



by local governments in Texas to new development projects in order to pay for transportation improvements occurring as a result of the new development. This type of fee puts the burden of financing such improvements on the developer and minimizes the cost that local governments incur, and as such, current taxpaying residents, to service new development. Furthermore, having an additional funding source enables local governments to plan and construct needed infrastructure to maximized capac-

ities to support future increases in development. In particular, Chapter 395 of the Texas Local Government Code (LGC) specifically addresses developer participation in the construction of off-site facilities for such infrastructure as water, wastewater, and roadways. Roadway impact fees are limited to projects within city limits and portions which may be located in the city's extraterritorial jurisdiction (ETJ) cannot be included in the impact fee calculation.

## DEBT INSTRUMENTS

The City may also issue instruments of debt to pay for improvements, which allows for the cost to be spread to future rate payers, assuming the city grows. Examples, discussed in detail in other Chapters of this Plan, include:

- General Obligation
- Revenue Bonds
- Tax Notes

## TXDOT PROJECTS AND FUNDING

Understanding TxDOT's transportation planning efforts, project and programming development, and funding mechanisms can be important for local governments to effectively work with them in order to leverage opportunities that may be mutually beneficial at the local level.

The Texas Rural Transportation Plan (TRTP) serves as TxDOT's long-term, rural transportation plan through 2035. As part of the plan, approximately 600 long-term, rural, added-capacity highway projects statewide were identified and ranked through a process of reviewing

existing project databases and lists and requesting input from TxDOT Districts and local stakeholders. While the TRTP was successful in identifying and ranking needs according to a vetted process, the projects presented in the TRTP are not currently funded or programmed to be funded in the next years. With that said, the only identified project from Atascosa County includes expanding IH 37 from four to six lanes for approximately 15 miles from US 281 to the Atascosa/Bexar county line. This project is presently ranked at number 16 out of a total 37 TxDOT San Antonio District projects.

| HIGHWAY | TXDOT<br>PROJECT ID | ESTIMATE       | BID DATE | DESCRIPTION                      |
|---------|---------------------|----------------|----------|----------------------------------|
| IH 35   | 1704038             | \$2,296,816.80 | 2011-09  | CONSTRUCT FRONTAGE ROADS         |
| IH 35   | 1704040             | \$5,201,703.60 | 2011-11  | RESURFACE ROADWAY                |
| US 281  | 7303063             | \$701,340.15   | 2014-09  | SAFETY TREAT FIXED OBJECTS - HES |
| US 281  | 7304047             | \$3,069,620.50 | 2015-09  | INSTALL PAVEMENT STRIPES/MARKERS |
| IH 37   | 7305065             | \$6,645,002.33 | 2013-05  | RESURFACE ROADWAY                |
| SH 16   | 61302055            | \$175,708.99   | 2009-09  | LANDSCAPE                        |
| FM 140  | 74805039            | \$8,358,541.41 | 2015-02  | WIDEN ROADWAY                    |
| FM 2504 | 173802013           | \$6,252,270.69 | 2012-06  | REBUILD ROADWAY                  |
| FM 2924 | 297501008           | \$2,789,282.36 | 2013-01  | REPAIR ROADWAY                   |

#### CURRENTLY ACTIVE ATASCOSA COUNTY TXDOT PROJECTS

In contrast to the TRTP, the TxDOT Unified Transportation Program (UTP) serves as a ten-year plan to guide transportation project development and construction for both rural and urbanized areas, while TxDOT's Statewide Transportation Improvement Program (STIP) incorporates metropolitan and rural area transportation improvement programs and projects over a four year period. TxDOT projects are generally funded by the State Highway Fund (comprised of revenue from transportation user fees and tax revenue) and through debt programs (e.g. the Texas Mobility Fund) through which bonds are issued and secured by toll revenue or other federal loan programs. The following projects, available through TxDOT's project information database online, include projects that were in the design phase as of September 1, 2008 in Atascosa County.

While several projects, as outlined above, are currently planned or underway in Atascosa County, the outlook of future roadway improvements is not as good. Dwindling transportation funds, as a consequence of a federal fuel tax that has not been increased since 1993 and more fuel-efficient cars, among other things, combined with growing populations and increasing transportation needs, are serious challenges to successfully funding and implementing future roadway projects and programs. As such, the TRTP recommends long-term strategies to focus available transportation funds on the most cost-effective improvements, managing the statewide transportation system to encourage cost-effective shifts in how the public travels, and strategically developing partnerships for providing transportation improvements.



Alternative means to improving the truck traffic through Pleasanton may be achieved in the short-term. The TTI study suggested such improvements to the traffic operations at the US 281/SH 97 intersection in Pleasanton, as an alternative to the rural truck route, to include the following:

- Lengthening the northbound, left-turn bay in order to better accommodate long queues, especially those including large vehicles and trucks
- Converting the southbound, right lane of the intersection to a right-turn only lane to better accommodate right-turn movements (which is the highest-volume turning movement on this intersection approach). As such, the southbound approach would then include a left turn bay, a single through lane, and a right turn lane.
- If the improvement above was made, the eastbound to southbound, right-turning movement at the intersection could be converted into a free-flowing right turn lane, with right-turning traffic not having to yield to southbound through-traffic. Turn radius improvements may be necessary to ensure that large trucks can be accommodated.

## SALES TAX DEDICATION FOR ROADWAYS

Most of a local government's general revenue is funded through property taxes and local sales and use taxes in Texas. State sales and uses taxes are incurred on all retail sales, leases and rentals of most goods, as well as taxable services. Certain entities in Texas, such as cities, counties, transit authorities, and special purpose districts, have the option of imposing an additional local sales tax for a combined total of state and local taxes of 8.25 percent. State taxes make up a total of 6.25 percent of the total 8.25 percent of local sales taxes that can be assessed, leaving up to a 2 percent difference distributed among other entities. Depending on the local rate, cities can assess anywhere from 0.25 percent to 2 percent of the local sales tax.

The City of Pleasanton currently assesses all of the total possible 8.25 percent of local sales tax, of which 0.5 percent is allocated to

Atascosa County, and 1.5 is allocated to the City. Of the 1.5 percent available to the local community, 0.25 percent is currently dedicated to a reduction in ad valorem tax rates, and 1.25 percent is available to the general fund.

Many Texas cities choose to set aside a portion of the revenue gained from sales taxes to specific endeavors or services. Some cities have utilized this strategy as an effective means to fund roadway improvements, and as such, have dedicated a percentage of their local sales taxes to these improvements.

## STREET ASSESSMENTS

As an alternative to a dedicated sales tax for roadway improvements, the cost for projects such as existing street reconstruction can be borne in direct proportion by those who use them the most, i.e. the residents adjacent to the street. In this case, the cost of the project can be assessed according to lot frontage and paid over a set amount of time (one to five years, for example).



# Capital Improvements Plan

"Don't worry about bitin' off more'n you can chew; your  
mouth is probably a whole lot bigger'n you think."

— Cowboy Wisdom





# Capital Improvements Plan

## INTRODUCTION

The development of a successful Capital Improvements Program involves identifying the needs of the community and preparing a short-term and long-term funding strategy to meet those needs in order to achieve the most cost-effective master plan. Population growth and aging infrastructure are the primary factors that create the need for public investment in facilities.

A Capital Improvements Plan (CIP) is an effective planning tool to use with allocating funds and provides a framework to define the required timing of each project. A CIP addresses necessary improvements to the existing system in order to meet established performance criteria and defines improvements required during 2013 through 2023 to accommodate future growth. As a result, the City can utilize the CIP as a roadmap in order to take advantage of alternative financing opportunities, including federal and state funding.

## DEFINING CAPITAL PROJECTS

A 'capital project' is defined as a project with a minimum total cost of \$50,000 resulting in the (1) creation of a new fixed asset; or (2) enhancement to an existing fixed asset with a life expectancy of at least 20 years. The CIP is designed to identify necessary infrastructure improvements, such as collection and transmission mains, water supply projects, water/wastewater facilities, to address existing system deficiencies. Projects considered 'operational, recurring or maintenance' in nature, as well as vehicle replacements costing less than \$35,000, are not considered as CIP projects; these types of projects should be funded through the City's operating budget.

The CIP is not to be confused with the Capital Improvement Budget. This budget is prepared each year in conjunction with the Annual Operating Budget and includes only those projects identified in the first year of the CIP for funding and implementation.

## DEVELOPING A CAPITAL IMPROVEMENTS PLAN

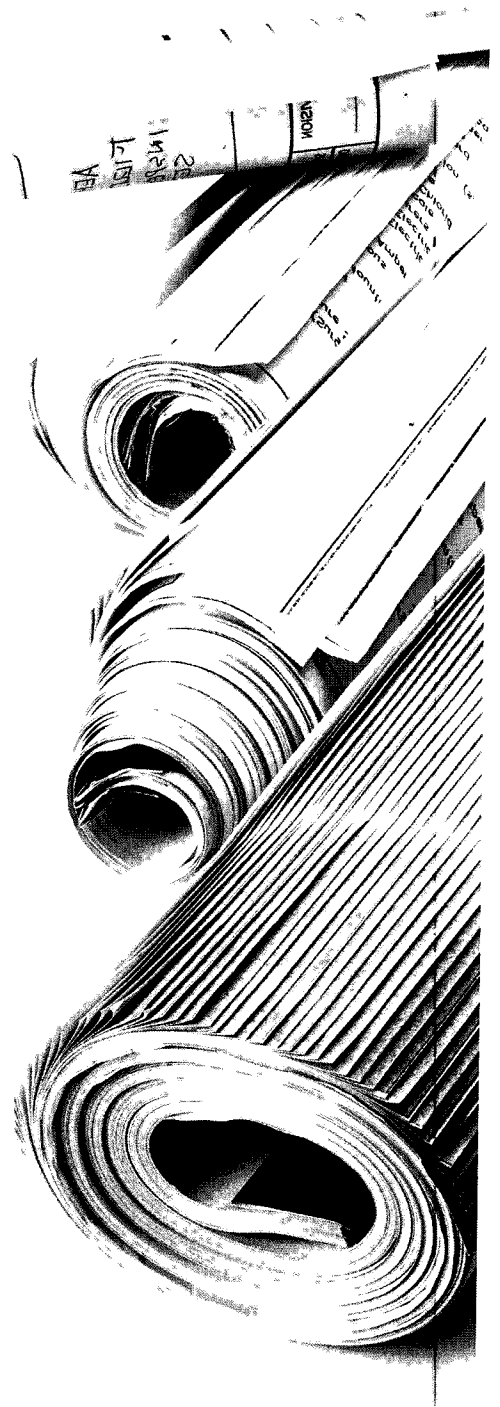
The CIP should be updated on an annual basis and serve as a guide for the City to manage the continually changing needs of the community.

The scheduling of the improvements noted in the CIP for the ten year planning period (2013-2023) is based on the following factors:

- Address existing system deficiencies;
- Address TCEQ regulatory requirements; and,
- Support new population growth.

Several of the proposed infrastructure improvements identified in the CIP include a combination of the factors listed above. Where applicable, a determination was made to identify the percentage of the project costs for the proposed improvement allocated towards supporting new population growth and addressing system deficiencies/regulatory requirements. The costs associated with serving new growth will be used in the development of impact fees for the City.

Planning level capital costs were developed based on several sources, including information from the CEC – City of Pleasanton 2008 Water/Wastewater Master Plan and the Means Facilities Construction Cost Data. The project cost estimates include an allowance of 20 percent for construction contingency; 17 percent for engineering/surveying/geotechnical and management fees. Financing cost estimates were based on a 3 percent interest rate per year.





# Capital Improvements Plan

**TABLE 1.1 CAPITAL IMPROVEMENTS PLAN – CRITERIA SCORING MATRIX**

| CRITERIA                   | SCORING SELECTION   |  |  |
|----------------------------|---|--|--|
|                            | 1   | 2  | 3  |
| Community Goals & Plans    | Project consistent with Comprehensive Plan or does nothing to advance City's strategic goals                          | Project consistent with Comprehensive Plan but does little to advance City's strategic goals                       | Project directly consistent with Comprehensive Plan and advances City's goals  |
| Public Health & Safety     | Project does not impact existing public health and safety   | Project increases public health and safety but is not an urgent need   | Project addresses an immediate safety hazard or public health issue  |
| Legal Requirements         | Project not mandated or required by court order, judgment or interlocal agreement                                     | Project addresses anticipated mandates, legal requirements or interlocal agreement                                 | Project required by federal, state or local mandates, court orders and judgments; required by interlocal agreement                                   |
| Standard/Level of Service  | Project not related to maintaining an existing standard or level of service   | Project maintains existing standard or level of service  | Project addresses deficiencies with existing services and establishes new service  |
| Extent of Benefit          | Project benefits a small percentage of citizens or particular neighborhood area                                       | Project benefits a large percentage of citizens and/or neighborhood area   | Project benefits all citizens in the community   |
| Relation to Other Projects | Project not related to other CIP projects currently underway  | Project linked to other CIP projects (underway but not completed)  | Project essential to the success of other CIP projects currently underway  |
| Public Perception          | Project not supported by the public; not identified as a need   | Project identified as a need in the community but lacks strong support   | Project has strong technical and political/community support   |
| Service Efficiency         | Project does not impact service efficiency  | Project provides system-wide cost savings by eliminating obsolete or inefficient facilities                        | Project provides significant cost savings by increasing the efficiency of the performance of a service or reducing on-going cost of service/facility |
| Economic Development       | Project negatively impacts capital investment, tax base or job opportunities  | Project does not impact capital investment, tax base or job opportunities  | Project improves/increases capital investment, tax base and job opportunities  |
| Environmental Quality      | Project negatively impacts environmental quality of City  | Project does not affect the environmental quality of the City  | Project improves the sustainability of the environment   |
| Project Feasibility        | Project not able to proceed forward to due obstacles  | Minor obstacles exist; project almost ready to proceed   | Project ready to proceed; no obstacles are present   |
| Opportunity Cost           | Project costs would be less than the rate of inflation if project deferred  | Project costs would equal inflation if project deferred  | Project costs would be greater than the rate of inflation if project deferred  |
| Operations Budget Impact   | Project significantly increases debt service, installment payments, personnel/operating expenses or decreases revenue | Project neither increases or decreases debt service, installment payments, personnel/operating expenses or revenue | Project decreases debt service, installment payments, personnel/operating costs or increases revenue   |



## CIP GUIDELINES AND PROCEDURES

The CIP is developed on an annual basis and is comprised of projects and improvements submitted by city staff members and/or the public. Each project and/or improvement is identified on a Project Request Form (reference Appendix E), which includes the following information:

- ✎ Project Title: descriptive name of project for reference purposes
- ✎ Department Responsibility: department and/or division submitting request
- ✎ Map: identify location of proposed project; insert small map if available
- ✎ Description: detailed summary of nature and scope of project; provide additional information about location of project and proximity/relation to existing facilities
- ✎ Justification: detailed summary of rationale for project
- ✎ Comprehensive Plan and/or Master Plan Compliancy: check appropriate box on form
- ✎ Expenditure Schedule: proposed annual expenditures based on project implementation schedule and total budget; estimates should be based on present worth costs and be reassessed annually

For example: Planning costs include research or planning/feasibility studies preliminary and final engineering design

plans are listed under the 'design' component; construction costs include all landscaping and inspection fees; equipment costs reflect all miscellaneous equipment and furnishings for the project.

- ✎ Operational Impact: identify and quantify any net impact of the project on the operating budget during the project schedule as well as following completion of the project
- ✎ Funding Schedule: complete appropriate blanks on form; list proposed expenditures for each source of funds according to each year of the project duration
- ✎ Comments: list reference to supporting documents/materials, such as engineering reports, Comprehensive Plan, etc., as well as relationship to other CIP projects
- ✎ Project Score: section (total score) will be completed by the CIP Review Committee

For each city department, a list of projects needs to be compiled that summarizes the projects according to the year targeted to initiate work, as well as order of priority.

The projects are then reviewed by a CIP Review Committee, typically led by the City Manager and comprised of staff members from various city departments such as Public Works and Finance, as well as a representative from City Council and the Planning and Zoning (P&Z) Commission.



## Capital Improvement Plan

During this process, the CIP Review Committee evaluates and prioritizes the CIP projects based on criteria scoring matrix (reference Table 1.1) in order to provide consistency and objectivity in the scoring process.

A copy of the CIP Scoring Sheet is included in Appendix E; guidelines for completing this form are provided below:

- NA or RE: description of whether project is an acquisition of a new asset (NA) or a repair of an existing asset (RE); additional description in adjacent column on form needed to clarify type of asset being repaired (i.e. ST=streets; BD=building)
- Department: name of department submitting request or use 'public' descriptor
- Total Cost: cost estimates based on present worth values
- City Share: amount of total project cost to be paid by the City

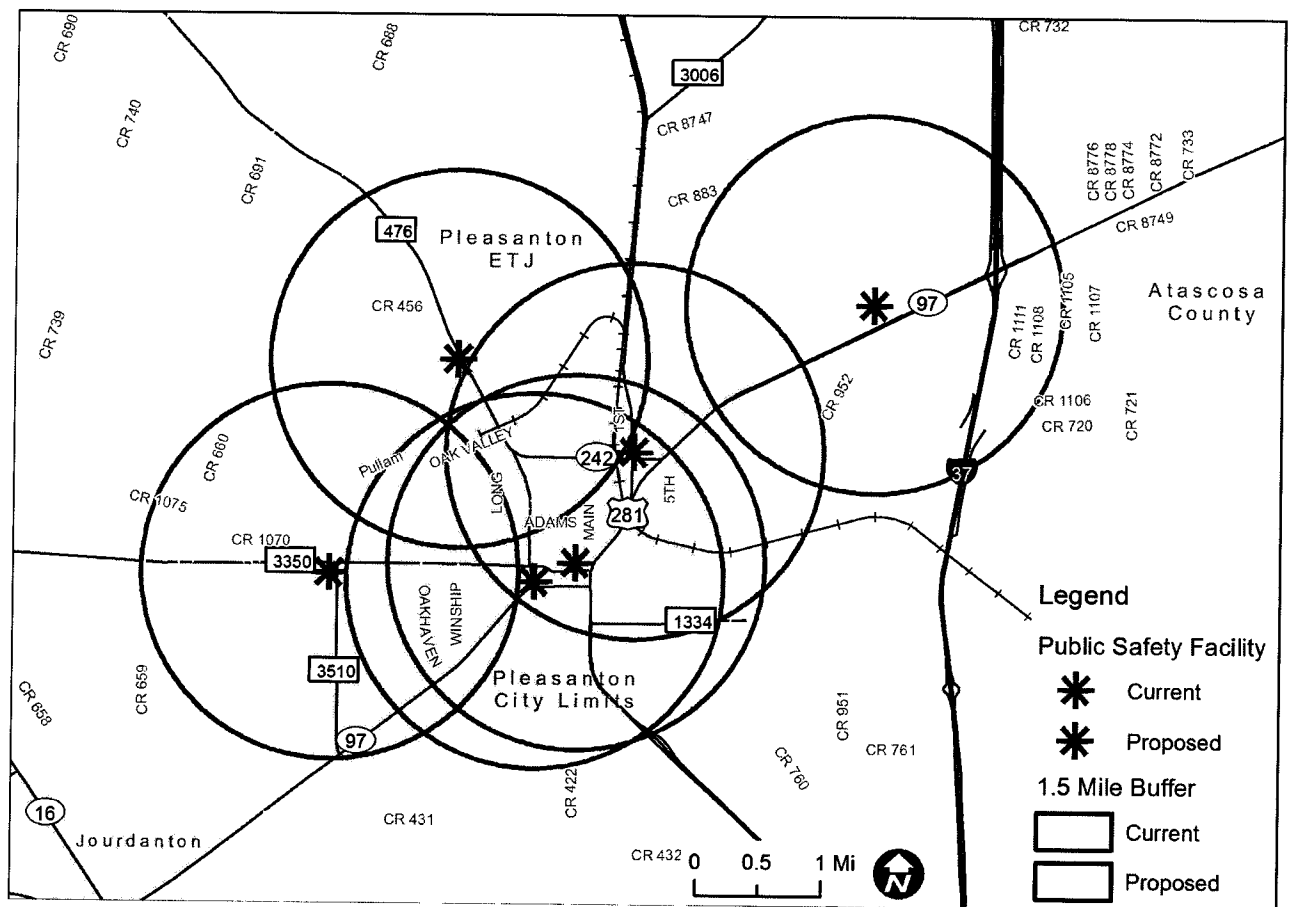
Following completion of the evaluation process by the CIP Review Committee, the scores assigned to each of the proposed projects then serve as the basis for priority ranking and development of the final CIP.



## FACILITY CAPITAL IMPROVEMENTS

In addition to the water, wastewater and roadway improvements, there are several city facility requirements that will need to be met within the next 10 years. A detailed space needs analysis was not performed, however this was not deemed necessary due to the simplicity of the following solutions:

**1** Additional administrative, development services space. The growth of several departments currently housed within the city hall facility will require additional space. Particularly, the development services functions, such as planning, permitting, engineering, and inspections have grown in response to the city's growth and development. The current city hall site also houses city administration, the city secretary, finance, and utility billing. As this site was recently renovated and does not lend to easy expansion







## Capital Improvements Plan

(limited parking and site circulation, floodplain constraints), it is recommended that the development services functions be relocated. Since they require frequent coordination, they can be consolidated in a relocation. There is a logical option for relocation. The existing library building at 321 N. Main Street

is approximately 3,000 square feet and is capable of accommodating approximately 10 staff members. As the library transitions to the new Freedom Center facility nearby, this space will become available and is already owned by the City of Pleasanton.

**2** Additional public safety facilities. The current fire, police, and EMS facilities are located fairly central within the city, and are constrained in response by the Atascosa River floodplain, the railroad, and traffic congestion. This is of particular concern to emergency responders. As the city grows — particularly towards SH 97 and I-37, and to the north along the FM 476 and US 281 corridors, the response service area will grow accordingly. Therefore, it is important to plan for additional facilities in these emerging areas such that all areas of the city will be within 1-1/2 miles of police, fire, and EMS. The following figure shows the existing facili-

*Therefore, it is important to plan for additional facilities in these emerging areas such that all areas of the city will be within 1-1/2 miles of police, fire, and EMS.*

ties and potential proposed locations with their respective 1-1/2 mile response areas.

**3** Additional public works facility space. As additional water system, wastewater system, street and drainage facilities are added to serve the growth of the city, there will be additional maintenance equipment and fleet vehicles which will be required. The current public works equipment is distributed across various city-owned properties. Some consolidation will bring efficiency to maintenance and fueling operations, and storage of equipment and office space. It is recommended that as the city purchases additional land for water system facilities, it consider the use of some of that property as a public works facility. This will also ensure that critical equipment can be located outside of the 100-year floodplain, so that it is immediately available during a flood event.

# *Appendices*





# *Appendix A*

2011 Workshop Materials



City of Pleasanton  
Visioning Workshops Summary

| Goal  | Objective   | Status     | Administrative | Regulatory | Improvement or<br>Recurring Outlay | Partnerships |
|---|---|------------|----------------|------------|------------------------------------|--------------|
| Prepare a Master Plan   | Advise immediately to engage professional services with the goal of having a plan completed within 6 months | Complete   |                |            |                                    |              |
|   | 1.1 Identify path to get a Master Plan  | Complete   | x              |            |                                    |              |
|   | 1.2 Identify timeline to build plan   | Complete   | x              |            |                                    |              |
|   | 1.3 Identify execution strategy for Master Plan   | In Process | x              |            |                                    |              |
| Become a Visually-<br>Appealing city,<br>starting with<br>Downtown                        | 2.1 Strengthen city codes (immediate code review)   |            | x              | x          |                                    |              |
|   | 2.2 Strict code enforcement (review policies)   |            | x              | x          |                                    |              |
|   | 2.3 Focus on historic preservation and adaptive re-use  |            | x              | x          |                                    |              |
|   | 2.4 Facilitate appropriate parking schemes near public facilities/downtown                                  |            | x              | x          | x                                  |              |
|   | 2.5 Enhance highway 281 & 97 entrances into city (clean up, lighting & signage)                             |            | x              | x          | x                                  |              |
|   | 2.6 Dark sky ordinance - consider   |            |                | x          | x                                  |              |
|   | 2.7 Consider sign ordinance   |            |                | x          |                                    |              |
|   | 3.1 Develop a growth management plan  |            | x              |            |                                    |              |
|   | 3.2 Identify commercial/industrial nodes  |            | x              |            |                                    |              |
|   | 3.3 Improve public facilities   |            | x              |            |                                    |              |
| Maintain a Small<br>Town/Rural<br>Atmosphere  | 3.4 Advocate for pedestrian friendly environment  |            | x              | x          | x                                  |              |
|   | 3.5 Identify hiking, bikings walking trails in concert with various community groups & AACOG                |            | x              | x          | x                                  |              |
|   | 3.6 Preserve our live oaks  |            | x              | x          | x                                  | x            |
|   | 4.1 Develop a downtown Master Plan  |            | x              |            |                                    |              |
| Provide a Walkable<br>Downtown with<br>Diverse Business<br>Mix                            | 4.2 Encourage mixed-use development of a distinct downtown area   |            | x              |            |                                    |              |
|   | 4.3 Provide for a pedestrian-friendly and accessible environment  |            | x              | x          |                                    |              |
|   | 4.4 Encourage youth and family friendly venues and activities in the downtown                               |            | x              | x          | x                                  |              |
|   | 4.5 Identify and support downtown stakeholders and public spaces  |            | x              |            |                                    |              |
|   | 4.6 Consider "naming opportunities" and grants (Main Street projects)                                       |            | x              | x          | x                                  | x            |
|   | 5.1 Create tangible business incentives   |            | x              |            |                                    | x            |
|   | 5.2 Hire an economic development director   |            | x              |            |                                    |              |
|   | 5.3 Create an economic development budget   |            | x              |            | x                                  |              |
|   | 5.4 Actively plan for business retention  |            | x              |            | x                                  |              |
|   | 5.5 Utilize current resources to assist business startup/success  |            | x              |            |                                    |              |
| Be Known as a<br>City that Promotes<br>Economic<br>Development                            | 5.6 Network with local/state/federal efforts  |            | x              |            |                                    |              |
|   | 5.7 Work closely with community college   |            | x              |            |                                    | x            |
|   | 6.1 Conduct annual job fair   |            | x              |            |                                    | x            |
|   | 6.2 Ensure local schools offer specialized training   |            | x              |            |                                    | x            |
|   | 6.3 Actively target specialized companies   |            | x              |            |                                    | x            |
|   | 6.4 Develop a local business directory  |            | x              |            |                                    |              |
|   | 6.5 Job incubators (create)   |            | x              |            |                                    |              |
|   | 6.6 Diversify types of jobs available   |            | x              |            |                                    |              |
|   | 6.7 Encourage high schools to provide technical training  |            | ?              |            |                                    |              |
|   | 7.1 Hire a finance director   |            | x              |            | x                                  |              |
| Reduce<br>Unemployment<br>with Local Jobs<br>Foster and<br>Maintain<br>Prosperity through | 7.2 Ensure public investments/improvements are wise   |            | x              |            | x                                  |              |
|   | 7.3 Active monitoring of budget   |            | x              |            |                                    |              |
|   | 8.1 Disseminate information through churches  |            | x              |            |                                    |              |
|   | 8.2 Utilize social media  |            | x              |            |                                    | x            |
|   | 8.3 Go to coffee shops, reach out to community  |            | x              |            |                                    | x            |
|   | 8.4 Encourage more City Commission public conversations   |            | x              |            |                                    | x            |
|   | 8.5 Educate the people that they have the power to make differences   |            | x              |            |                                    | x            |
|   | 8.6 Foster community groups in existing venues (e.g. churches)  |            | x              |            |                                    | x            |
|   | 8.7 Schools, young leaders, FFAs, the Leo Club - integrate into public participation process                |            |                |            |                                    | x            |
|   | 8.8 Use media (newspaper, etc) for public interest columns with regular and guest writers                   |            | x              |            |                                    | x            |
| Increase Public<br>Participation/<br>Involvement  | 8.9 Expand media opportunities KBOOP or low power radio/interactive website                                 |            | x              |            |                                    | x            |
|   | 9.1 Actively maintain playgrounds   |            | x              |            |                                    |              |
|   | 9.2 Incorporate more trails   |            | x              |            | x                                  |              |
|   | 9.3 Increase police presence in parks   |            | x              | x          | x                                  |              |
|   | 9.4 Finish community center/library project   | In Process | x              |            | x                                  |              |
|   | 9.5 Identify existing facilities and need for new facilities  |            | x              |            | x                                  |              |
|   | 9.6 Upgrade and maintain park restroom facilities   |            |                |            | x                                  |              |



[illegible]

# City of Pleasanton Visioning

San Antonio Planning Advisors  
July 9, 2011

## Visioning Meeting 1 Agenda

1. Welcome and Introductions
2. Review of Ground Rules
3. Meeting Purpose and Outcomes
4. Discussion of where are we now. (Baseline)
5. Discussion of where are we going. (Trends)
6. Questions
7. Review of next steps
8. Closing comments and adjournment

July 9, 2011

City of Pleasanton

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## Ground Rules

1. Be courteous
2. Share ideas
3. Be specific and concise – no speeches
4. Listen to Others
5. Facilities – refreshment and restrooms

July 9, 2011

City of Pleasanton

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## Purpose and Outcomes

Purpose: Develop a **Vision** for the City of Pleasanton, Texas.

- Visioning: Understanding the whole community, reflecting core community values, addressing emerging trends & issues, envisioning a preferred future and promoting local action.
- Timeline: Three meetings and an open house. Where are we now? Where are we going? How do we get there?
- First Meeting: Explain process, community profile & trends.
- Second Meeting: Develop Vision statement & areas of concern.
- Third Meeting: Develop action plan.
- Open House: Public review of Vision statement, areas of concern and action plan.
- Annual Review: Where are we now? Where are we going? How do we get there? Are we getting there?

July 9, 2011

City of Pleasanton

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## Where Are We Now?

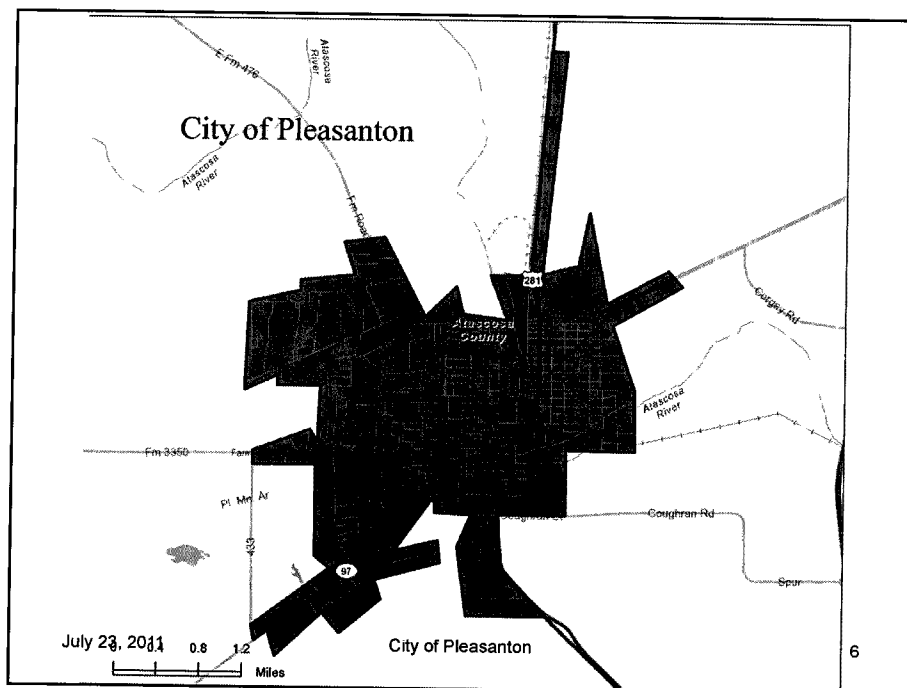
- Demographics
  - Population and Households
  - Housing
  - Income and Employment
- Economy
- Land Use
- City Utilities
- City Budget

## Where are We Going?

July 9, 2011

City of Pleasanton

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## Demographics

### TOTAL POPULATION

|            | 2000   | 2010   | 2015   | 2000-10<br>Change | 2010-15<br>Change | 2000-10<br>Ann'l Pct | 2010-15<br>Ann'l Pct |
|------------|--------|--------|--------|-------------------|-------------------|----------------------|----------------------|
| Atascosa   | 38,628 | 45,110 | 47,610 | 6,482             | 2,500             | 1.7%                 | 1.1%                 |
| Pleasanton | 8,266  | 9,116  | 9,427  | 850               | 311               | 1.0%                 | 0.7%                 |

• Note: U.S. Bureau of the Census 2010 showed Atascosa County to have 44,911 population and the City of Pleasanton to have 8,934 population.

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City of Pleasanton

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## Demographics

### POPULATION BY RACE/ETHNICITY: 2010

|            | 2010   | White<br>Alone | Black<br>Alone | Hisp<br>Origin | Diversity<br>Index |
|------------|--------|----------------|----------------|----------------|--------------------|
| Atascosa   | 45,110 | 0.700          | 0.009          | 0.627          | 73.9               |
| Pleasanton | 9,116  | 0.776          | 0.014          | 0.519          | 69.8               |

### POPULATION BY RACE/ETHNICITY: 2015

|            | 2015   | White<br>Alone | Black<br>Alone | Hisp<br>Origin | Diversity<br>Index |
|------------|--------|----------------|----------------|----------------|--------------------|
| Atascosa   | 47,610 | 0.688          | 0.011          | 0.638          | 74.5               |
| Pleasanton | 9,427  | 0.766          | 0.016          | 0.528          | 70.6               |

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## Demographics

### POPULATION BY AGE GROUP: 2000

|            |        | Under<br>Age 20 | Ages<br>20 - 54 | 55 yrs<br>& over | Age 18<br>& over |
|------------|--------|-----------------|-----------------|------------------|------------------|
| Atascosa   | 38,628 | 0.365           | 0.460           | 0.191            | 0.683            |
| Pleasanton | 8,266  | 0.349           | 0.453           | 0.214            | 0.696            |

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## Demographics

### POPULATION BY AGE GROUP: 2010

|            |        | Under<br>Age 20 | Ages<br>20 - 54 | 55 yrs<br>& over | Age 18<br>& over |
|------------|--------|-----------------|-----------------|------------------|------------------|
| Atascosa   | 45,110 | 0.341           | 0.453           | 0.222            | 0.704            |
| Pleasanton | 9,115  | 0.336           | 0.445           | 0.236            | 0.705            |

### POPULATION BY AGE GROUP: 2015

|            |        | Under<br>Age 20 | Ages<br>20 - 54 | 55 yrs<br>& over | Age 18<br>& over |
|------------|--------|-----------------|-----------------|------------------|------------------|
| Atascosa   | 47,610 | 0.338           | 0.434           | 0.244            | 0.705            |
| Pleasanton | 9,425  | 0.337           | 0.425           | 0.254            | 0.705            |

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## Demographics - Education Level

### Population by Enrollment & Educational Attainment

#### 2000 Population 3+ by School Enrollment

|                               |       |
|-------------------------------|-------|
| Total                         | 7,804 |
| Enrolled in Nursery/Preschool | 0.9%  |
| Enrolled in Kindergarten      | 1.1%  |
| Enrolled in Grade 1-8         | 14.4% |
| Enrolled in Grade 9-12        | 8.7%  |
| Enrolled in College           | 3.1%  |
| Enrolled in Grad/Prof School  | 0.6%  |
| Not Enrolled in School        | 71.1% |

#### 2010 Population 25+ by Educational Attainment

|                              |       |
|------------------------------|-------|
| Total                        | 5,646 |
| Less than 9th Grade          | 11.9% |
| 9th - 12th Grade, No Diploma | 11.7% |
| High School Graduate         | 32.1% |
| Some College, No Degree      | 19.4% |
| Associate Degree             | 7.1%  |
| Bachelor's Degree            | 11.6% |
| Graduate/Professional Degree | 6.2%  |

July 23, 2011

City of Pleasanton

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## Demographics - Households

### TOTAL HOUSEHOLDS

|            | 2000   | 2010   | 2015   | 2000-10<br>Change | 2000-10<br>AnnI Pct | 2010-15<br>Change | 2010-15<br>AnnI Pct |
|------------|--------|--------|--------|-------------------|---------------------|-------------------|---------------------|
| Atascosa   | 12,816 | 14,999 | 15,849 | 2,183             | 1.7%                | 850               | 1.1%                |
| Pleasanton | 2,941  | 3,255  | 3,370  | 314               | 1.1%                | 115               | 0.7%                |

### HOUSEHOLD SIZE

|            | 2000 | 2010 | 2015 |
|------------|------|------|------|
| Atascosa   | 2.99 | 2.98 | 2.98 |
| Pleasanton | 2.77 | 2.76 | 2.76 |

July 23, 2011

City of Pleasanton

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## Demographics - Households

### MEDIAN HOUSEHOLD INCOME

|            | 2000     | 2010     | 2015     |
|------------|----------|----------|----------|
| Atascosa   | \$33,098 | \$40,339 | \$46,310 |
| Pleasanton | \$29,634 | \$40,660 | \$47,035 |

### PER CAPITA INCOME

|            | 2000     | 2010     | 2015     |
|------------|----------|----------|----------|
| Atascosa   | \$14,276 | \$16,213 | \$17,708 |
| Pleasanton | \$14,878 | \$17,191 | \$18,818 |

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## Demographics - Households

### HOUSEHOLDS BY INCOME GROUP: 2010

|            |        | Less Than \$25,000 | \$25,000 - \$99,000 | \$100,000 and Over | Average Hhold Income |
|------------|--------|--------------------|---------------------|--------------------|----------------------|
|            | 2010   |                    |                     |                    |                      |
| Atascosa   | 14,999 | 0.305              | 0.622               | 0.073              | \$48,351             |
| Pleasanton | 3,256  | 0.335              | 0.591               | 0.074              | \$47,832             |

### HOUSEHOLDS BY INCOME GROUP: 2015

|            |        | Less Than \$25,000 | \$25,000 - \$99,000 | \$100,000 and Over | Average Hhold Income |
|------------|--------|--------------------|---------------------|--------------------|----------------------|
|            | 2015   |                    |                     |                    |                      |
| Atascosa   | 15,849 | 0.258              | 0.657               | 0.084              | \$52,754             |
| Pleasanton | 3,372  | 0.281              | 0.634               | 0.086              | \$52,280             |

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## Demographics - Housing

### OWNER-OCCUPIED HOUSING UNITS: 2000

|            |         | Less     |            |             | Average  |
|------------|---------|----------|------------|-------------|----------|
|            | Owner   | Than     | \$50,000 - | \$150,000 - | Home     |
|            | Occ Hus | \$50,000 | \$149,000  | \$299,000   | Value    |
|            |         |          |            | and Over    |          |
| Atascosa   | 10,058  | 0.513    | 0.422      | 0.052       | \$68,252 |
| Pleasanton | 1,931   | 0.450    | 0.498      | 0.049       | \$65,838 |

### RENTER-OCCUPIED HOUSING UNITS: 2000

|            | Renter  | Cash  | No Cash | Median | Average |
|------------|---------|-------|---------|--------|---------|
|            | Occ HUs | Rent  | Rent    | Rent   | Rent    |
| Atascosa   | 2,601   | 0.808 | 0.192   | \$290  | \$290   |
| Pleasanton | 1,038   | 0.914 | 0.086   | \$301  | \$305   |

July 23, 2011

City of Pleasanton

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## Demographics - Labor Force

### 2010 Civilian Population 16+ in Labor Force

|                     |       |
|---------------------|-------|
| Civilian Employed   | 91.3% |
| Civilian Unemployed | 8.7%  |

### 2015 Civilian Population 16+ in Labor Force

|                     |       |
|---------------------|-------|
| Civilian Employed   | 92.9% |
| Civilian Unemployed | 7.1%  |

### 2010 Employed Population 16+ by Industry

|                          |       |
|--------------------------|-------|
| Total                    | 3,484 |
| Agriculture/Mining       | 3.8%  |
| Construction             | 14.0% |
| Manufacturing            | 5.5%  |
| Wholesale Trade          | 1.6%  |
| Retail Trade             | 10.9% |
| Transportation/Utilities | 4.7%  |
| Information              | 1.5%  |
| Finance/Insurance/Real   | 4.5%  |
| Services                 | 46.7% |
| Public Administration    | 6.8%  |

July 23, 2011

City of Pleasanton

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## Economy - Occupation

### 2010 Employed Population 16+ by Occupation

|                                 |       |
|---------------------------------|-------|
| Total                           | 3,483 |
| White Collar                    | 53.6% |
| Management/Business/Financial   | 9.5%  |
| Professional                    | 21.6% |
| Sales                           | 11.9% |
| Administrative Support          | 10.6% |
| Services                        | 18.2% |
| Blue Collar                     | 28.2% |
| Farming/Forestry/Fishing        | 0.3%  |
| Construction/Extraction         | 12.9% |
| Installation/Maintenance/Repair | 4.1%  |
| Production                      | 4.9%  |
| Transportation/Material Moving  | 5.9%  |

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City of Pleasanton

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## Economy – Retail Trade

### Total Retail Trade (w/Food & Drink)

|                    | Demand<br>(retail potential) | Supply<br>(retail sales) | Retail Gap<br>(demand-supply) | Number of<br>Businesses |
|--------------------|------------------------------|--------------------------|-------------------------------|-------------------------|
| City of Pleasanton | \$60,438,721                 | \$126,951,491            | -\$66,572,770                 | 135                     |
| Atascosa County    | \$284,311,827                | \$233,758,723            | \$50,553,104                  | 274                     |

### Total Retail Trade (w/Food & Drink)

|                    | Demand<br>(retail potential) | Supply<br>(retail sales) | Retail Gap<br>(demand-supply) | Number of<br>Businesses |
|--------------------|------------------------------|--------------------------|-------------------------------|-------------------------|
| City of Pleasanton | \$10,776,723                 | \$26,456,270             | -\$15,679,547                 | 7                       |
| Atascosa County    | \$50,731,937                 | \$39,944,359             | \$10,787,578                  | 25                      |

July 23, 2011

City of Pleasanton

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## Economy - Consumer Spending

| Broad Consumer Budget Category | Total Spent          | Average Spent      | Pct of Spending |
|--------------------------------|----------------------|--------------------|-----------------|
| Apparel & Services             | \$3,745,544          | \$1,150.70         | 2.6%            |
| Computers & Accessories        | \$475,680            | \$146.14           | 0.3%            |
| Education                      | \$2,469,094          | \$758.55           | 1.7%            |
| Entertainment/Recreation       | \$7,195,969          | \$2,210.74         | 4.9%            |
| Food at Home                   | \$10,352,703         | \$3,180.55         | 7.1%            |
| Food Away from Home            | \$7,403,560          | \$2,274.52         | 5.1%            |
| Health Care                    | \$8,545,096          | \$2,625.22         | 5.9%            |
| Household Furnishings & Equip  | \$4,026,593          | \$1,237.05         | 2.8%            |
| Investments                    | \$2,970,636          | \$912.64           | 2.0%            |
| Retail Goods                   | \$55,405,343         | \$17,021.61        | 38.1%           |
| Shelter                        | \$34,132,963         | \$10,486.32        | 23.4%           |
| TV/Video/Audio                 | \$2,870,619          | \$881.91           | 2.0%            |
| Travel                         | \$3,811,103          | \$1,170.85         | 2.6%            |
| Vehicle Maintenance & Repairs  | \$2,179,865          | \$669.70           | 1.5%            |
| <b>Total Consumer Spending</b> | <b>\$145,584,768</b> | <b>\$44,726.50</b> | <b>100.0%</b>   |

2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue or total retail sales.

July 23, 2011

City of Pleasanton

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## Land Use: 2008

|                            | <u>Acres</u> | <u>Percent</u> |
|----------------------------|--------------|----------------|
| • Residential              | 2,777.1      | 45.8%          |
| • Under Const/Residential  | 157.0        | 2.6%           |
| • Commercial               | 563.8        | 9.3%           |
| • Industrial               | 188.9        | 3.1%           |
| • Airport                  | 112.8        | 1.9%           |
| • Municipal                | 78.1         | 1.3%           |
| • Schools                  | 121.7        | 2.0%           |
| • Parks/Recreational       | 307.1        | 5.1%           |
| • Undeveloped/Agricultural | 1,752.0      | 28.9%          |

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City of Pleasanton

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## Land Use: 2008

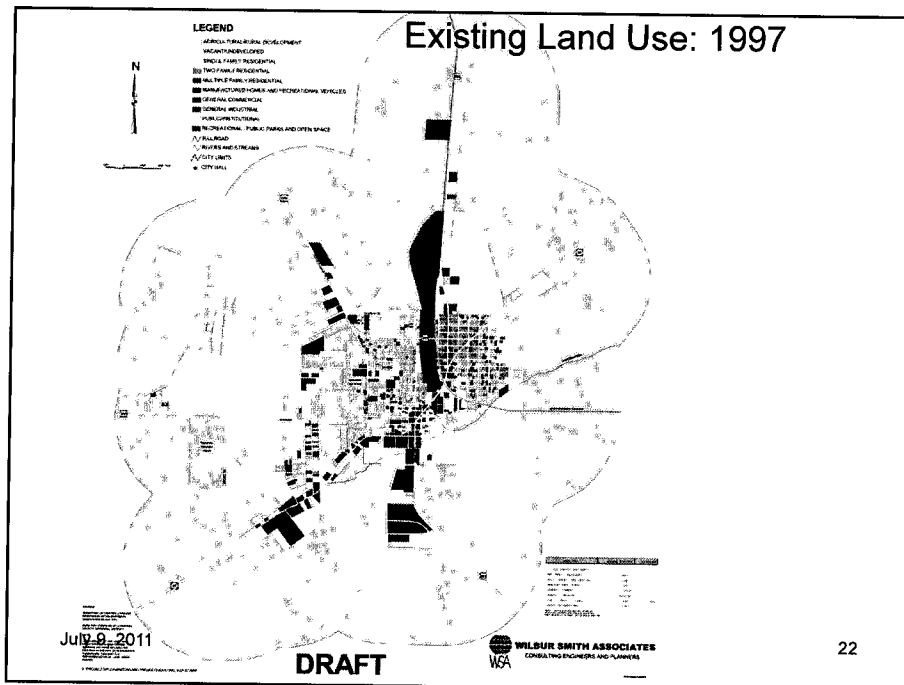
| CURRENT LAND USE: 2008  |               |               |
|-------------------------|---------------|---------------|
|                         |               | Pct of Tot    |
| Airport                 | 112.8         | 1.8%          |
| Commercial              | 563.8         | 9.3%          |
| Industrial              | 188.9         | 3.1%          |
| Municipal               | 78.1          | 1.3%          |
| Parks/Recreational      | 307.1         | 5.1%          |
| Residential             | 2777.1        | 45.8%         |
| Schools                 | 121.7         | 2.0%          |
| Undev/Agricultural      | 1752.0        | 28.9%         |
| Under Const/Residential | 157.0         | 2.6%          |
| <b>TOTAL LAND</b>       | <b>6058.4</b> | <b>100.0%</b> |

Source: Civil Engineering Consultants, May 2008

**EXHIBIT 1. CURRENT LAND USE  
PEARSCALL, ATASCOSA COUNTY, TEXAS**

|  |   |
|--|---|
| <b>LAND USE</b><br>(A) Airport<br>(B) Commercial<br>(C) Industrial<br>(D) Municipal<br>(E) Parks/Recreational<br>(F) Residential<br>(G) Schools<br>(H) Undev/Agricultural<br>(I) Under Const/Residential | <b>FLOODPLAIN</b><br>(J) 100 Year<br>(K) 500 Year<br>(L) 1000 Year<br>(M) 5000 Year<br>(N) 100 Year<br>(O) 500 Year<br>(P) 1000 Year<br>(Q) 5000 Year |
|--|---|

Scale: 0 0.5 1.0 Miles  
 0 0.5 1.0 Kilometers  
 1:25,000 Scale







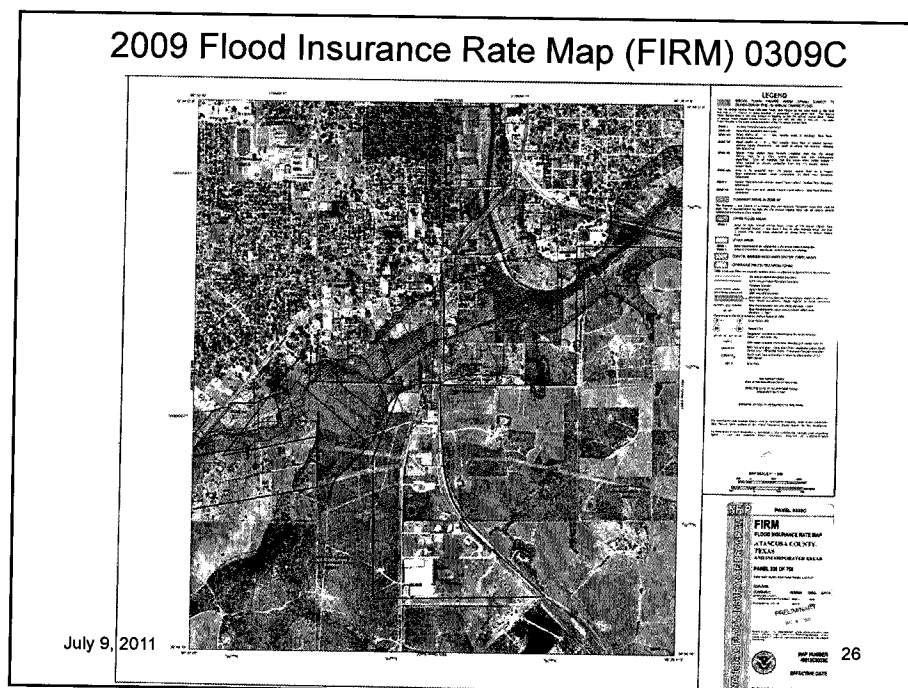
**City Utilities - Sanitary Sewer System Overall: 2008**

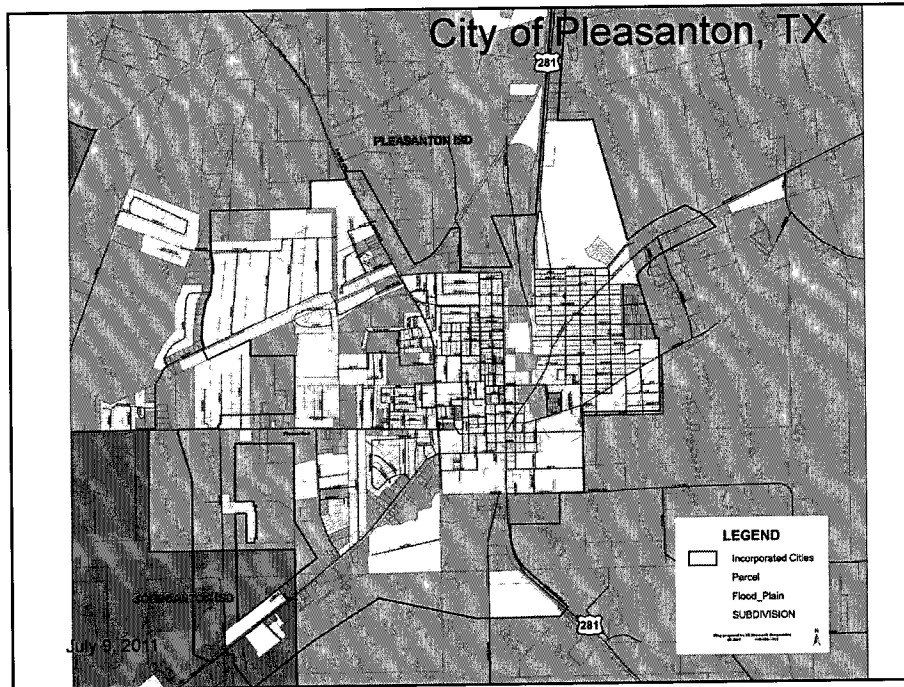
**CEC**  
City of Pleasanton  
City Engineer  
City Manager  
City Clerk  
City Attorney  
City Treasurer  
City Auditor  
City Administrator

**EXHIBIT 1 LONG TERM WATER DISTRIBUTION SYSTEM IMPROVEMENTS  
PLEASANTON, ALTADEA COUNTY, TEXAS**

**LEGEND**

- 18" DUCTILE IRON PIPE
- 12" DUCTILE IRON PIPE
- 8" DUCTILE IRON PIPE
- 6" DUCTILE IRON PIPE
- 4" DUCTILE IRON PIPE
- 3" DUCTILE IRON PIPE
- 2" DUCTILE IRON PIPE
- 1" DUCTILE IRON PIPE
- 1/2" DUCTILE IRON PIPE
- 1/4" DUCTILE IRON PIPE
- 1/8" DUCTILE IRON PIPE
- 1/16" DUCTILE IRON PIPE
- 1/32" DUCTILE IRON PIPE
- 1/64" DUCTILE IRON PIPE
- 1/128" DUCTILE IRON PIPE
- 1/256" DUCTILE IRON PIPE
- 1/512" DUCTILE IRON PIPE
- 1/1024" DUCTILE IRON PIPE
- 1/2048" DUCTILE IRON PIPE
- 1/4096" DUCTILE IRON PIPE
- 1/8192" DUCTILE IRON PIPE
- 1/16384" DUCTILE IRON PIPE
- 1/32768" DUCTILE IRON PIPE
- 1/65536" DUCTILE IRON PIPE
- 1/131072" DUCTILE IRON PIPE
- 1/262144" DUCTILE IRON PIPE
- 1/524288" DUCTILE IRON PIPE
- 1/1048576" DUCTILE IRON PIPE
- 1/2097152" DUCTILE IRON PIPE
- 1/4194304" DUCTILE IRON PIPE
- 1/8388608" DUCTILE IRON PIPE
- 1/16777216" DUCTILE IRON PIPE
- 1/33554432" DUCTILE IRON PIPE
- 1/67108864" DUCTILE IRON PIPE
- 1/134217728" DUCTILE IRON PIPE
- 1/268435456" DUCTILE IRON PIPE
- 1/536870912" DUCTILE IRON PIPE
- 1/1073741824" DUCTILE IRON PIPE
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- 1/20769187434139310514147585316880384" DUCTILE IRON PIPE
- 1/415383748682786210282951





## City Budget Sales Tax Allocations

|              | 2009          | 2010           | 2011           | Change         | Pct Chng     |
|--------------|---------------|----------------|----------------|----------------|--------------|
| JAN          |               | 150177         | 188161         | 37984          | 25.3%        |
| FEB          |               | 216473         | 273722         | 57249          | 26.4%        |
| MAR          |               | 141242         | 195334         | 54092          | 38.3%        |
| APR          |               | 153839         | 179449         | 25610          | 16.6%        |
| MAY          |               | 190536         | 475971         | 285435         | 149.8%       |
| JUN          |               | 167150         | 894024         | 726874         | 434.9%       |
| JUL          |               | 167538         | 237505         | 69967          | 41.8%        |
| AUG          | 192967        | 194934         |                | 1967           | 1.0%         |
| SEP          | 163909        | 168125         |                | 4216           | 2.6%         |
| OCT          | 156659        | 176225         |                | 19566          | 12.5%        |
| NOV          | 172625        | 201825         |                | 29200          | 16.9%        |
| DEC          | 146091        | 168824         |                | 22733          | 15.6%        |
| <b>TOTAL</b> | <b>832251</b> | <b>2096888</b> | <b>2444166</b> | <b>1334893</b> | <b>63.7%</b> |

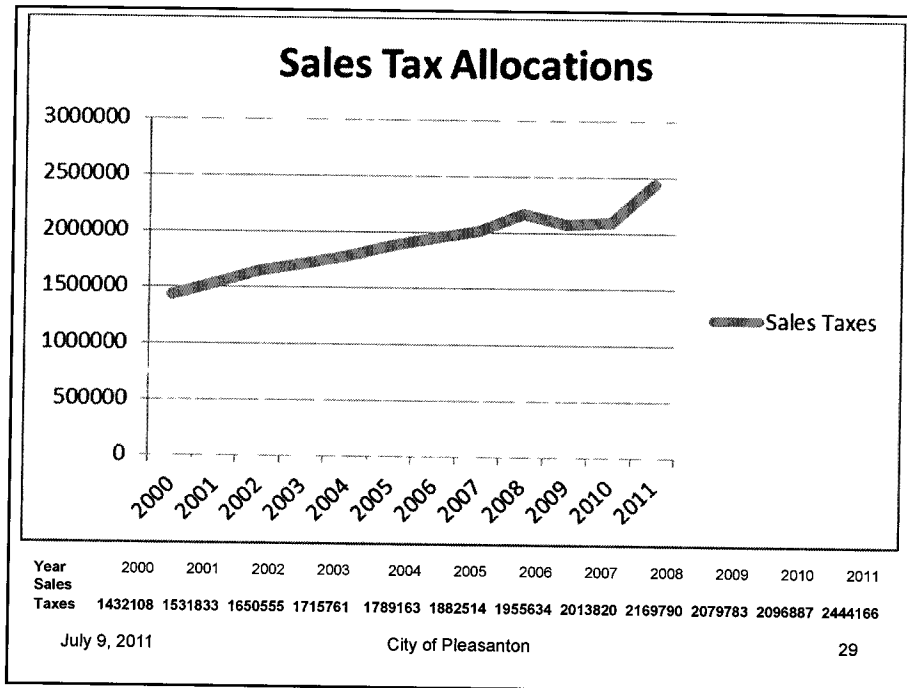
Note: Pct Change based on most recent year comparison available 2010 as base

Source: City of Pleasanton Budget

July 9, 2011

City of Pleasanton

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### City Budget Analysis of Tax Rates, Levies and Collections

| Tax Year | Tax Rate | Tax Levy    | Tax Collections | Debt Portion | Debt Percent | M & O Portion |
|----------|----------|-------------|-----------------|--------------|--------------|---------------|
| 2005-06  | 0.47500  | \$1,039,227 | \$1,178,305     | \$489,986    | 41.6%        | \$688,319     |
| 2006-07  | 0.46500  | \$1,390,409 | \$1,251,368     | \$601,783    | 48.1%        | \$649,585     |
| 2007-08  | 0.45000  | \$1,503,179 | \$1,352,862     | \$632,834    | 44.8%        | \$720,028     |
| 2008-09  | 0.45000  | \$1,602,224 | \$1,474,046     | \$660,814    | 44.8%        | \$813,232     |
| 2009-10  | 0.47731  | \$1,832,635 | \$1,686,024     | \$712,514    | 42.3%        | \$973,510     |
| 2010-11  | 0.49999  | \$1,981,329 | \$1,783,196     | \$765,171    | 42.9%        | \$1,018,025   |

Source: City of Pleasanton Budget

July 9, 2011 City of Pleasanton 30



### City Budget Summary of All Funds: Oct 1, 2010–Sep 30, 2011 REVENUES

| Revenues                  | Actual<br>For Year<br>2008-09 | Current<br>Budget<br>2009-10 | Proposed<br>Budget<br>2010-11 | 2011<br>Pct of Tot |
|---------------------------|-------------------------------|------------------------------|-------------------------------|--------------------|
| General Fund              | \$5,765,962                   | \$5,117,525                  | \$5,151,539                   | 33.34%             |
| Utility Fund              | \$3,820,239                   | \$3,887,600                  | \$4,021,400                   | 26.03%             |
| Debt Service-General      | \$730,132                     | \$875,110                    | \$865,371                     | 5.60%              |
| Debt Service-Revenue      | \$821,125                     | \$817,561                    | \$814,851                     | 5.27%              |
| Fire Dept Equipment       | \$16,903                      | \$15,350                     | \$14,575                      | 0.09%              |
| Garbage Recycling Fund    | \$478                         | \$6,200                      | \$6,400                       | 0.04%              |
| TDCP Grant Fund           | \$0                           | \$0                          | \$250,000                     | 1.62%              |
| Drainage Fund             | \$2,260,015                   | \$2,220,000                  | \$1,852,000                   | 11.99%             |
| Capital Replacement Fund  | \$110,085                     | \$28,100                     | \$39,000                      | 0.25%              |
| Park Improvement Fund     | \$11,682                      | \$266,000                    | \$270,600                     | 1.75%              |
| Building Fund             | \$88,659                      | \$1,432,000                  | \$651,500                     | 4.22%              |
| Library-Mueller Estate    | \$10,664                      | \$242,500                    | \$246,200                     | 1.59%              |
| Library-Memorial Fund     | \$291                         | \$2,550                      | \$450                         | 0.00%              |
| Utility Construction Fund | \$1,234,869                   | \$1,065,000                  | \$1,059,000                   | 6.85%              |
| Airport Fund              | \$122,041                     | \$126,025                    | \$116,975                     | 0.76%              |
| Hotel Occupancy Tax Fund  | \$70,497                      | \$67,900                     | \$88,000                      | 0.57%              |
| Asset Forfeiture Fund     | \$5,386                       | \$2,050                      | \$1,520                       | 0.01%              |
| <b>TOTAL REVENUES</b>     | <b>\$15,069,028</b>           | <b>\$16,171,471</b>          | <b>\$15,449,381</b>           | <b>100.00%</b>     |

Source: City of Pleasanton Budget  
July 9, 2011 City of Pleasanton

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### City Budget Summary of All Funds: Oct 1, 2010–Sep 30, 2011 EXPENDITURES

| Expenditures               | Actual<br>For Year<br>2008-09 | Current<br>Budget<br>2009-10 | Proposed<br>Budget<br>2010-11 | 2011<br>Pct of Tot |
|----------------------------|-------------------------------|------------------------------|-------------------------------|--------------------|
| General Fund               | \$6,213,942                   | \$4,877,670                  | \$5,142,485                   | 34.95%             |
| Utility Fund               | \$3,532,732                   | \$3,313,250                  | \$4,015,586                   | 27.29%             |
| Debt Service-General       | \$919,299                     | \$874,757                    | \$865,171                     | 5.88%              |
| Debt Service-Revenue       | \$811,125                     | \$815,161                    | \$812,251                     | 5.52%              |
| Fire Dept Equipment        | \$0                           | \$0                          | \$8,000                       | 0.05%              |
| Garbage Recycling Fund     | \$589                         | \$6,000                      | \$6,400                       | 0.04%              |
| TDCP Grant Fund            | \$0                           | \$0                          | \$250,000                     | 1.70%              |
| Drainage Fund              | \$6,371                       | \$1,930,500                  | \$1,246,000                   | 8.47%              |
| Capital Replacement Fund   | \$110,085                     | \$28,100                     | \$39,000                      | 0.27%              |
| Park Improvement Fund      | \$0                           | \$264,000                    | \$170,600                     | 1.16%              |
| Building Fund              | \$1,421,205                   | \$1,432,000                  | \$651,500                     | 4.43%              |
| Library-Mueller Estate     | \$0                           | \$242,500                    | \$246,200                     | 1.67%              |
| Library-Memorial Fund      | \$6,468                       | \$2,550                      | \$425                         | 0.00%              |
| Utility Construction Fund  | \$1,234,801                   | \$1,030,200                  | \$1,057,900                   | 7.19%              |
| Airport Fund               | \$145,013                     | \$121,900                    | \$112,700                     | 0.77%              |
| Hotel Occupancy Tax Fund   | \$67,786                      | \$67,900                     | \$87,800                      | 0.60%              |
| Asset Forfeiture Fund      | \$7,655                       | \$2,050                      | \$1,425                       | 0.01%              |
| <b>TOTAL EXPENDITURES:</b> | <b>\$14,477,071</b>           | <b>\$15,008,538</b>          | <b>\$14,713,443</b>           | <b>100.00%</b>     |

Source: City of Pleasanton Budget  
July 9, 2011 City of Pleasanton

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**City Budget Summary of All Funds:  
Oct 1, 2010–Sep 30, 2011    BUDGET GAIN**

| BUDGET GAIN (-LOSS)       | Actual<br>For Year<br>2008-09 | Current<br>Budget<br>2009-10 | Proposed<br>Budget<br>2010-11 | 2011<br>Pct of Tot |
|---------------------------|-------------------------------|------------------------------|-------------------------------|--------------------|
| General Fund              | -\$447,980                    | \$239,855                    | \$9,054                       | 1.23%              |
| Utility Fund              | \$287,507                     | \$574,350                    | \$5,814                       | 0.79%              |
| Debt Service-General      | -\$189,167                    | \$353                        | \$200                         | 0.03%              |
| Debt Service-Revenue      | \$10,000                      | \$2,400                      | \$2,600                       | 0.35%              |
| Fire Dept Equipment       | \$16,903                      | \$15,350                     | \$6,575                       | 0.89%              |
| Garbage Recycling Fund    | -\$111                        | \$200                        | \$0                           | 0.00%              |
| TDCP Grant Fund           | \$0                           | \$0                          | \$0                           | 0.00%              |
| Drainage Fund             | \$2,253,644                   | \$289,500                    | \$606,000                     | 82.34%             |
| Capital Replacement Fund  | \$0                           | \$0                          | \$0                           | 0.00%              |
| Park Improvement Fund     | \$11,682                      | \$2,000                      | \$100,000                     | 13.59%             |
| Building Fund             | -\$1,332,546                  | \$0                          | \$0                           | 0.00%              |
| Library-Mueller Estate    | \$10,664                      | \$0                          | \$0                           | 0.00%              |
| Library-Memorial Fund     | -\$6,177                      | \$0                          | \$25                          | 0.00%              |
| Utility Construction Fund | \$68                          | \$34,800                     | \$1,100                       | 0.15%              |
| Airport Fund              | -\$22,972                     | \$4,125                      | \$4,275                       | 0.58%              |
| Hotel Occupancy Tax Fund  | \$2,711                       | \$0                          | \$200                         | 0.03%              |
| Asset Forfeiture Fund     | -\$2,269                      | \$0                          | \$95                          | 0.01%              |
| <b>TOTAL BUDGET GAIN</b>  | <b>\$591,957</b>              | <b>\$1,162,933</b>           | <b>\$735,938</b>              |                    |

Source: City of Pleasanton Budget  
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## Questions

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# City of Pleasanton Visioning

San Antonio Planning Advisors  
July 23, 2011

## Visioning Meeting 2 Agenda

1. Welcome and Introductions
2. Review of Ground Rules and Meeting #1 Information
3. Meeting Purpose and Outcomes
4. Brainstorming on City of Pleasanton's Strengths, Weaknesses, Opportunities and Threats (S.W.O.T.)
5. Discussion/Draft of Vision, Goals & Objectives
6. Questions & Review of next steps
7. Closing comments and adjournment

## Where Are We Now?

- Demographics
  - Population and Households
  - Housing
  - Income and Employment
- Economy
- Land Use
- City Utilities
- City Budget

## Where are We Going?

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## Demographics POPULATION

- According to ESRI, both Pleasanton and Atascosa County experienced very modest population growth from 2000 to 2010.
- Pleasanton population increased from 8,266 in 2000 to 9,116 in 2010 a change of 850 persons, which was an average of only 1% annually.
- U.S. Bureau of the Census 2010 showed Atascosa County to have a population 44,911 and the City of Pleasanton to have a population of 8,934 in April 2010.

Source: Environmental Systems Research Institute Business Information Solutions (ESRI BIS), U S Bureau of the Census, Census of Population & Housing, 2000 and 2010.

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## Demographics

- It is estimated that, based on recent trends and economic activity, the current population of Pleasanton is more than 10,000.
- More than 76% of Pleasanton's current population is of Hispanic Origin, compared to 70% in Atascosa County as a whole. These are expected to be about the same in 2015.
- Atascosa County population increased by 6,482 during the decade which was an average of 1.7% annually.

Source: Environmental Systems Research Institute Business Information Solutions (ESRI BIS), U.S. Bureau of the Census, Census of Population & Housing, 2000 and 2010.

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## Demographics Education Level & Attainment

- More than 24% of the 2000 population was enrolled in grades K-12 and almost 4% were enrolled in college.
- Pleasanton's 2010 educational attainment shows that 32% have a high school diploma and almost 24% have less than a high school diploma.
- Almost 12% have a bachelor's degree and more than 6% have a graduate or professional degree.

Source: Environmental Systems Research Institute Business Information Solutions (ESRI BIS); U.S. Bureau of the Census, Census of Population & Housing, 2000 and 2010.

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## Demographics - Households

- The number of households in the City of Pleasanton was 3,255 in 2010 and the average household size was 2.76.
- The median household income of \$40,660 in the City is slightly above the \$40,339 in the County as a whole.
- More than a third of Pleasanton households have incomes less than \$25,000 and this share is expected to decline to 28% by 2015.
- In year 2000, more than 65% of Pleasanton households and more than 79% of Atascosa County households owned their own home.
- More than half the rental units in Atascosa were in the City of Pleasanton.
- Source: Environmental Systems Research Institute Business Information Solutions (ESRI BIS); U S. Bureau of the Census, Census of Population & Housing, 2000 and 2010

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## Demographics - Labor Force

- Civilian Population in the Labor Force at 91.3% in 2010 is expected to increase to 92.9% by 2015.
- Almost 58% of Pleasanton's 2010 employment was in the Retail Trade and Services industries.
- Pleasanton employed occupations are more than 53% white collar, with 21.6% as professionals.
- Of the 28% blue collar workers, almost 13% are in occupations of construction and extraction.

Source: Environmental Systems Research Institute Business Information Solutions (ESRI BIS), U S Bureau of the Census, Census of Population & Housing, 2000 and 2010

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## Economy – Retail Sales

- City of Pleasanton retail sales of \$126,951,000 is more than double the potential retail expenditures of Pleasanton households, meaning that *most retail customers from outside the City*.
- Retail sales in Pleasanton is more than 54% of Atascosa sales.
- Retail sales tax allocations were projected to be \$2,000,000 annually, however, the total for 2011 jumped to more than \$2,444,000 by July – in just 7 months.

Source: Environmental Systems Research Institute Business Information Solutions (ESRI BIS), U S Bureau of the Census, Census of Population & Housing, 2000 and 2010

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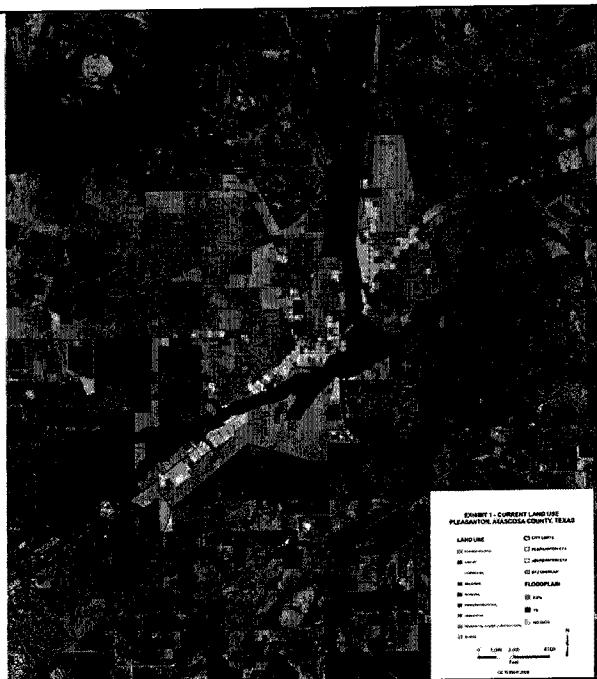
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## Land Use: 2008

| CURRENT LAND USE: 2008  |        |            |
|-------------------------|--------|------------|
|                         |        | Pct of Tot |
| Airport                 | 112.8  | 1.8%       |
| Commercial              | 563.8  | 9.3%       |
| Industrial              | 188.9  | 3.1%       |
| Municipal               | 78.1   | 1.3%       |
| Parks/Recreational      | 307.1  | 5.1%       |
| Residential             | 2777.1 | 45.8%      |
| Schools                 | 121.7  | 2.0%       |
| Undev/Agricultural      | 1752.0 | 28.9%      |
| Under Const/Residential | 157.0  | 2.6%       |
| TOTAL LAND              | 6058.4 | 100.0%     |

Source: Civil Engineering Consultants, May 2008

Source for 2008 Land Use: Civil Engineering Consultants, San Antonio, TX



## City Utilities- Water

- The existing water supply is adequate for modest growth unless severe drought continues.
- The existing water distribution system covers most of the City with plans for additional storage tanks to improve water pressure.
- Water service may be extended to areas outside of the existing distribution system but may require additional wells and/ or tanks.
- The existing water distribution system will require improvements to allow increased pressure when tank and other improvements are added.
- Improvements are needed to be added to allow for several loops of 12" mains as the water system level of service increases.
- All of the elevated and ground storage tanks have been rehabilitated and should be in good shape for the next 10-15 years.

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## City Utilities- Sewer

- The existing sanitary sewage treatment plant is adequate for growth of an additional 1000 equivalent dwelling units.
- The existing sanitary sewer collection system covers all the developed areas of the city with potential extensions for growth to the west, north east and south east.
- The sewer system will be undergoing an entire system evaluation to assist in identifying problem areas as required by SSO Agreement with TCEQ.
- Significant Improvements to the existing system have already been accomplished and others are planned for the next few years.
- Plans are under way for removal of the 476 Lift Station near Oak Valley St by replacement with a gravity collection line.

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## City Drainage and Streets

- Storm drainage can be a problem, especially with a significant floodplain in the central commercial area.
- Drainage projects are needed in several areas of the City which experience street and property flooding.
- There is funding available for clearing of brush in Atascosa River and Bonita Creek which will begin when plans and requirements are determined.
- Existing streets continue to have issues with maintenance and will present many needs for street rehabilitation projects.

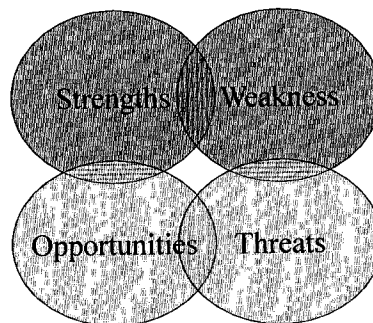
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## Brainstorming S.W.O.T. Analysis

Internal Factors  
(to City)

External Factors  
(to City)



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## S.W.O.T.

- A SWOT analysis provides information that helps to match the City's goals, objectives, policies, programs & capacities to the environment in which it operates.
- Factors internal to the City can usually be classified as strengths (**S**) or weaknesses (**W**)
- Factors external to the City can be classified as opportunities (**O**) or threats (**T**).
- It is a tool of the master plan process.
- With dialogue, it is a participatory process.

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## SWOT: Internal Factors

- **Strengths**  
Positive tangible and intangible attributes, internal to the City. They are within the City's control.
- **Weaknesses**  
Factors that are within the City's control that detract from its ability to attain the core goal. Which areas might the City improve?

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## S.W.O.T. External Factors

- Opportunities
  - External attractive factors that represent the reason for the City to exist and develop. What opportunities exist in the environment that can propel the City?
  - Identify opportunities by their “time frames”
- Threats
  - External factors, beyond City’s control, which could place the City’s mission or operation at risk. The City may benefit by having contingency plans to address threats if they should occur.
  - Classify threats by their “seriousness” and “probability of occurrence”.

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## Simple Rules for S.W.O.T .Analysis

- Be realistic about the City’s strengths and weaknesses.
- Distinguish between where the City is today, and where it could be in the future
- List as many items as people want, don’t discuss each item
- Think of city as being in competition w/other cities (Jourdanton?)
- Be specific: Avoid gray areas.
- Look at connections between items listed
- Analyze each in relation to the City’s core values and mission.
- Keep the S.W.O.T. short and simple. Avoid complexity and over-analysis
- Empower S.W.O.T. with a logical conceptual framework.

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## Caution!

- S.W.O.T. analysis can be very subjective. Do not rely on it too much. Two people rarely come-up with the same final version of S.W.O.T.
- Use it as a guide and not a prescription.

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## Suggested Categories for S.W.O.T.

What are strengths, weaknesses, opportunities or threats with regards to:

- |                                 |                                    |
|---------------------------------|------------------------------------|
| • Sewage Collection & Treatment | • Traffic/Transportation           |
| • Water Supply & Distribution   | • Utilities                        |
| • Development Regulations       | • Land Uses                        |
| • Single Family Residential     | • Livability/Quality of Life       |
| • Multi-Family Residential      | • Community Facilities             |
| • Retail Sales                  | • Floodplains                      |
| • Community Services            | • Economic Development             |
| • Perceptions                   | • City Finances                    |
| • Regional Location             | • Education/Schools                |
| • Downtown                      | • Health & Safety                  |
| • People                        | • Environment (physical, cultural) |
| • Growth                        | • Energy                           |
| • Noise                         | • Neighborhoods                    |

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## Visioning

Purpose: Develop a **Vision** for the City of Pleasanton, Texas.

- Understand the whole community, reflect core community values, address emerging trends & issues, envision a preferred future and promote local action.
- Most important strength, weakness, opportunity, threats
- What is the most surprising among them?
- What is the level of community interest or enthusiasm?
- Is more information needed?
- Core community values
- What are the major Emerging Trends & Issues
- Preferred future (Vision)
- Goals & Objectives
- Actions (Next time)

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## Core Values

- Core community values

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## Major Trends & Issues

- Quality of Life
- Population
- Environment
- Housing
- Economic Development
- Transportation
- Utilities
- Public Safety
- Health
- Education
- Growth

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## Vision for Pleasanton

- In the future, we envision that Pleasanton will be . . .

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## General Goals for Pleasanton

(Trends & Issues Categories)

- Quality of Life
- Environment
- Housing
- Economic Development
- Transportation
- Utilities
- Public Safety
- Health
- Education
- Growth

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# City of Pleasanton Visioning

San Antonio Planning Advisors

August 6, 2011

*Citizen Input/Objectives Added*

## Visioning Meeting 3 Agenda

1. Welcome and Introductions
2. Review of Ground Rules and Meetings 1 & 2 Info
3. Meeting Purpose and Outcomes
  - Review Vision Statement alternatives
  - Discussion Draft Vision & Goals
4. Develop Action Plan
  - Actions to achieve community goals & objectives
  - Actions to address Emerging Trends & Issues
  - Actions to address major Areas of Concern
  - Discuss/adopt recommend Action Plan
5. Questions & Review of next steps
6. Closing comments and adjournment

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## S.W.O.T. Brainstorming/Analysis

S.W.O.T. Analysis is a tool used to evaluate **Strengths**, **Weaknesses**, **Opportunities** and **Threats** that are relevant to the City in the planning process to develop goals, objectives and actions.

The following slides are based on the S.W.O.T. Brainstorming/Analysis session held on July 23, 2011 at the second visioning meeting.

## S.W.O.T. Strengths

- Geographic Location (4)
- Retail Hub of County
- Fiscally Sound
- Amenities & Facilities (*which ones?*)
- Community Values & Organizations (*examples?*)
- Diversity (?)
- Business Strength & Growth (?)

(Many elements from the S.W.O.T. Analysis were repeated at more than one table)

## S.W.O.T. Weaknesses

- Apathy, lack of public interest & involvement
- Lack of long-range plan & vision
- Skilled labor/poor training in workforce
- Transportation
- Poor housing quality and quantity
- Communication with citizens
- Water supply/quality
- Animal control & noise control

Draft Statements from Pleasanton  
Visioning July 23, 2011

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## S.W.O.T. Opportunities

- Downtown development
- Eagle Ford shale/oil boom (3)
- Accessibility
- Solar & wind energy
- Community college
- Opportunity to develop RV communities
- Economic development (*what type?*)
- Available land to develop

Draft Statements from Pleasanton  
Visioning July 23, 2011

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