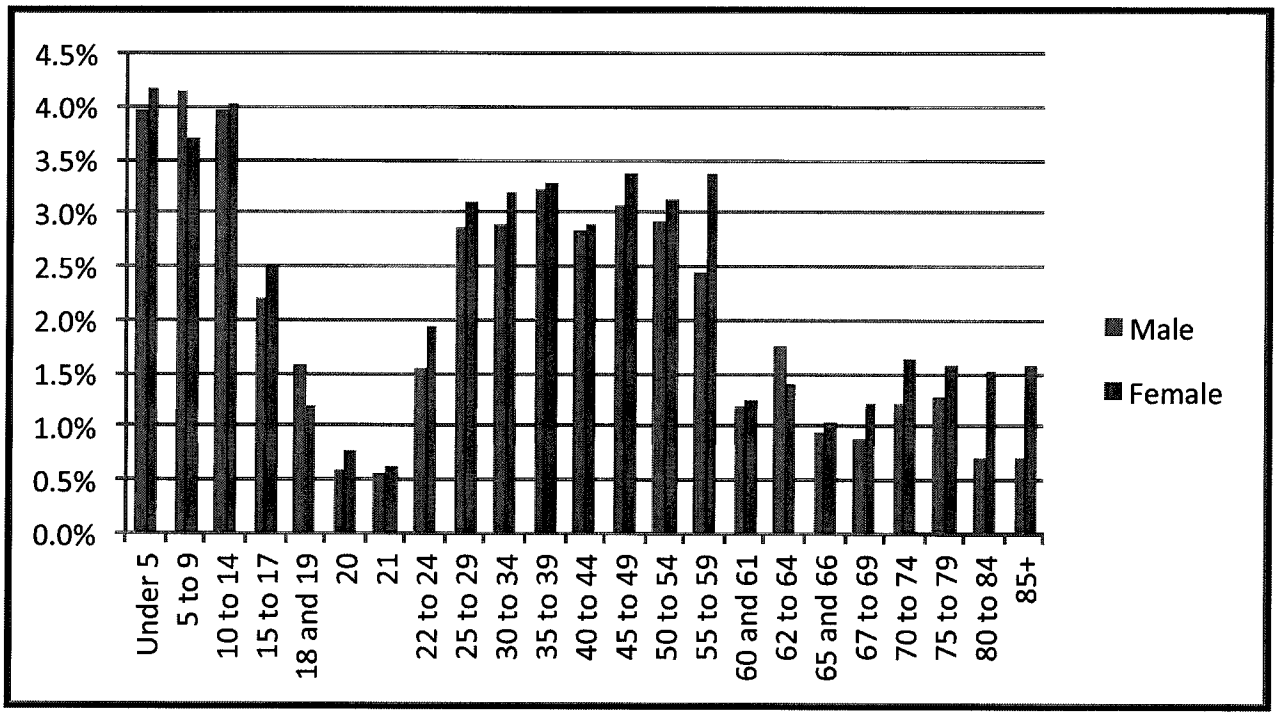
	1990	2000	2010
Persons 65 and older	948	1126	1278
Percent of Population	12.7%	13.6%	14.3%

SCHOOL AGED CHILDREN

	1990	2000	2010
School Aged Children (0-19)	2691	2747	2807
Percent of Population	36%	33%	31%

ENROLLMENT HISTORY, PLEASANTON ISD

2008-09	2009-10	2010-11	2011-12	2012-13
3,374	3,386	3,490	3,450	3,494



PERCENT OF TOTAL POPULATION, BY AGE AND SEX, 2010 CENSUS

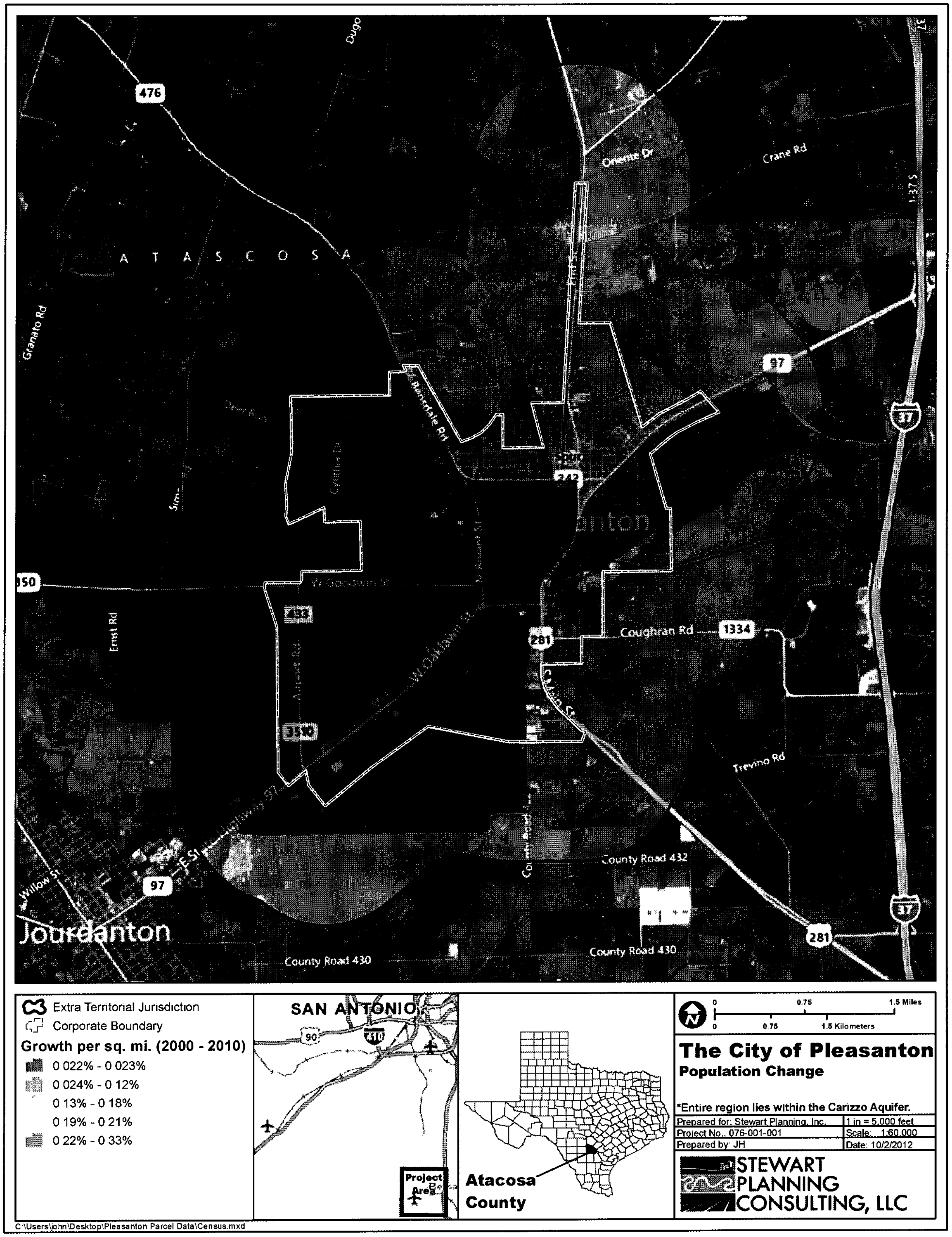
CENSUS DATA

The 1990, 2000, and 2010 Census provides a thorough and detailed look at the Pleasanton Demographics and how they are changing.

These latter statistics addressing the "bookends" of the demographic profile show steady and continued, but stable growth, outside of the influence of the population related to mining activity. The demographic profile can basically be characterized by the chart, "Percent of total population, by age and sex, 2010 Census" at right.

However, the Pleasanton Independent School District reports the following modest changes in enrollment for the following school years:

The Advisory Committee and consultant expect a growth of temporary population, consistent with the findings of the UTSA study.


476
Dugo
Oriente Dr
Crane Rd
I-37 S
37
A T A S C O S A
Granato Rd
97
Rosedale Rd
Spur
Coughran Rd
1334
281
W Goodwin St
W Oaklawn St
Ernst Rd
350
County Road 432
County Road 430
Trevino Rd
Willow St
Jourdanton
Extra Territorial Jurisdiction
Corporate Boundary
Growth per sq. mi. (2000 - 2010)
0 022% - 0 023%
0 024% - 0 12%
0 13% - 0 18%
0 19% - 0 21%
0 22% - 0 33%
SAN ANTONIO
90
410
Project Area
Atacosa County
0 0.75 1.5 Miles
0 0.75 1.5 Kilometers
The City of Pleasanton
Population Change
*Entire region lies within the Carizzo Aquifer.
Prepared for: Stewart Planning, Inc.
1 in = 5,000 feet
Project No., 076-001-001
Scale 1:60,000
Prepared by: JH
Date: 10/2/2012
STEWART PLANNING CONSULTING, LLC
C:\Users\john\Desktop\Pleasanton Parcel Data\Census.mxd

Workforce

As the economy grows and technological innovation increases, fewer workers are needed to generate the same and higher levels of economic productivity. However, to sustain this relationship and rising percentage, Pleasanton must ensure that the economy keeps growing. The Eagle Ford mining boom has created a large number of jobs for skilled and semi-skilled labor. The boom is also attracting from a labor pool far from Pleasanton and Atascosa County.

According to a recent study by the Center for Community and Business Research at The University of Texas at San Antonio Institute for Economic Development, the Eagle Ford Shale mining contributed $25 billion in total economic output to the region in 2011. Pleasanton is experiencing both direct and indirect effects of the economic boom. According to one source of Census-based information, the top three economic impacts would be to: education, healthcare, and retail, representing 42.5% of all employment for Pleasanton residents.

The following table lists the industries in which the 4,055 members of the Pleasanton workforce are employed. Age 30 to 54 encompasses 59% of the workforce and 40% of workers earn between $1251 and $3,333 per month. White alone accounts for 65% of the workforce and 52% are identified of Hispanic origin. Only 12% of the workforce in 2000 had attained a bachelor's or advanced degree.

INDUSTRY	COUNT	SHARE
Educational Services	628	15.50%
Health Care and Social Assistance	606	14.90%
Retail Trade	491	12.10%
Accommodation and Food Services	329	8.10%
Construction	296	7.30%
Manufacturing	248	6.10%
Public Administration	191	4.70%
Mining, Quarrying, and Oil and Gas Extraction	165	4.10%
Finance and Insurance	166	4.10%
Wholesale Trade	160	3.90%
Administration & Support, Waste Management and Remediation	130	3.20%
Professional, Scientific, and Technical Services	117	2.90%
Transportation and Warehousing	109	2 70%
Utilities	104	2.60%
Other Services (excluding Public Administration)	92	2.30%
Agriculture, Forestry, Fishing and Hunting	79	1.90%
Information	45	1.10%
Real Estate and Rental and Leasing	45	1.10%
Arts, Entertainment, and Recreation	34	0.80%
Management of Companies and Enterprises	20	0.50%

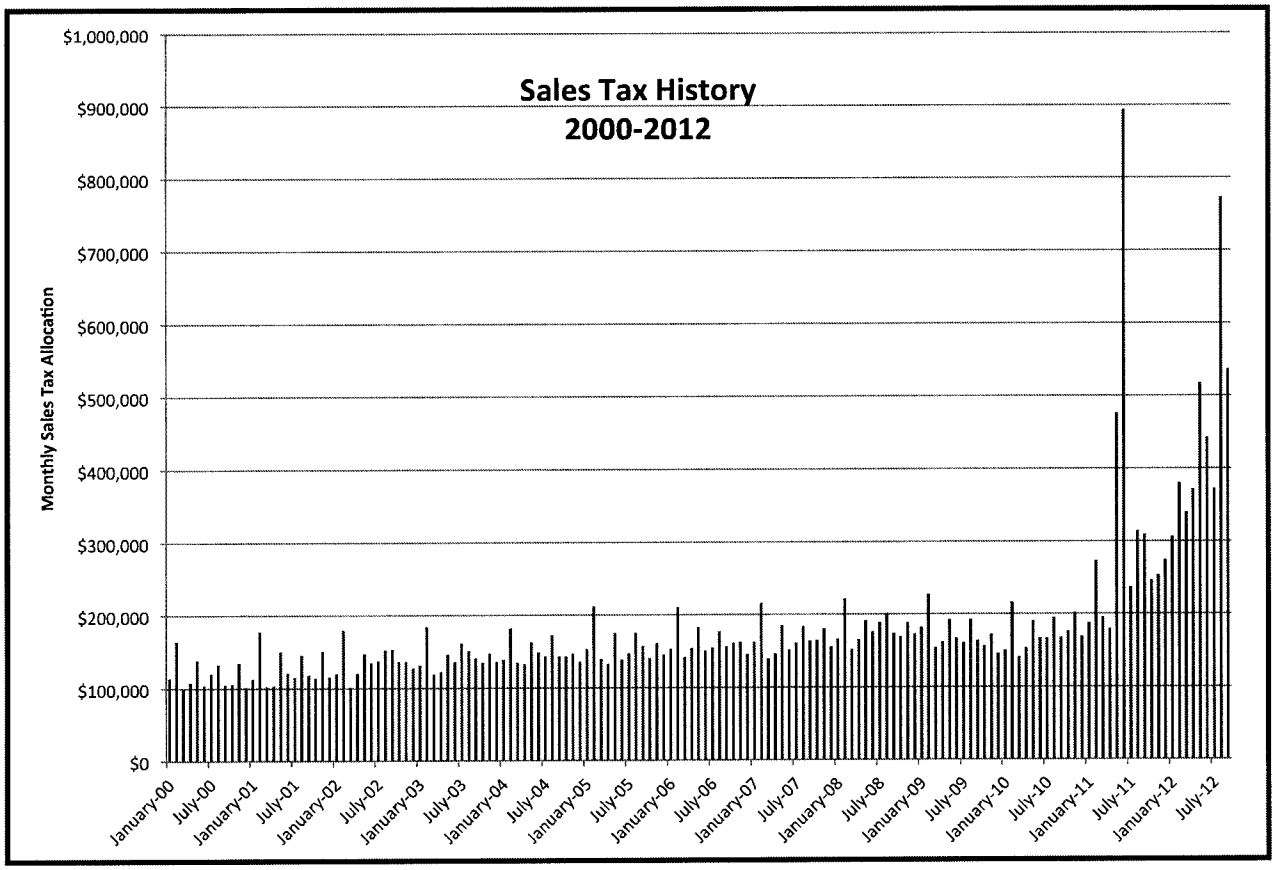
As noted previously, the majority of Pleasantonians work outside the city. In 2010, 45% of the Pleasanton active labor force worked in or near Pleasanton while 55% commuted between 25 to 50+ miles each way. Not surprisingly, 87% of the commuting jobs (1,365) are due north in the San Antonio area.

Source: Home Area Profile Analysis. U.S. Census 2000. OnTheMap.

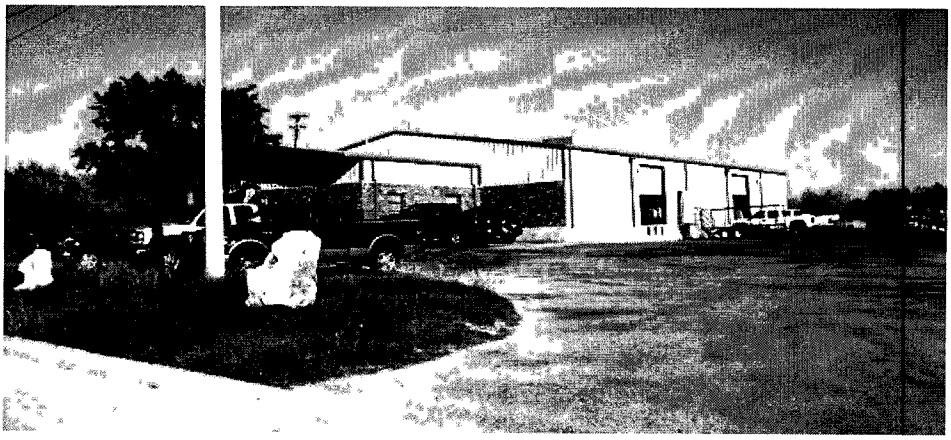
Economic Profile

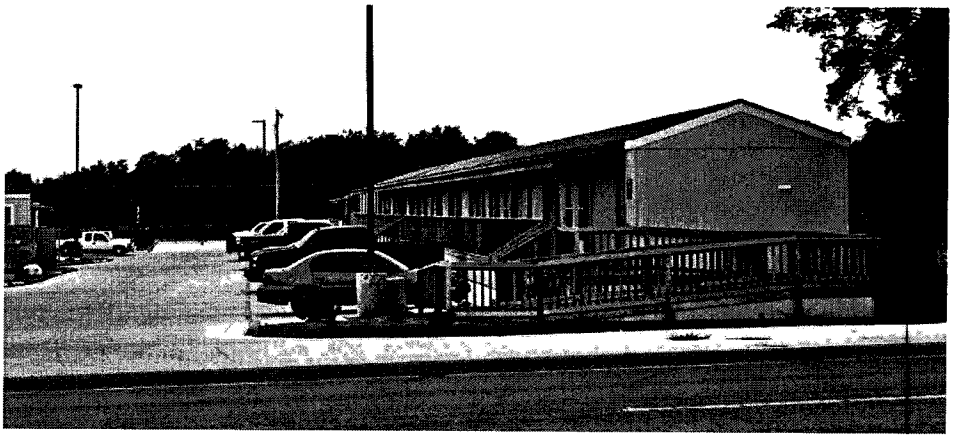
The most prominent new performer in the Pleasanton economy is the Eagle Ford Shale with its debut in 2008 with the discovery of Hawkville Field. The Center for Community and Business Research study mentioned above (UTSA) suggests the scenario most likely to occur will generate 7,913 transient and permanent workers of direct rig-related jobs with an estimation of 25,000 wells within the next 14 years from 2012-2025. The study also mentions that industry experts estimate the extraction and drilling activities could continue for another 30 years.

The Texas Workforce Commission analyzes employment changes within a regional economy. The following Shift-share analysis shown in Appendix B is one way to account for the competitiveness of a region's industries compared to the national economy.



THE CITY WOULD LIKE TO SEE MORE PERMANENT LONG-TERM ECONOMIC GROWTH (TOP) AS OPPOSED TO TEMPORARY PATTERNS (CENTER). THE ECONOMIC BOOM IS FELT READILY IN TOWN (BOTTOM).





In summary, for the Alamo area, Management, Warehousing, Transportation, Data Processing, and Non-store Retailers are the top employment opportunities when comparing local employment shares to national figures.

Sales tax collections have grown steadily over the last 10 years increasing by approximately 50% with taxable sales growing by $50 million. The following chart summarizes that the most recent 24 months have been characterized by high (8%) growth, while the preceding decade's growth in sales tax revenue had been a modest 1.5%.

The sales tax collection picture is the clearest indicator of the recent Eagle Ford impact.

Consumer Demand

An additional indicator of the city's economic profile is an analysis of economic preferences referred to as "market segmentation". Utilizing credit and debit card transactions (swipes), a system of over 60 distinctive categories categorized and gathered from real time consumer habits, and through an analysis by the Environmental Systems Research Institute, it can be seen that Pleasanton fits into two major market tapestries (groups, part of the "tapestry of the American fabric") which are referentially named "Midland Crowd" (America's largest segment) and "Southwestern Families" (4th largest family size at 3.97). This data provides some insight into what the population may have preference for, especially for retail sales, but also gives some indication about the underlying socioeconomic profile. From the ESRI Market Segmentation Analysis:

The Midland Crowd is the majority representation of Pleasanton at 61% of households. The median age is 37.2, 62% of households are married couple families half with children. Neighborhoods are not diverse. Median income is $50,000, slightly lower than the US median. Unemployment is below average. College attendance for those above 25 is 45% with 16% earning a degree. Residents live in housing developments primarily built after 1969 with a homeownership rate of 81%. The median home value is $122,000 two-thirds of the housing single family and 28% mobile homes. Residents are politically active and conservative dictated by the rural location and traditional lifestyle. One-fourth of the households own three or more vehicles and many own trucks and motorcycles. They take pride in working on their own vehicles, homes, and gardens. They also hunt, fish, and do woodworking. Favorite pets are dogs. They shop locally or mail order. They often frequent the drive-through at a fast-food restaurant. Midland Crowd watches CMT, the Speed Channel, Home & Garden and NASCAR, rodeo/bull riding, truck and tractor pulls, fishing programs, and news. Listening to country music and reading fishing and hunting magazines are other entertainment choices.

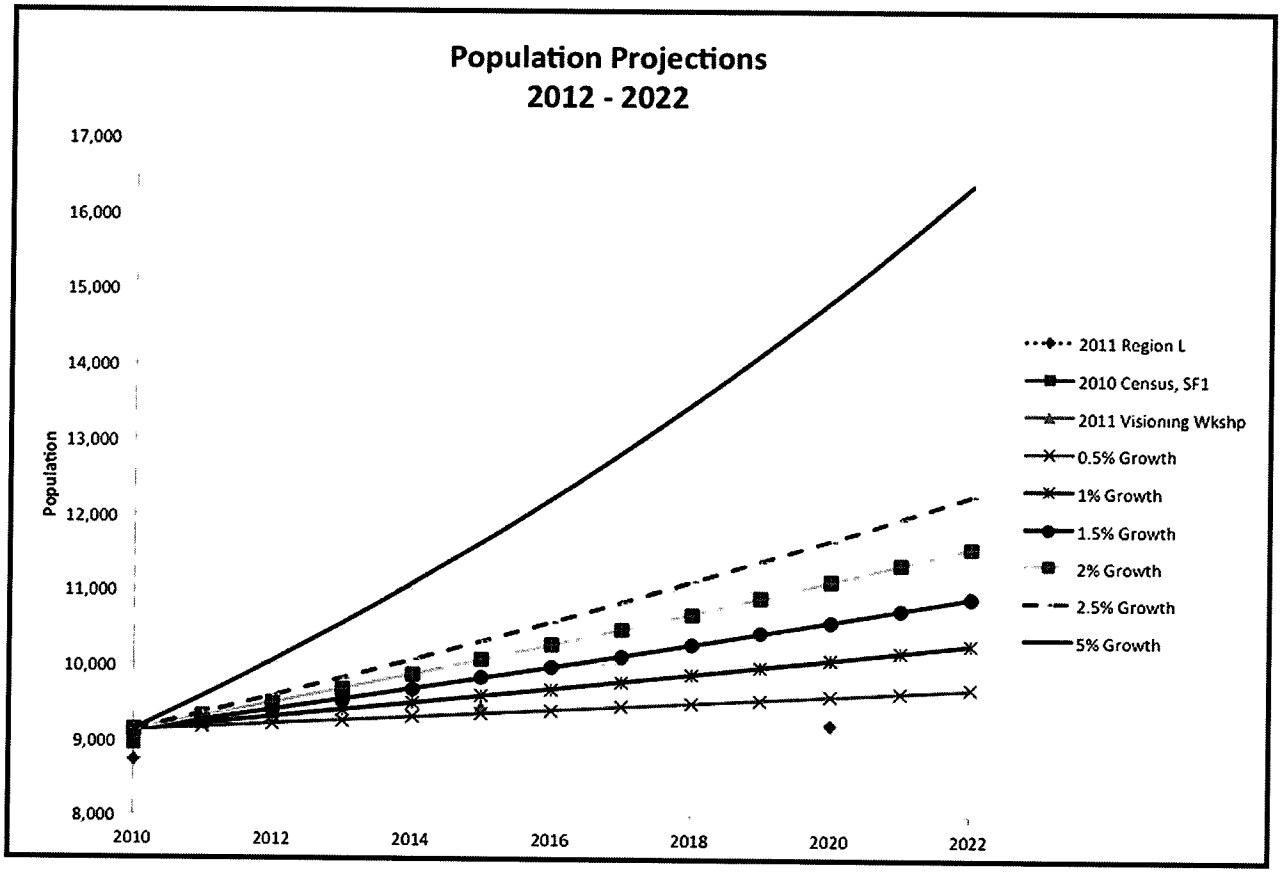
The secondly largest cohort, Southwestern Families, represents 32% of Pleasanton. They are a mix of housing types centered on children. The average family size is large at 3.97. Grandparents are often caregivers. The median age is young at 38.8 years. Hispanics represent 83% of the tapestry. Median household income is $28,000. Money is carefully budgeted to support their homes and families. With minimal opportunities to save, net worth is low at $17,000. Educational attainment is low with 50% aged 25 and older not graduating high school. Most are employed in blue collar and service jobs. Occupations include construction, accommodation/food services, administrative services, agriculture, and mining. Unemployment is far above average at 17.3%. Home ownership is important and over two-thirds own their homes, small modest, primarily single-family structures. The median home value

is $57,000, very low, the second lowest amount all 65 tapestry segments. Mobile homes represent 11% of the housing. With family life centered on children, baby and children's products are frequent purchases. Clothing and groceries are purchased at discount stores. They buy used cars and fix or replace car parts themselves. Cable subscriptions are low based on choice not available. TV and radio are the best media to reach Southwestern Families.

Population Projections

In order to estimate the future population, a series of population projections were performed. The Advisory Committee considered the projections from the Texas Water Development Board State Water Plan (Region L) planning process, the 2011 Visioning Workshop, and a series of straight arithmetic growth projections. Additional data on water connections is being evaluated at the time of this first draft.

The Committee recommended that for the purposes of this planning effort, the middle growth scenario (1.5%) should be utilized.



Major Themes

From these evaluations of various data sources, as well as discussions with the Advisory Committee, and the results of the 2011 Visioning Workshops, the following major themes guide the development of this Master Plan:

1 The demographic statistics only show a modest picture of growth. The impact of the Eagle Ford boom is not yet seen in many sets of numbers. It will be important during this planning effort to recognize that utility planning should carefully consider the impact of temporary population.

2 One significant community strength is the strategic geographic location.

3 Another significant community strength is that Pleasanton is the retail hub for the County.

4 One significant community weakness is the current lack of plan or vision

5 Another significant community weakness is a sense of community apathy.

6 The community recognizes the opportunity presented by the Eagle Ford Shale.

7 The community also recognizes tremendous opportunity within its downtown area.

8 The population is expected to grow at 1.5%, with some additional allowance for temporary population.

9 The demographic profile is aging, and the 55+ age group is expected to continue to grow.

10 Most citizens are employed in the service industry

11 Pleasanton supplied goods to the region, providing more goods and services than the City's population demands.

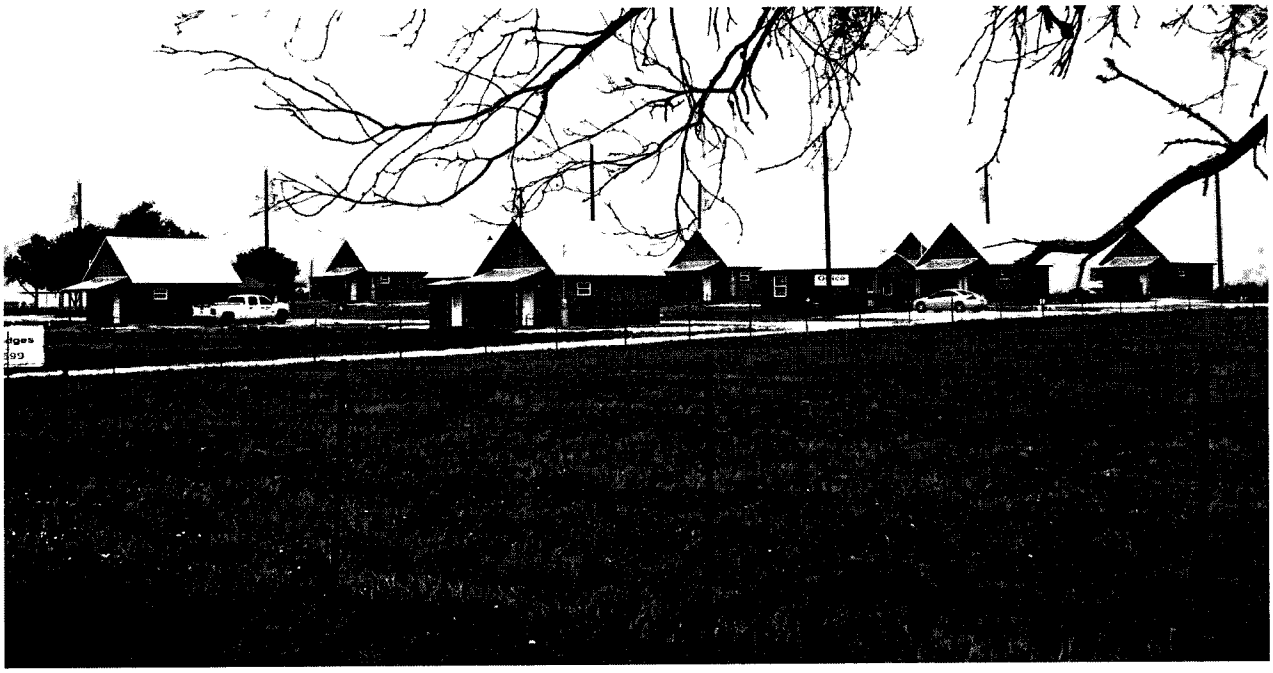
12 Sales tax growth has been rapidly increasing over the last 24 months.

Housing

Housing Can't Be Taken For Granted

Decent, affordable housing is important to families. It fulfills a basic human need for shelter, and also contributes to the well-being of both parents and children. Affordable housing frees up funds within families' tight budgets to spend on other necessities like health care and food.

What do we look at and measure to determine if housing is adequate for a community? A successful housing component has a mix of housing types, a range of prices to meet various wages, and rental and ownership opportunities. A variety of housing types results in a well balanced and diverse community of different interests, ages, and needs. A lack of affordable housing can create economic stress or unreasonable transportation requirements for low income families. Housing supply and vacancy data are used to evaluate the need for new housing programs and initiatives. In addition, the rental vacancy rate is a component of the index of leading economic indicators and is a gauge of the current economic climate. Too much or too little supply has a negative effect on the community as it demonstrates either an unhealthy economy or lack of affordable housing choices.



HOUSING OVER TIME

Pleasanton's housing supply is predominantly single-family residential detached. There is a small amount of manufactured and multi-family housing. The median home value is affordable with over half of the housing stock valued less than $100,000 with a median home value of $88,300.[1]

The Atascosa County Appraisal District reports the median market value for residential properties (based on homestead exemption) in 2012 is $106,113.

To be competitive regionally, Pleasanton can plan for its growth by providing additional housing choices. There has been relatively little new residential development in the last 10 years. The last and largest housing growth spurt occurred in the 1980s. The following chart shows the age of Pleasanton's housing stock.

With the growing senior population, denser single family options and independent and assisted living facilities will be in demand. Additional rental housing is necessary for the employees servicing the growing commercial entities. Finally, without new single family supply, potential homebuyers will migrate from Pleasanton and to neighboring communities that have additional capacity.

There are new pressures on housing to meet the new economic climate. These housing demands are discussed further at the end of this chapter.

[1]Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015..