



TRACY TOGETHER

STATE OF THE CITY

MAYOR ROBERT RICKMAN

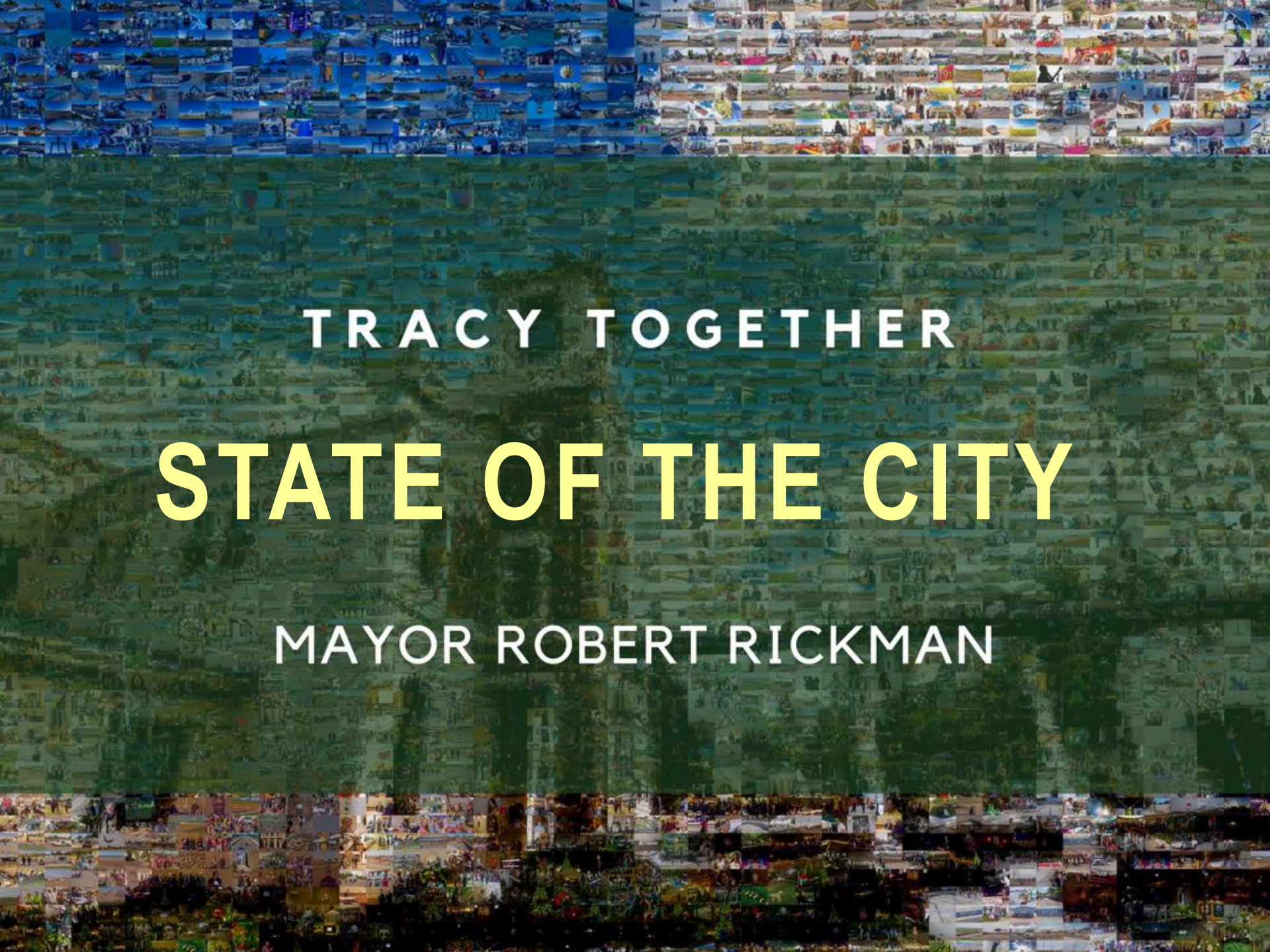
SPONSORS



Sutter Gould Medical Foundation
Sutter Tracy Community Hospital



THE SURLAND COMPANIES



TRACY TOGETHER

STATE OF THE CITY

MAYOR ROBERT RICKMAN

AWARD WINNING

RED

Real Estate & Development

TOUR OF TRACY

SAVE THE DATE:

WEDNESDAY, APRIL 12TH

8AM - 11:30AM

CHECK-IN AT TRACY COMMUNITY CENTER,
950 EAST ST.

**TOUR NEW COMMERCIAL & RESIDENTIAL
DEVELOPMENTS IN TRACY!**

*****LIMITED TICKETS AVAILABLE*****

Discover What Tracy Has To Offer!

Registration & Breakfast: 8AM - 9AM

Tour of Tracy : 9:30AM - 11:30AM

Call 209-835-2131 to purchase tickets

Early Bird Member Price: \$50 (03/21 - 03/27)

After 03/27 Member Price: \$55

Non-Member Price: \$70



TRACY
Chamber of Commerce



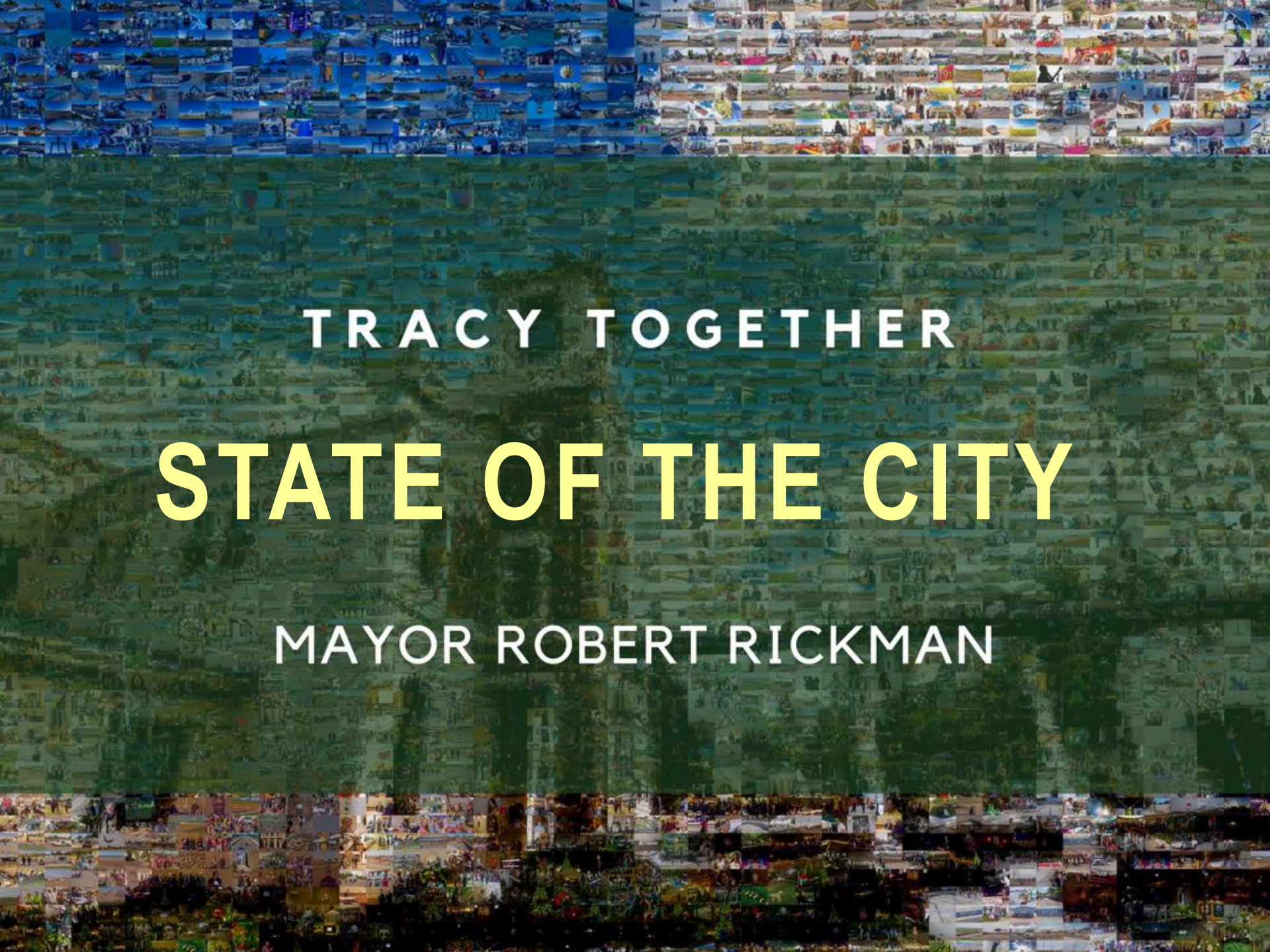
Event Presented by: Tracy Chamber & City of Tracy



STATE OF THE CITY

MAYOR
ROBERT
RICKMAN

TRACY, CALIFORNIA

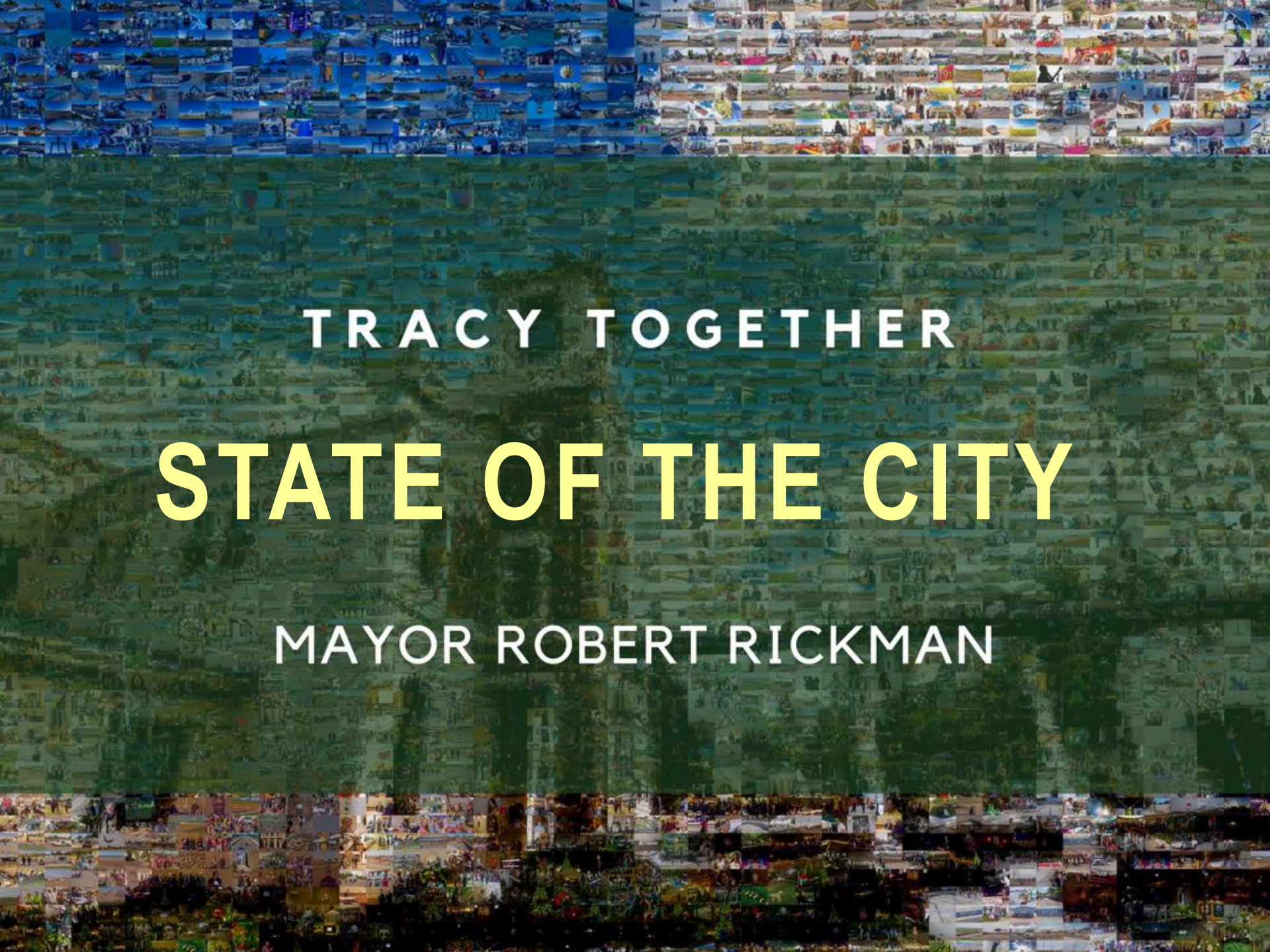


TRACY TOGETHER

STATE OF THE CITY

MAYOR ROBERT RICKMAN





TRACY TOGETHER

STATE OF THE CITY

MAYOR ROBERT RICKMAN

IN REMEMBRANCE



TRACY CITY COUNCIL



COUNCILMEMBER
RHODESIA
RANSOM

MAYOR PRO TEM
VERONICA
VARGAS

MAYOR
ROBERT
RICKMAN

COUNCILMEMBER
NANCY YOUNG

COUNCILMEMBER
JUANA DEMENT

“

TRACY TOGETHER

”





QUALITY OF LIFE



10

20
16 | 17

PRESENTING SEASON



Season Opener

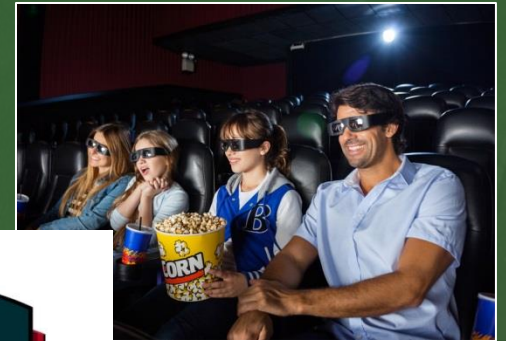
TRACE ADKINS



ART = LIFE

outside the lines, Tracy CA





PUBLIC SAFETY



POLICE
DEPARTMENT



FIRE
DEPARTMENT



CODE
ENFORCEMENT

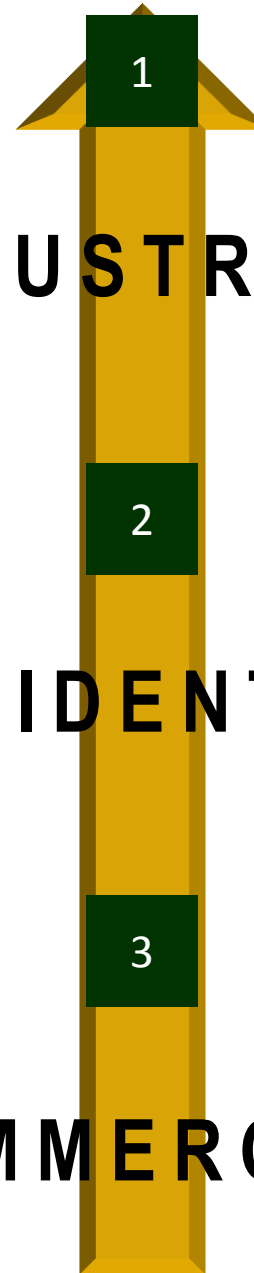


RESPONDING TO OUR RESIDENTS



COMMUNITY DEVELOPMENT





INDUSTRIAL

RESIDENTIAL

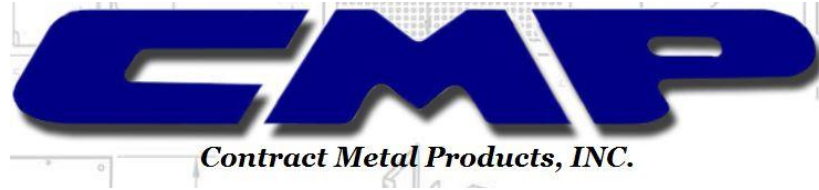
COMMERCIAL

NEW ANNOUNCEMENTS!



PROLOGIS

PROLOGIS INTERNATIONAL
PARK OF COMMERCE



ZINUS

PIONEERING COMFORT

**BEST SLEEP
STARTS WITH
STRESS-FREE
SHOPPING**

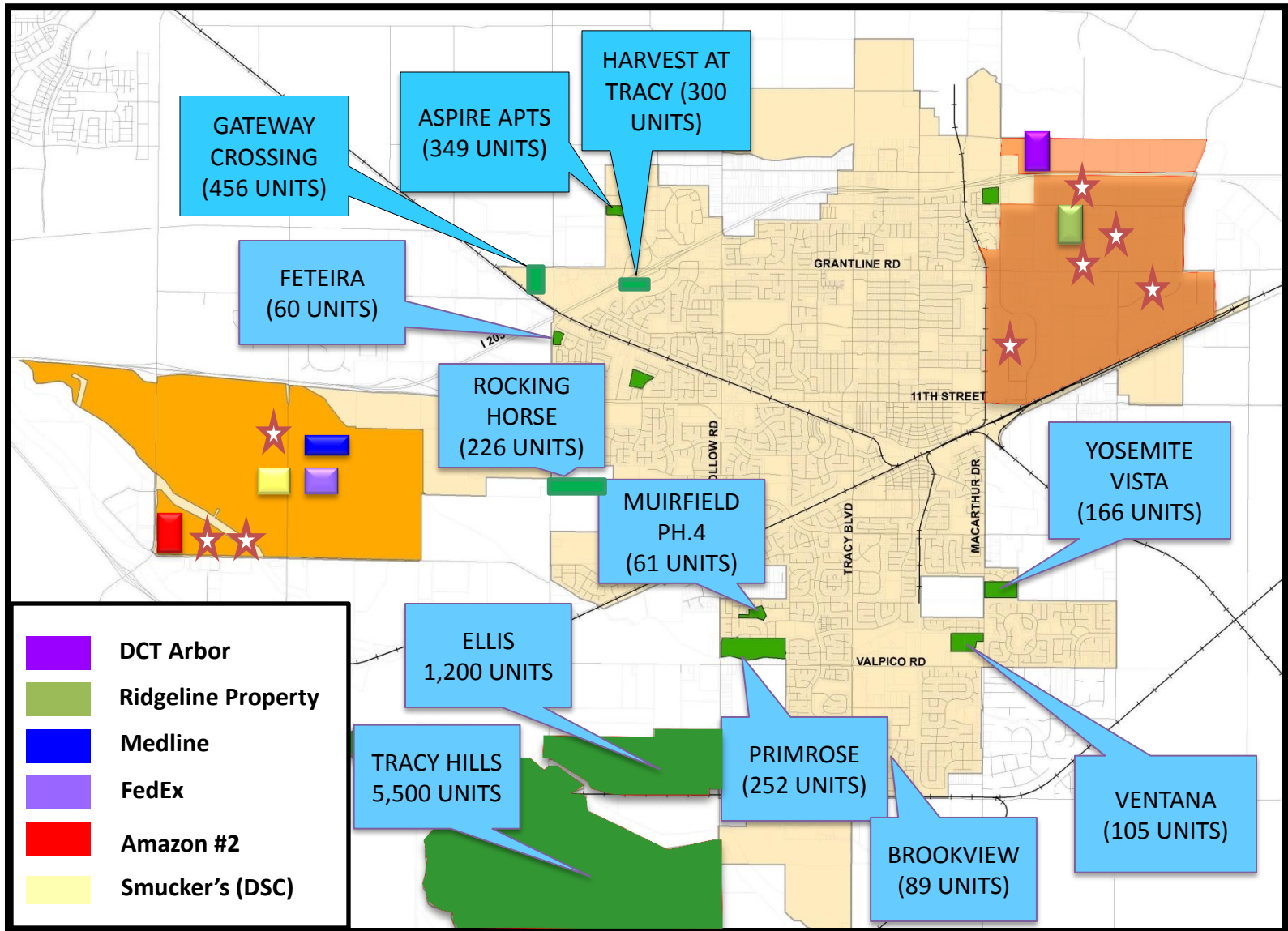
Proprietary shipping process which delivers your new sleep directly to your place



**ZINUS MODERN
STUDIO
COLLECTION**

Easy to assemble, the Zinus Modern Studio Collection is an ideal combination of function and style to complement your bedroom

RECENT & FUTURE DEVELOPMENT



NEW DEVELOPMENT



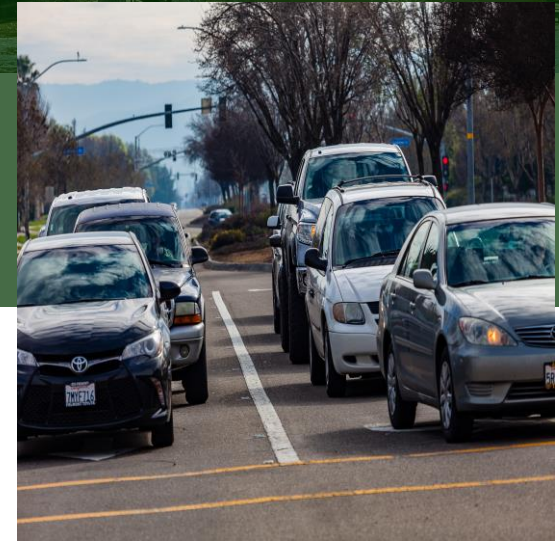
PROJECTS



11TH STREET
BRIDGE
REPLACEMENT



RECYCLED
WATER
PIPELINE



CORRAL
HOLLOW
ROAD
WIDENING



BUSINESS ATTRACTION

TiECON



IAMC

INDUSTRIAL ASSET MANAGEMENT COUNCIL



ICSC



SIOR

kotra

Korea Trade-Investment
Promotion Agency



**Lawrence Livermore
National Laboratory**

Now Open!



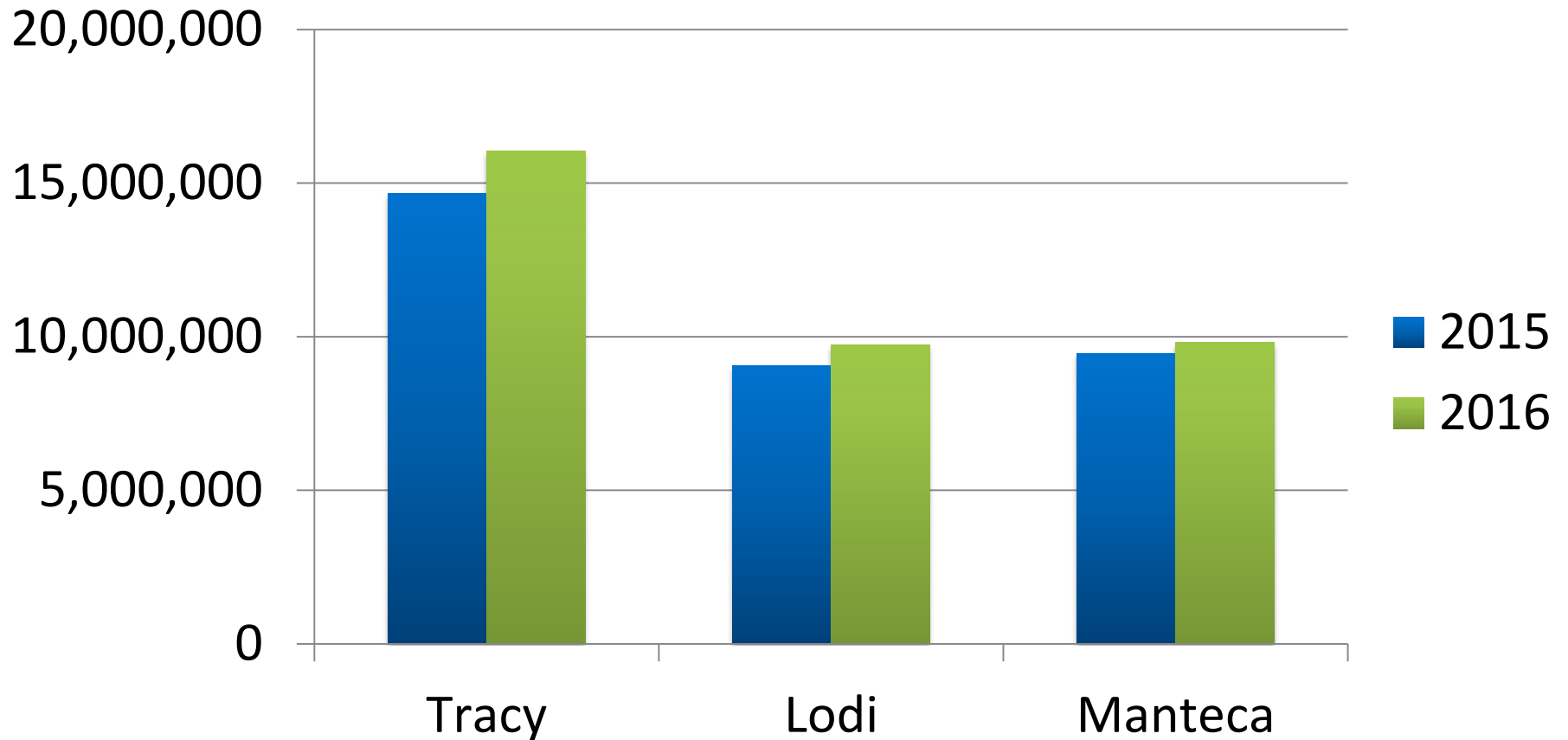
Coming Soon!



SALES TAX REVENUE

2016-2017 COMPARISON

3rd Quarter Benchmark Year



Source: HDL Companies

JOB CREATION



Manufacturing

548



Professional,
Scientific, and
Service
Industries

352



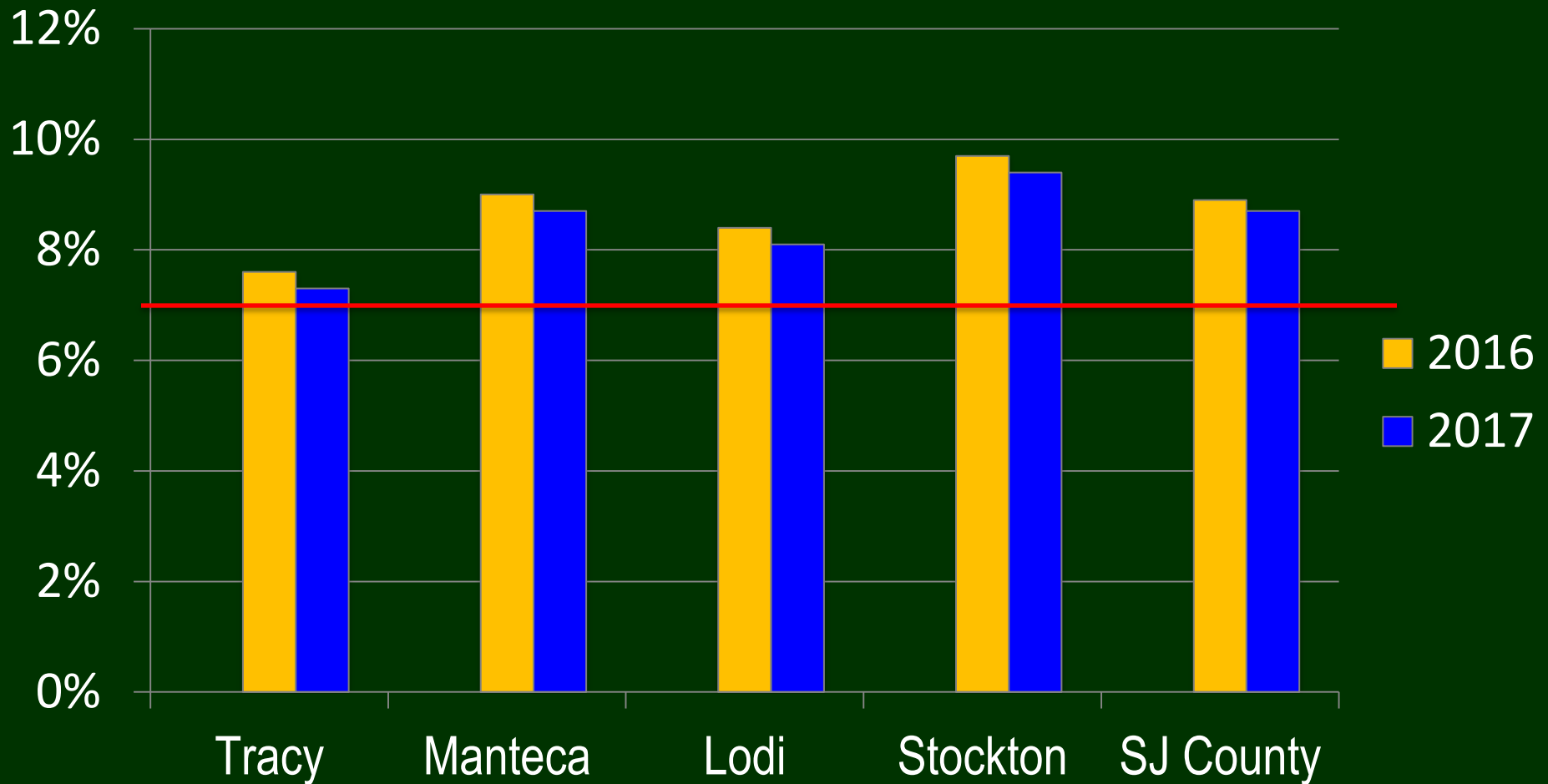
Wholesale
Trade

297

OVER 5,889
NET
INCREASE
IN JOBS
SINCE 2014

UNEMPLOYMENT

LOCAL COMPARISON (JANUARY 2017)



Source: Employment Development Department

HIGHER EDUCATION

- Structured for working professionals
- Evening bachelor's and master's degree programs in Tracy
- Fall 2017 – Single and Multiple Subject Teaching Credential **AND** BS in Human Services



Learn Inside the Triangle.



DOWNTOWN TRACY

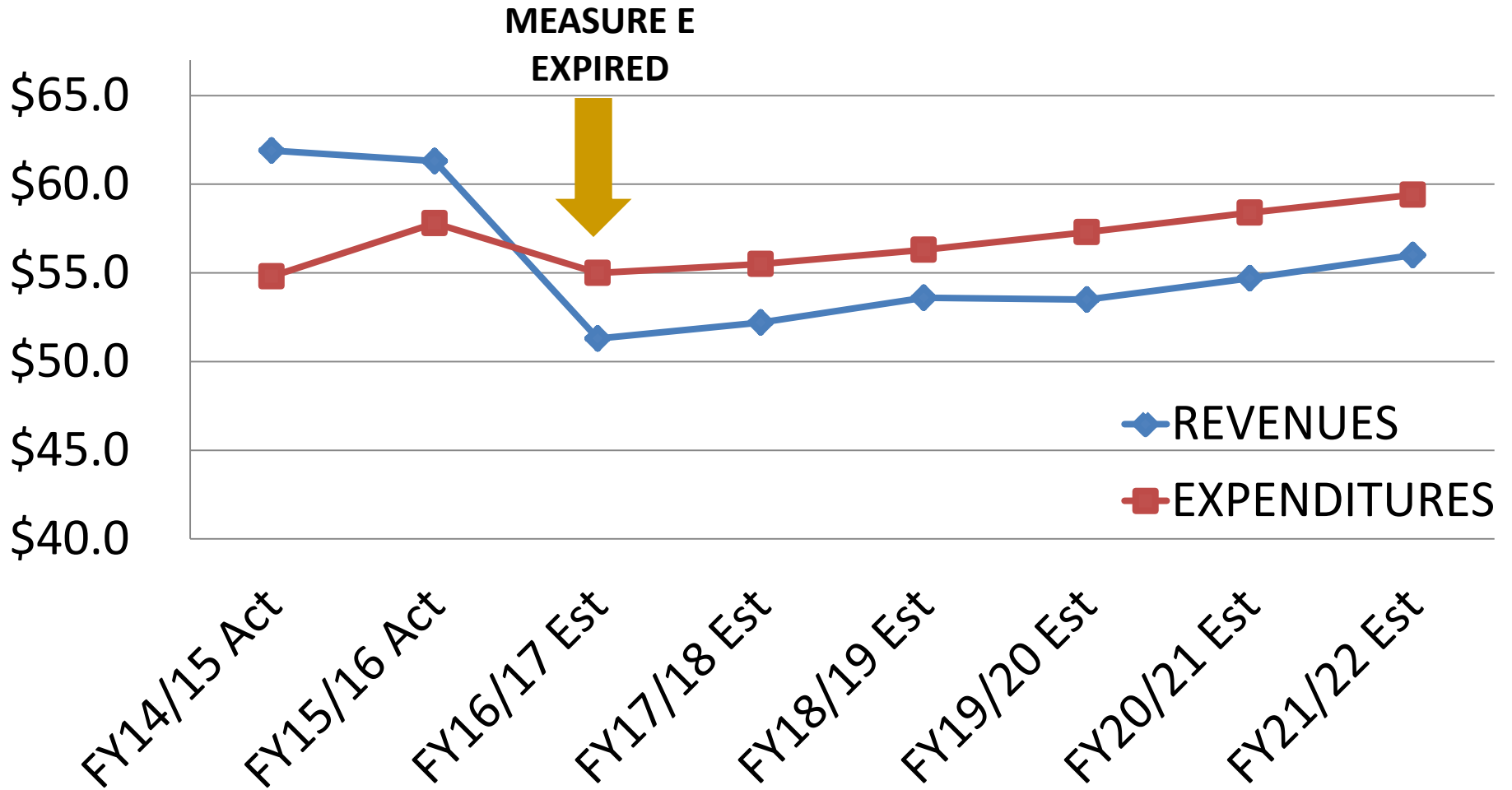




MOVING FORWARD TOGETHER

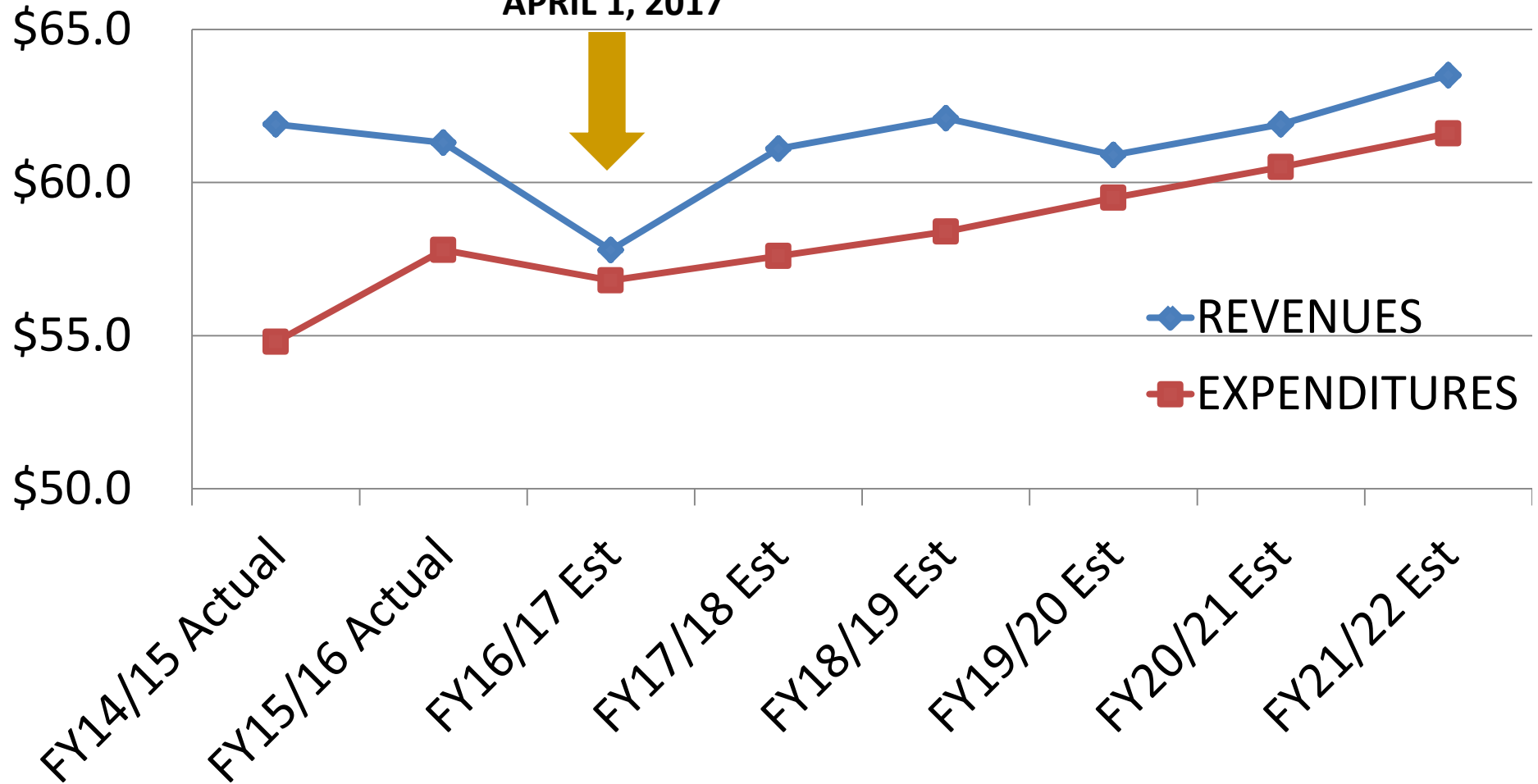


PRE MEASURE V



FINANCIAL FORECAST

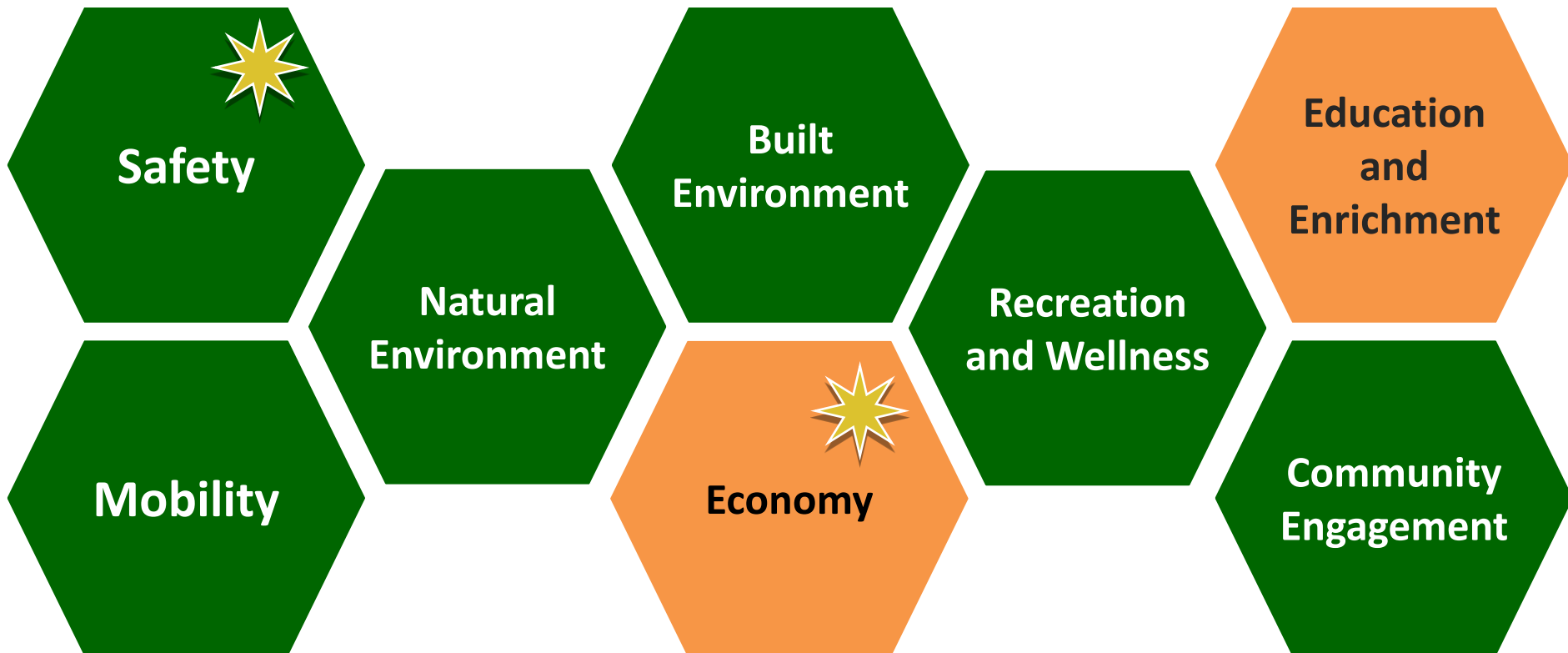
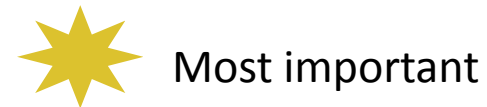
MEASURE V STARTS
APRIL 1, 2017



YOUR VOICE

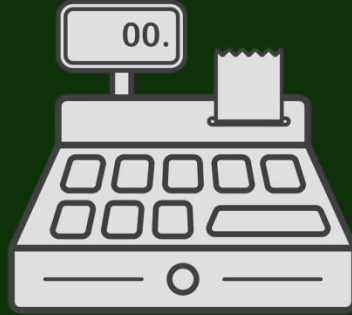
Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark



Source: 2016 NCS Survey

**ECONOMIC
DEVELOPMENT**



**COMMUNITY
AMENITIES**



**PUBLIC
SAFETY**



BEAUTIFICATION



**ENHANCE THE
GREAT THINGS
ABOUT TRACY**

**ECONOMIC
DEVELOPMENT**



**COMMUNITY
AMENITIES**



**PUBLIC
SAFETY**



BEAUTIFICATION



**ENHANCE THE
GREAT THINGS
ABOUT TRACY**

<p align="center">Build Community Amenities</p>	<p align="center">Parks Department</p>	<p>Report on progress of the Aquatic Center</p> <ul style="list-style-type: none"> • Conceptual Plan to Parks Commission showing results of community outreach and feasibility plans. • Report to Council with conceptual plan. 	<p align="center">Special Meeting 3/23</p> <p align="center">4/4 or 4/18</p>
<p align="center">Enhance City Image</p>	<p align="center">Development Services</p>	<p align="center">Come to Council with proposed language to amend the Tracy Municipal Code regarding vehicle parking on lawns and in back yards for later amendment.</p>	<p align="center">3/ 21</p>
<p align="center">Enhance City Image</p>	<p align="center">Development Services</p>	<p align="center">Proposed language for regulating paving of entire front yards – A Front Setback Paving</p>	<p align="center">4/18</p>

<p>Enhance Public Safety</p>	<p>Police Department Human Resources</p>	<p>Fund four (4) police officers to enhance staffing levels.</p>	<p>3/7 – 3/21</p>
<p>Economic Development Head of Household job creation</p>	<p>Development Services</p>	<p>Head-of-Household Jobs / Incentives / Attraction of Start-Up & Entrepreneurial Investment / Outreach & Exposure Programs</p>	<p>3/21 -6/1</p>
<p>Economic Development</p>	<p>Development Services</p>	<p>Approve Hilton Home2 Hotel.</p>	<p>TBD</p>

<p>Enhance City Image</p>	<p>Development Services</p>	<p>Adopt Amendments to the City Design Guidelines</p> <p>Planning Commission</p> <p>Council Report</p>	<p>April 12</p> <p>May 16</p>
<p>Economic Development Infrastructure Readiness</p>	<p>Development Services</p>	<p>Evaluate Feasibility of consolidating FIP areas</p>	<p>Ongoing</p>
<p>Economic Development Infrastructure Readiness</p>	<p>Utilities</p> <p>Development Services</p>	<p>Finalize plan to ensure water improvements for Tracy Hills/Ellis are appropriately funded</p>	<p>3/15/2017</p> <p>No report necessary</p>

<p>Enhance City Image</p>	<p>Development Services</p>	<p>Proposed language for outside Storage and Temporary Carports (PODS).</p>	<p>5/16</p>
<p>Enhance City Image</p>	<p>Development Services</p>	<p>Proposed language for standards for temporary carports and provide options.</p>	<p>5/16</p>
<p>Build Community Amenities Invest In Community</p>	<p>City Manager's Office</p>	<p>"Amenitize" Community with Measure V</p>	<p>Council Staff Report 4/18</p>

<p>Enhance Public Safety</p>	<p>Police Department Human Resources</p>	<p>Fund non-sworn positions of: 2 Community Services Officer, 2 Dispatchers, 1 Crime Prevention Specialist.</p>	<p>Mid-Year Budget Adjustment 2/21</p>
<p>Enhance Public Safety</p>	<p>Fire Department</p>	<p>Renegotiate current ALS Agreement to Improve Fire Response to Medical Emergencies.</p>	<p>4/18</p>
<p>Enhance Public Safety</p>	<p>Fire Department</p>	<p>Acquire Marketing Firm to assist with PR Adopt Standards of Cover.</p>	<p>4/18 5/1</p>

Diversify Economic Development	Development Services	Approve Marriott Towne Place Hotel.	2/21
Economic Development	Development Services	Timelines for Development Staff Report	4/18
Enhance City Image	Development Services	Paint 6th street water tower.	17/19 CIP budget process

<p>Build Community Amenities</p>	<p>Development Services</p>	<p>Legacy Field Improvements Phase I – C (approximately \$2.5 Million)</p> <p>Award Contract (construction start contingent on weather and labor availability)</p>	<p>March, 2017 through September, 2017</p>
<p>Build Community Amenities</p>	<p>Development Services</p>	<p>Legacy Fields - Final 2 Soccer Fields</p> <p>Begin Construction (pending weather)</p>	<p>May 2017</p>
<p>Build Community Amenities</p>	<p>Parks Department</p>	<p>Legacy Fields</p> <p>Report and discuss options for phased future development</p>	<p>CIP Budget Discussion and Measure V discussions</p>

Economic Development Infrastructure Readiness	Utilities	Bid JJWTP Project Replacement of Filters.	Project Award 3/21/17
Investing in Community and Enhancing City Image	Public Works	Multiple Playground renovations for LMD and GF Parks	4 parks in conceptual design stage
Investing in Community and Enhancing City Image	Public Works	Multiple Playground renovations for LMD and GF Parks	4 parks in conceptual design stage
Investing in Community and Enhancing City Image	Development Services Public Works	Corral Hollow Median Landscape Improvements Out to Bid	February, 2017
Invest in Our Community	City Manager	Analyze Property Tax Sharing Report and discuss strategies to capture greater shares of property tax for City Services.	5/16/17

<p>Investing in Community and Enhancing City Image</p>	<p>Public Works Development Services</p>	<p>11th Street Median Landscape Improvements</p>	<p>4/18</p>
<p>Investing in Community and Enhancing City Image</p>	<p>Public Works</p>	<p>Variety of Major and Minor Projects within the LMDs, including such projects as Irrigation Upgrades, planter bed renovations in parks and medians, mulching in various locations, remulching of planter beds.</p> <p>Continuing tree removals, planting and trimming; conversion of some turf areas to drought resistant plant material.</p>	<p>Work to be completed throughout 2017 and beyond.</p>



STRATEGIC

PRIORITIES





TRACY

OUR
SHARED
VISION

CALIFORNIA

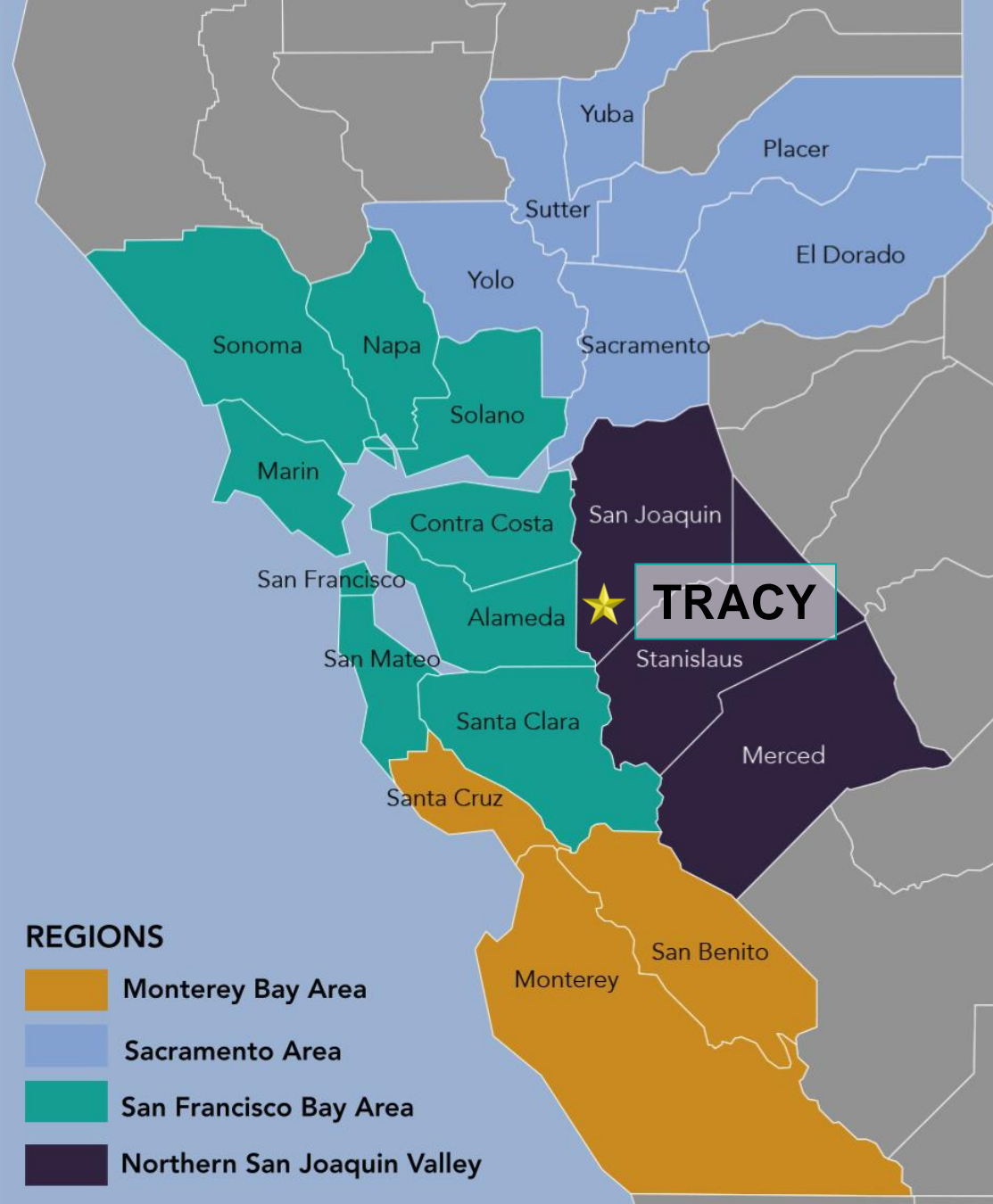
JEFF BELLISARIO
VICE PRESIDENT



TRACY:

At the Center
of the Northern
California
Megaregion

March 21, 2017

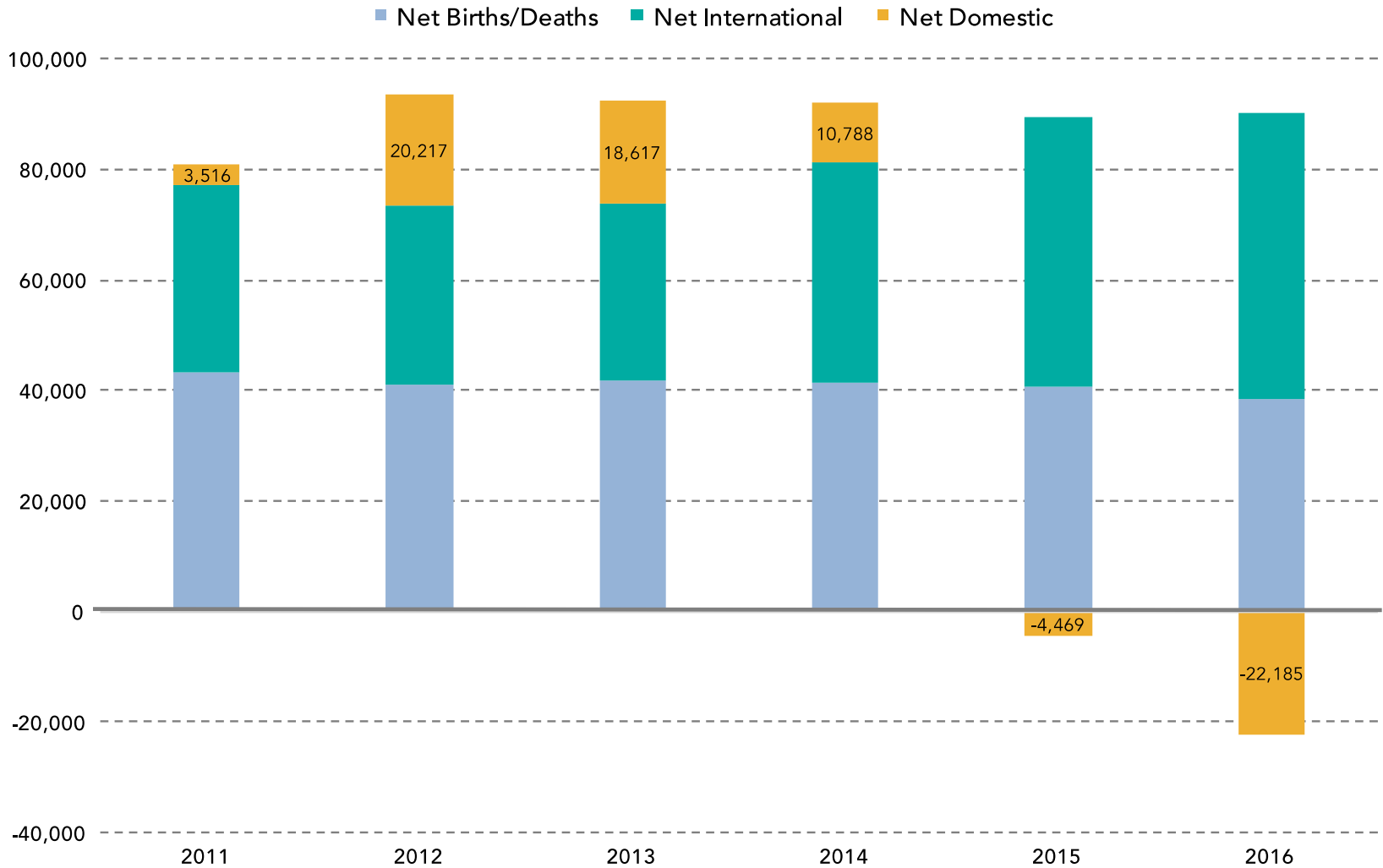


1. The Megaregional Context



Population is Leaving the Bay Area...

Bay Area Population Change

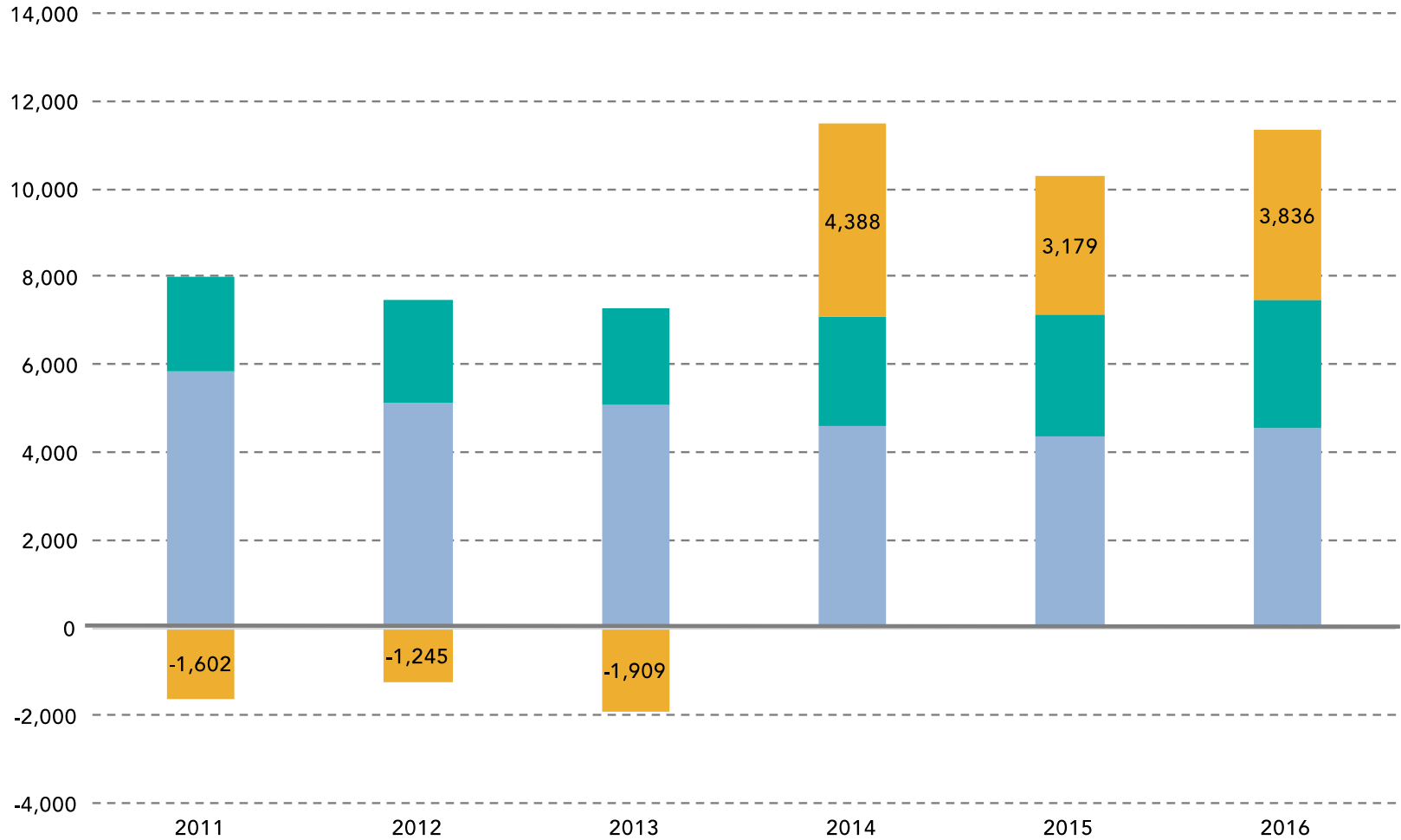


Data Source: California Department of Finance, Demographic Research Unit
Analysis: Bay Area Council Economic Institute

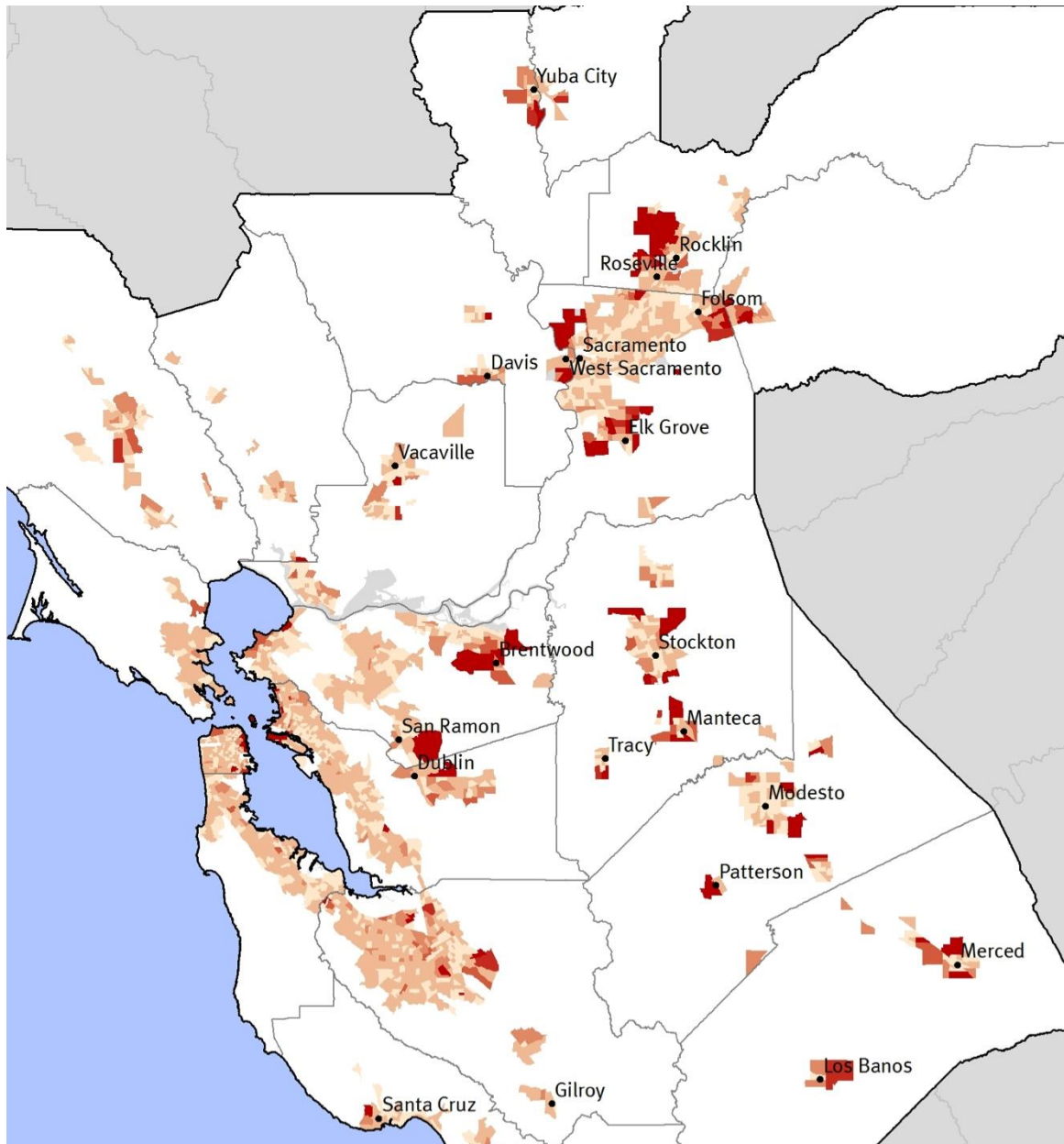
...And Moving to San Joaquin County

San Joaquin County Population Change

■ Net Births/Deaths ■ Net International ■ Net Domestic



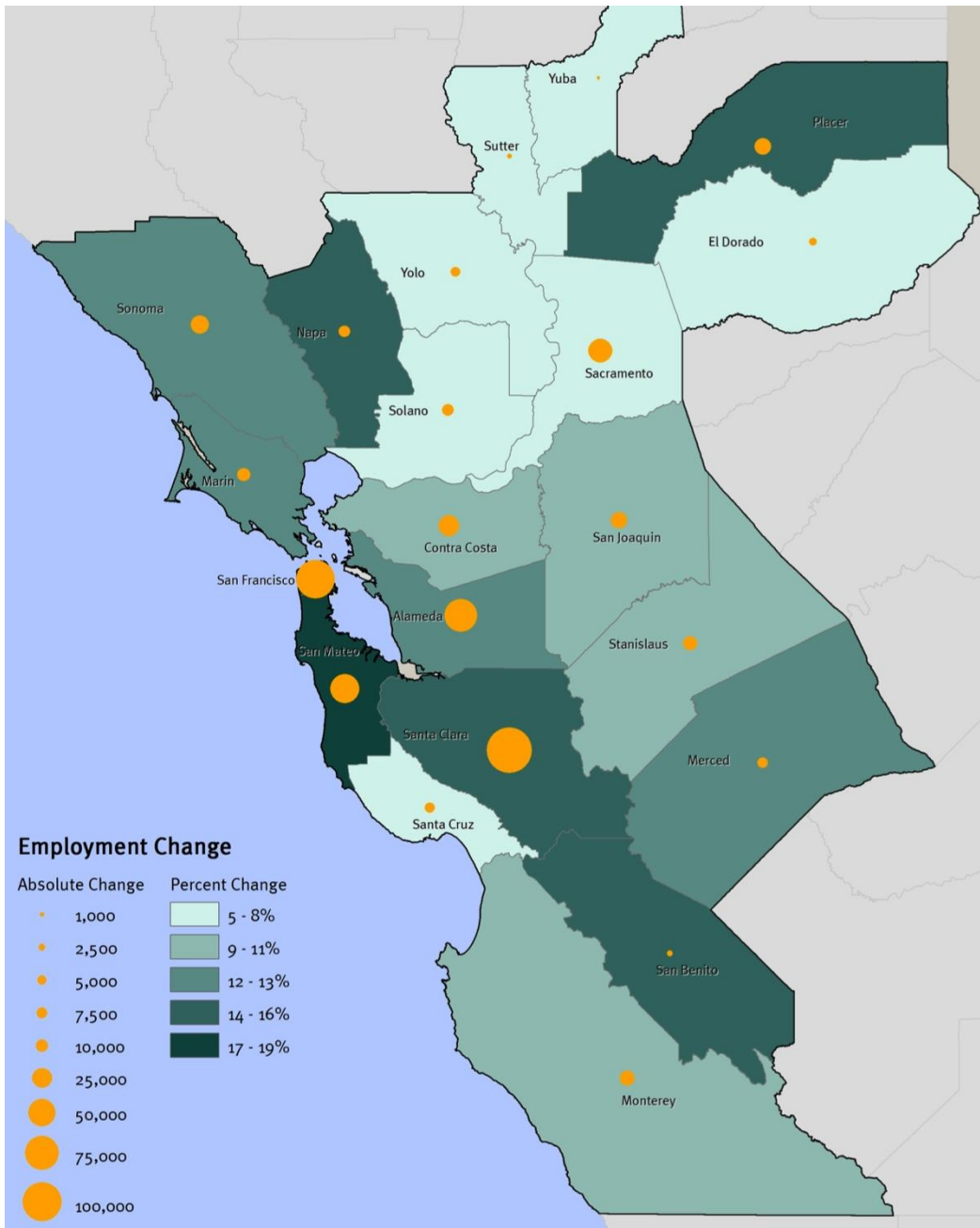
Data Source: California Department of Finance, Demographic Research Unit
Analysis: Bay Area Council Economic Institute



Population Growth Since 2000 has been Concentrated outside of Bay Area

Twelve of the 16 fastest growing cities in the megaregion are located in the Sacramento region and NSJV:

- Elk Grove
- Yuba City
- Rocklin
- Manteca
- Roseville
- **Tracy**



But Bay Area Leads Job Gains



75% of job growth since '10 in Bay Area

+



Bay Area home prices 3x NSJV

+



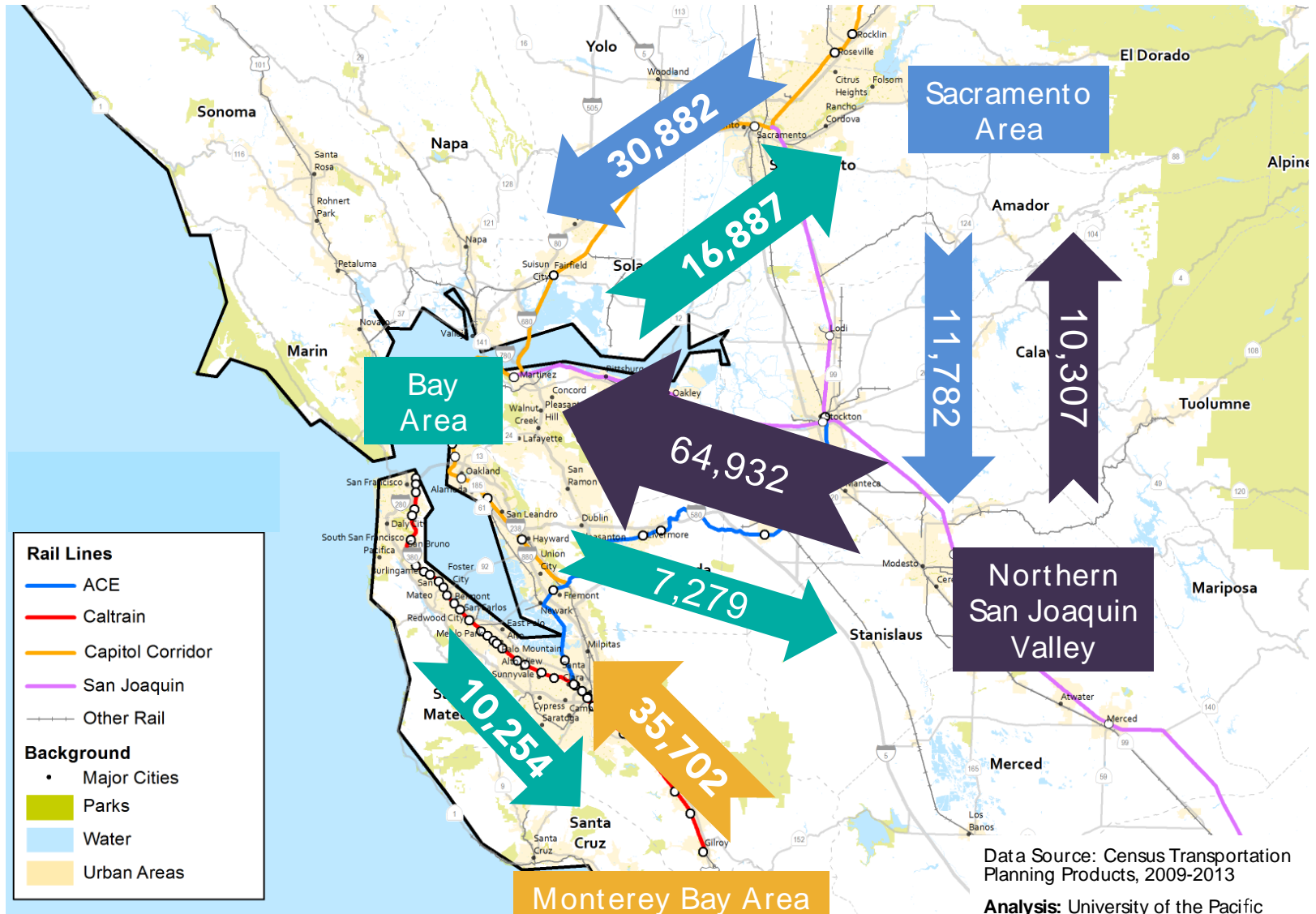
Truck trips converge in Oakland and NSJV

=



Largest % of mega-commutes

More Commuters Making Megaregional Trips



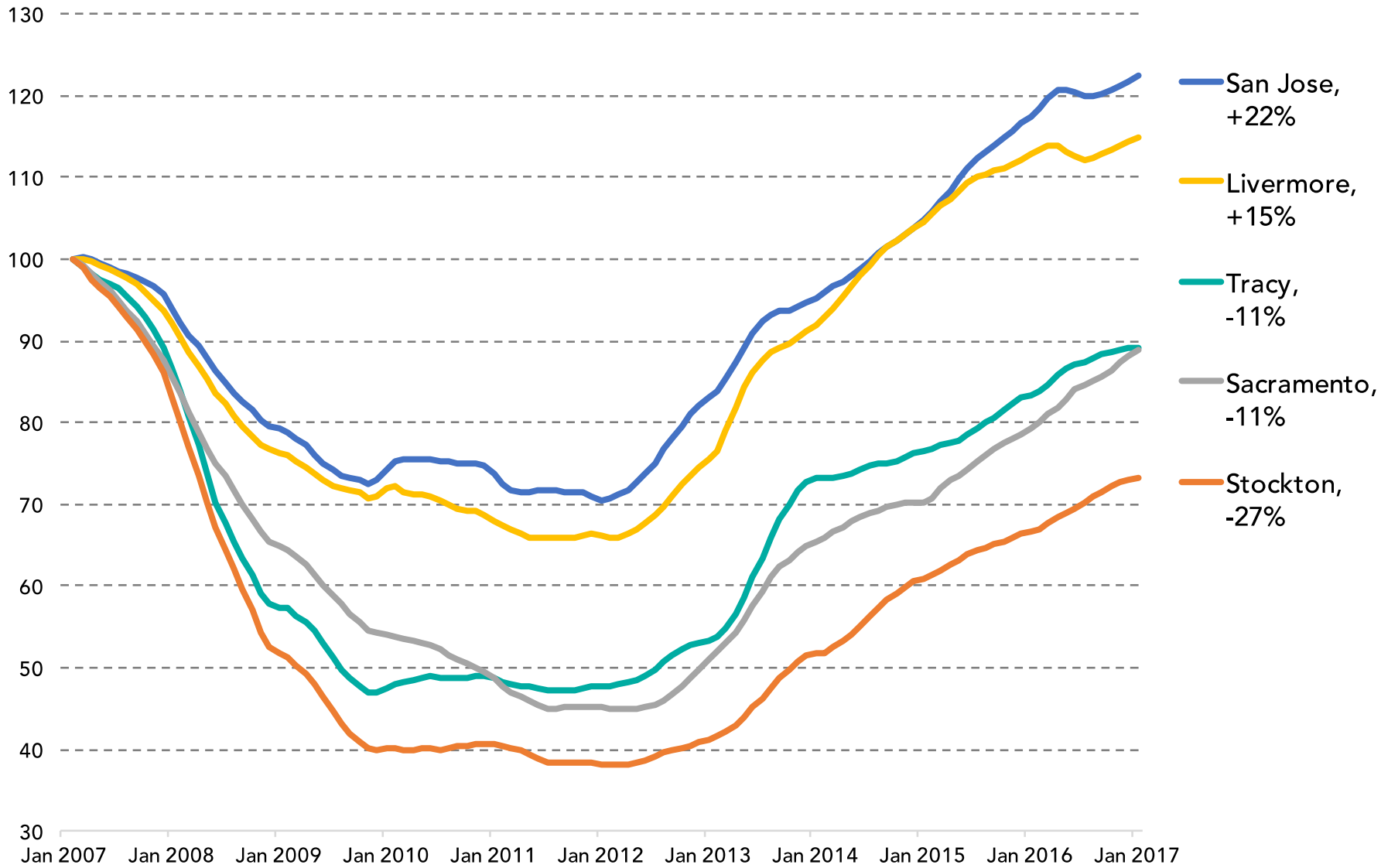
2. Exploring the Tracy Economy Today



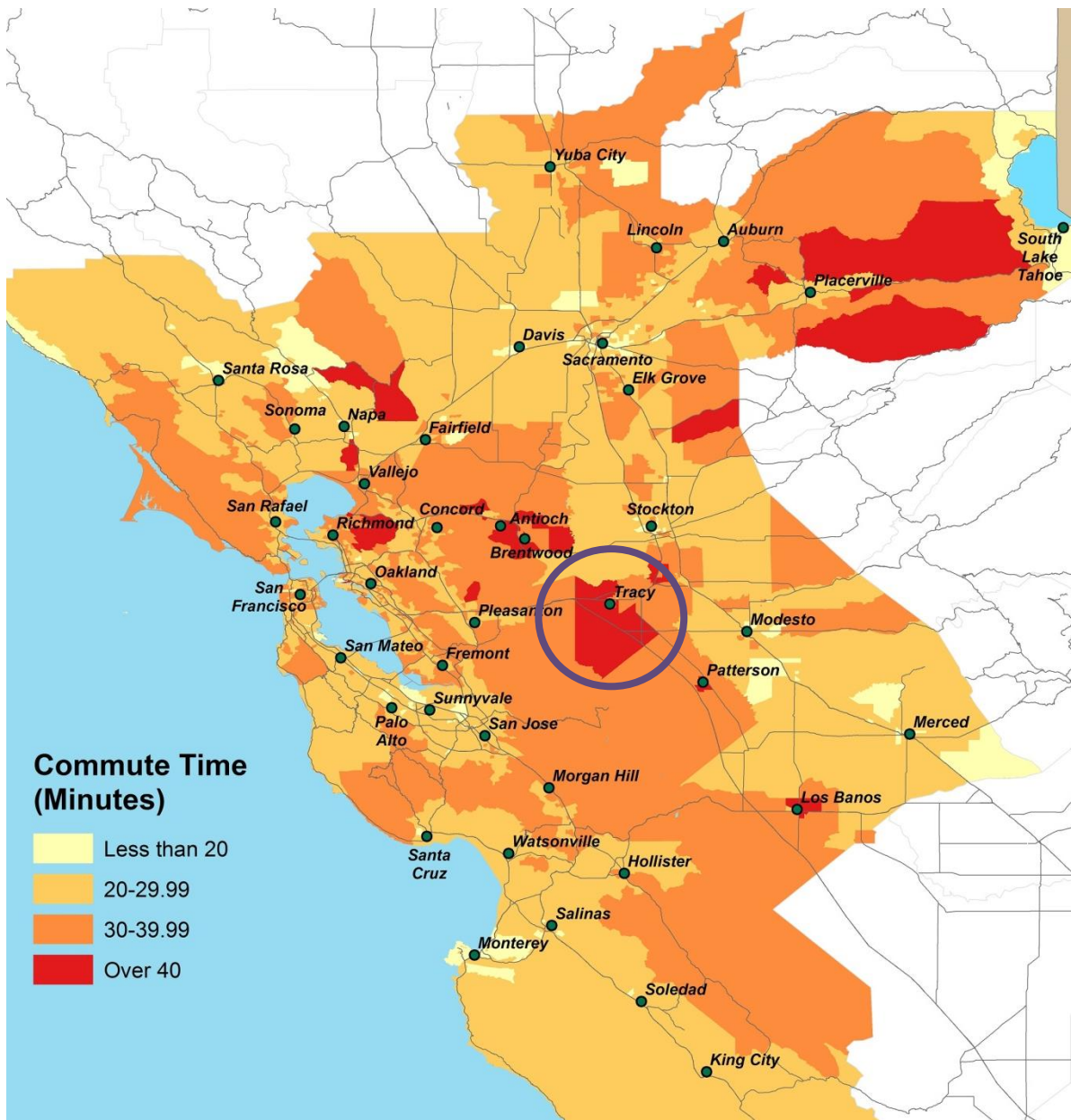
Tracy's Economy: Quick Facts

- Tracy is the **9th fastest** growing city in Northern California by population
- In 2000, Tracy's population was **57,000**
- In 2016, Tracy's population was **90,000**
- Median Home Price: **\$439,700**
- **3,500** housing units approved/under construction (+13% growth)

Change in City Median Home Values Since 2007



Data Source: Zillow.com
Analysis: Bay Area Council Economic Institute



Tracy Exports its Workers to the Megaregion

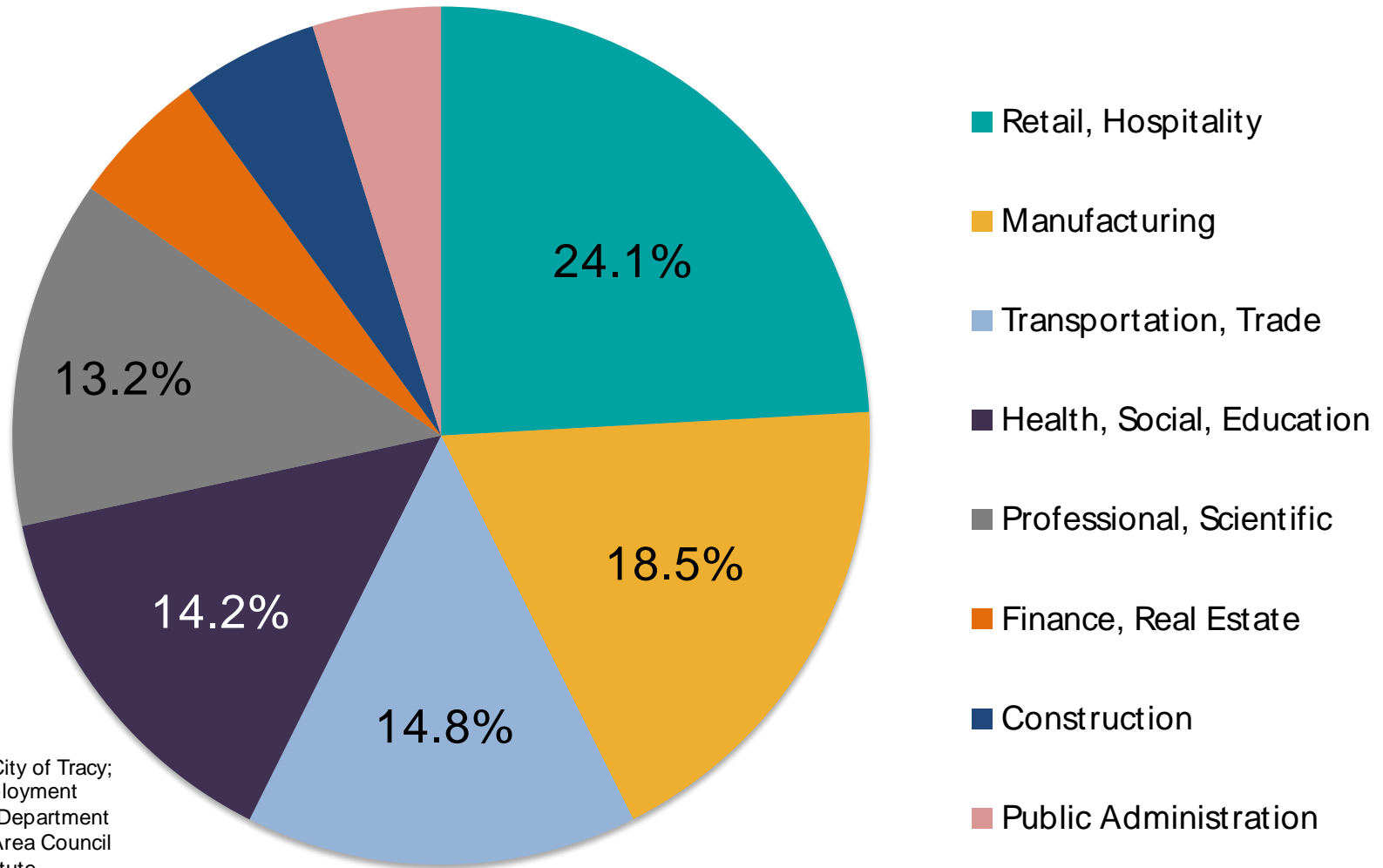
46% - Tracy residents that work within San Joaquin County

41 minutes - Mean commute time for residents

32% - Commute for more than 60 minutes

Strength in Manufacturing & Trade Jobs

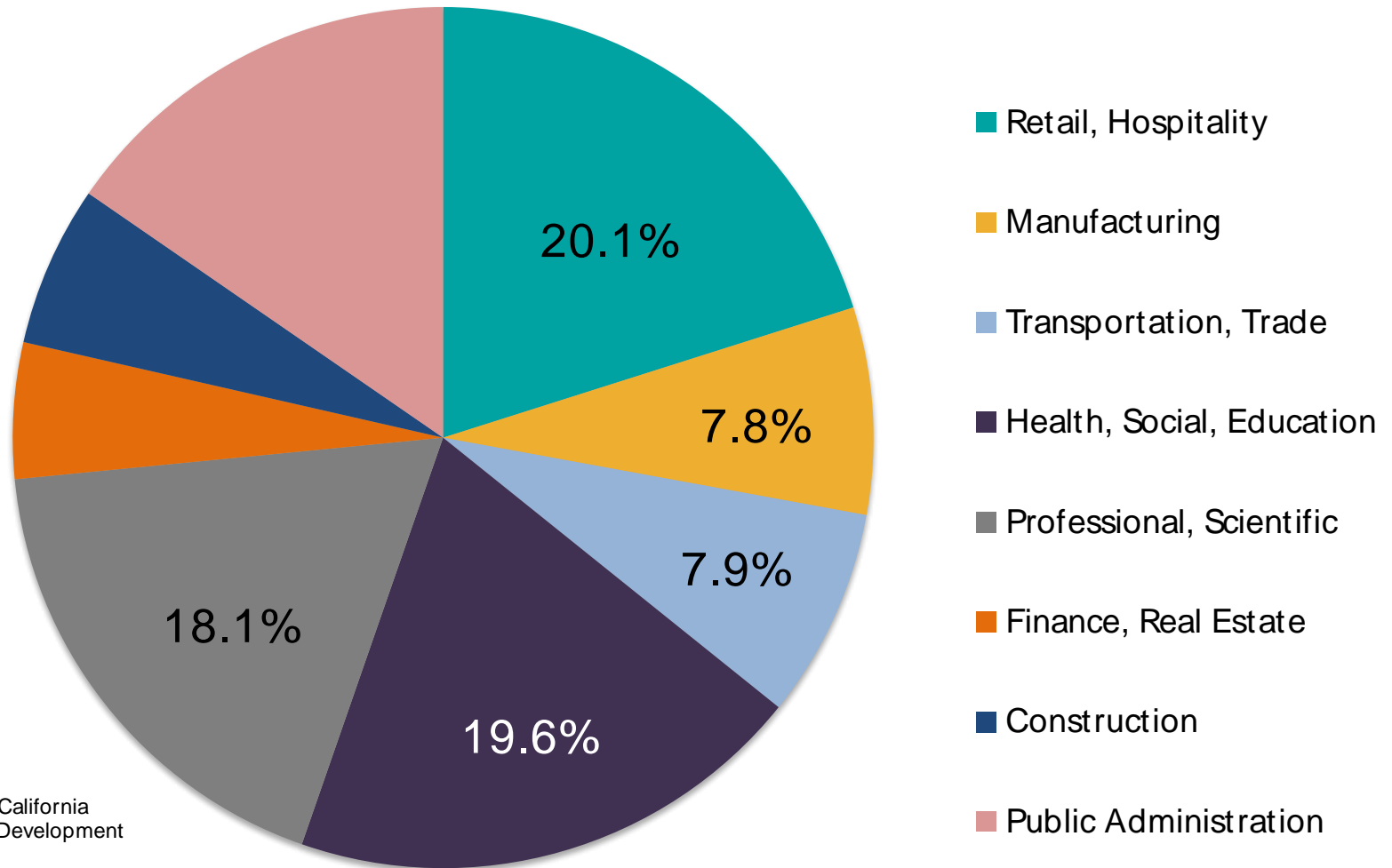
Tracy Employment by Industry, 2016



Data Source: City of Tracy;
California Employment
Development Department
Analysis: Bay Area Council
Economic Institute

Inland Growth in Tech and Healthcare Jobs

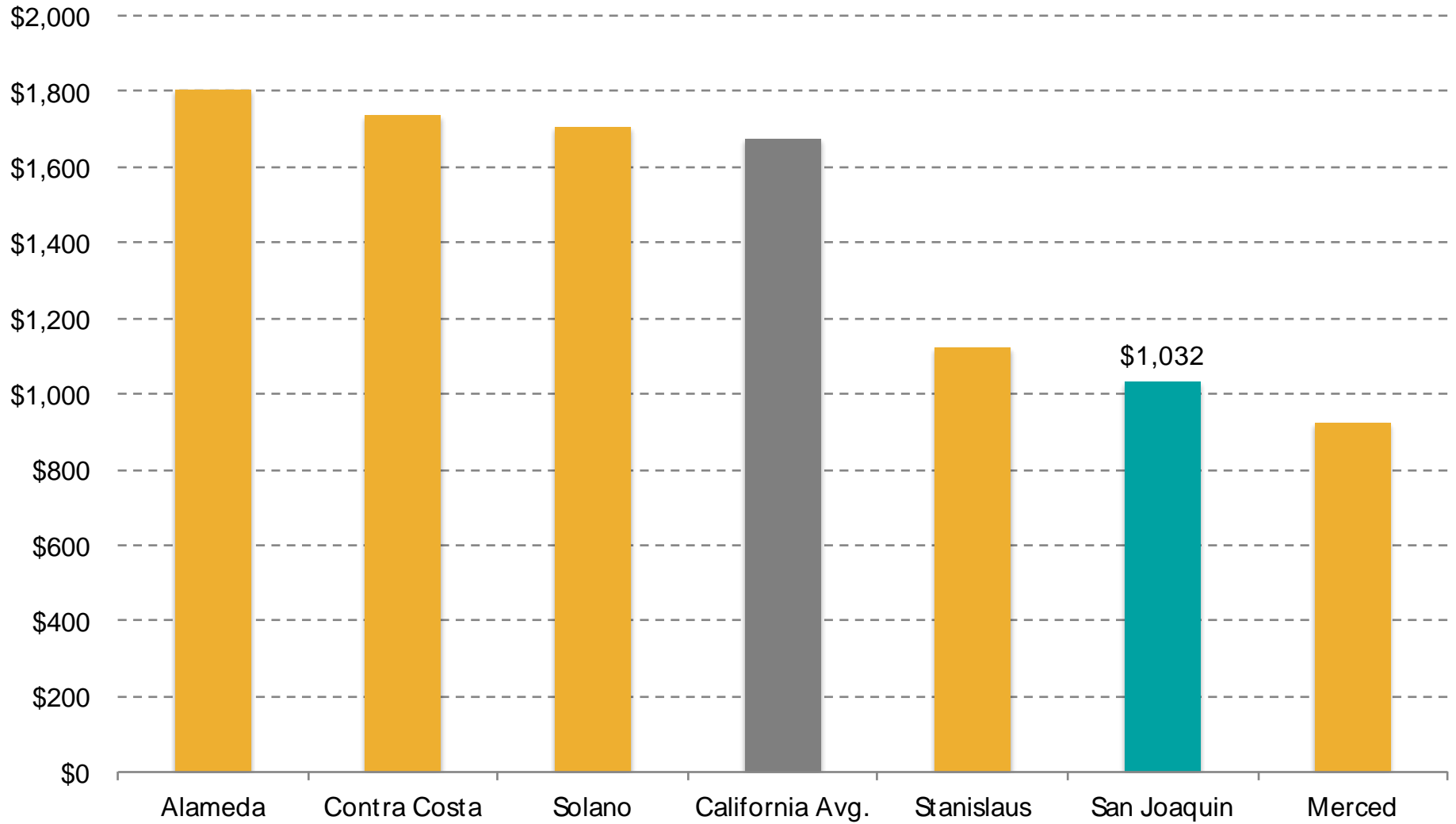
Oakland-Hayward-Berkeley Employment by Industry, 2016



Data Source: California
Employment Development
Department
Analysis: Bay Area Council
Economic Institute

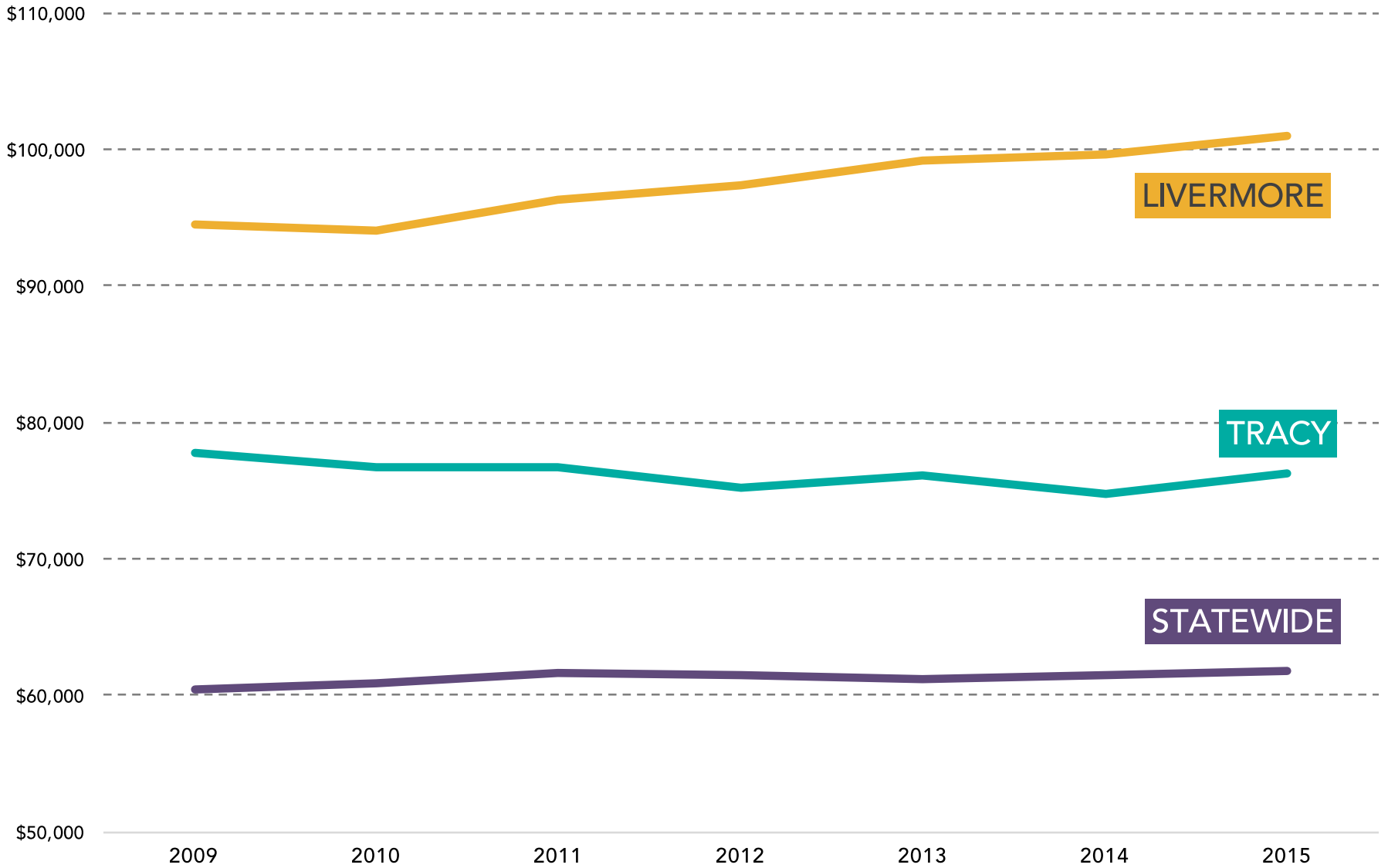
Average Weekly Wages by County, 2016

MANUFACTURING



Data Source: Quarterly Census of Employment and Wages
Analysis: Bay Area Council Economic Institute

Median Household Income Growth



Data Source: American Community Survey
Analysis: Bay Area Council Economic Institute

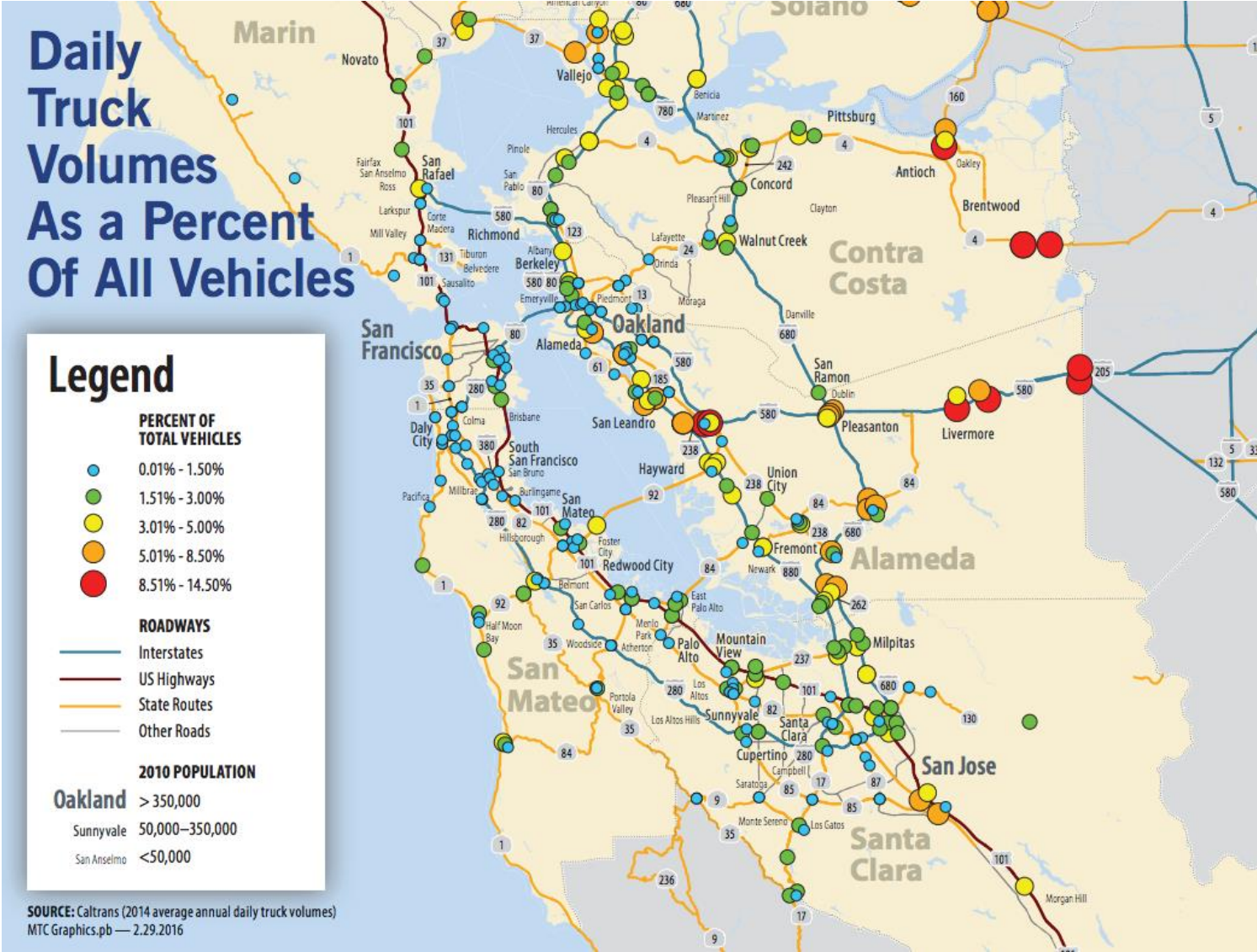
3. Where Does Tracy Go From Here?



ADVOCATE FOR IMPROVED CONNECTIVITY

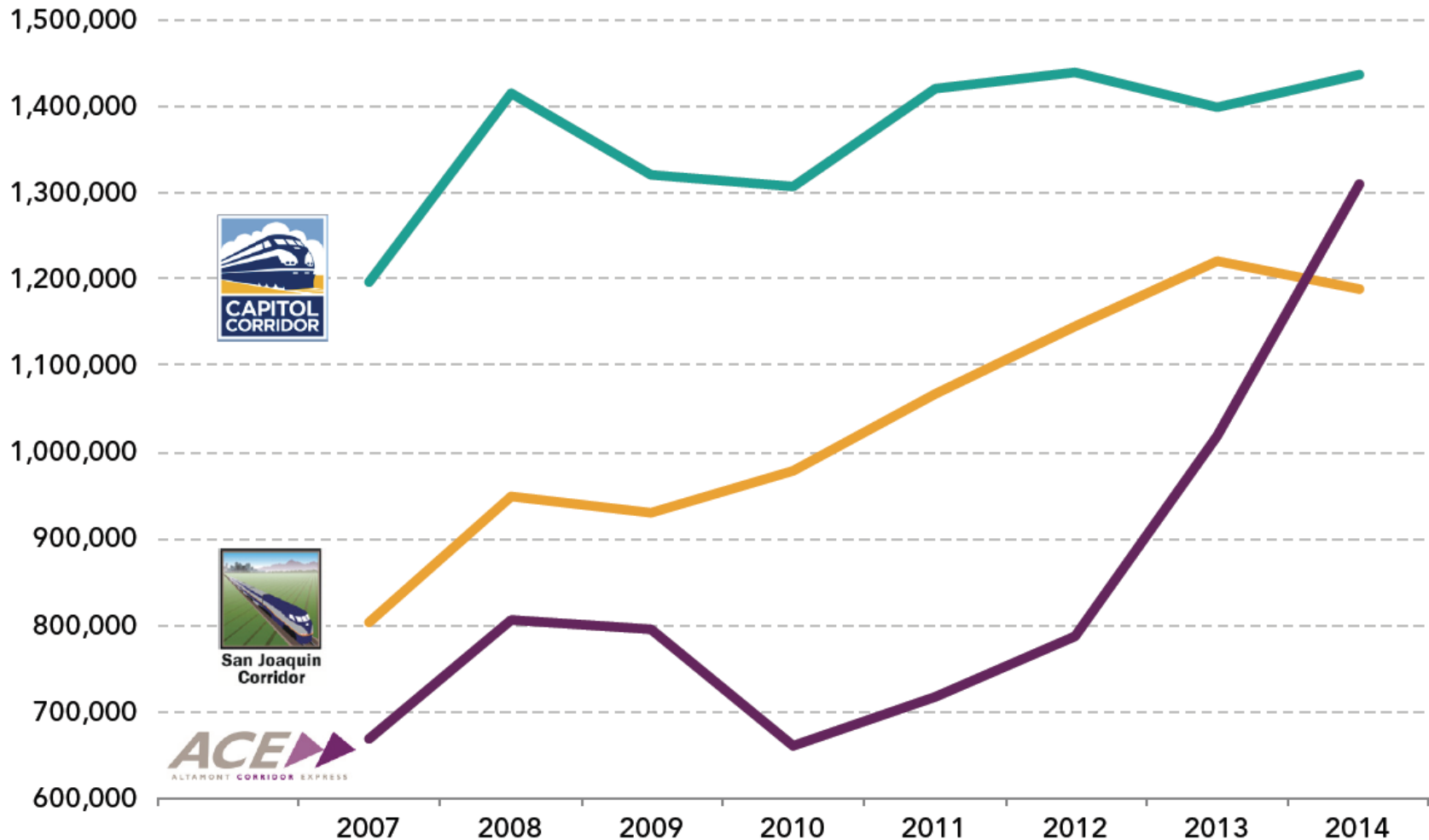


Truck Traffic Contributes to Heavy Congestion



ACE Ridership Grows, but Reaches Peak?

Megaregional Passenger Rail Ridership 2007-2014

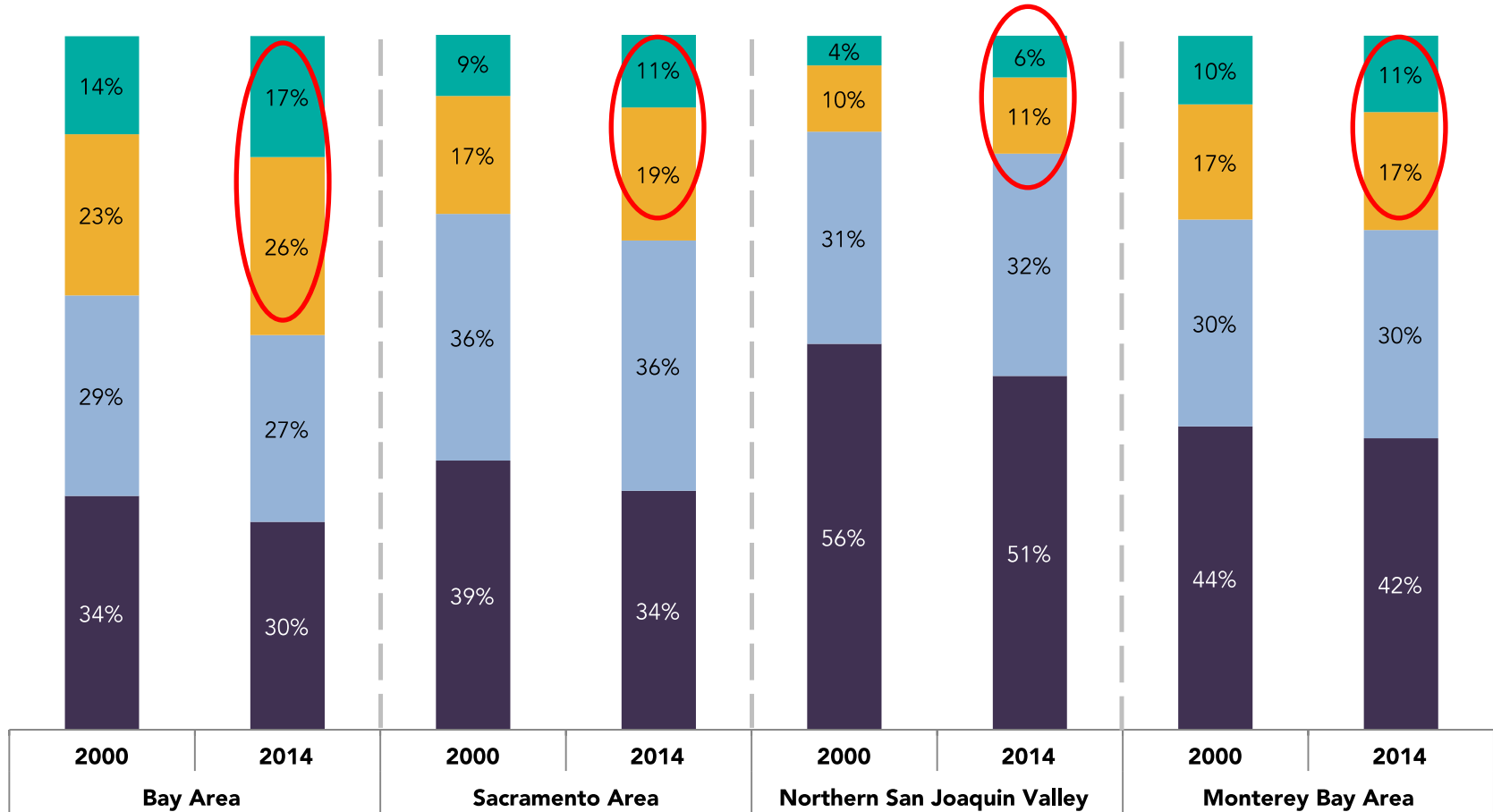


EDUCATE FOR TOMORROW'S JOBS



Educational Attainment Remains a Barrier

- Graduate or Professional Degree
- Bachelor's Degree
- Some College or Associate's Degree
- High School or Less



Note: Included population includes those 25 years old and older

Data Source: U.S. Census Bureau, 2014 five-year American Community Survey, and 2000 Decennial Census

Analysis: Bay Area Council Economic Institute

HOW DOES SILICON VALLEY GROW INTO THE SAN JOAQUIN VALLEY?



THANK YOU!



Jeff Bellisario
jbellisario@bayareacouncil.org