



2023 STATE OF THE CITY

Building Community, Block by Block

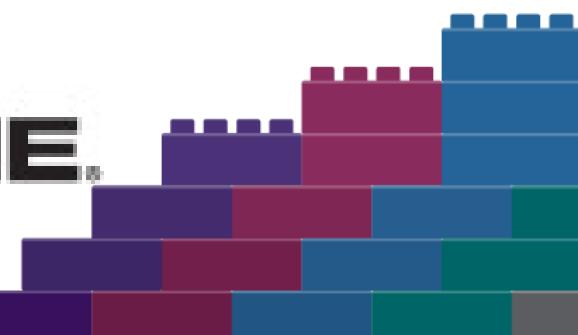
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Event Sponsors



PROLOGIS®





Chamber of Commerce Board of Directors

Board Chair: Dave Garcia, Grand Foundation

Incoming 2024 Chair: Dave Torres, Valley First Credit Union

Lisa Aguilera, The Aguilera Real Estate Team

John Palmer, Tracy Hills

Mitra Behnam, Behnam Accounting

Virna Hudson, Fresh Coat Painters

Gurtej Atwal

Conrad Levoit, Trine Integrated Services, Inc.

Maria Ayala, Musco Olive Co.

Matt Drury, Prologis

Devin Glasere, NNIS

Debroah George Johnson The Home Depot

Mary Petty, Tracy Unified School District

Your Tracy City Council



Councilmember
Matt Bedolla



Mayor Pro Tempore
Eleassia Davis



Mayor
Nancy Young



Councilmember
Dan Arriola

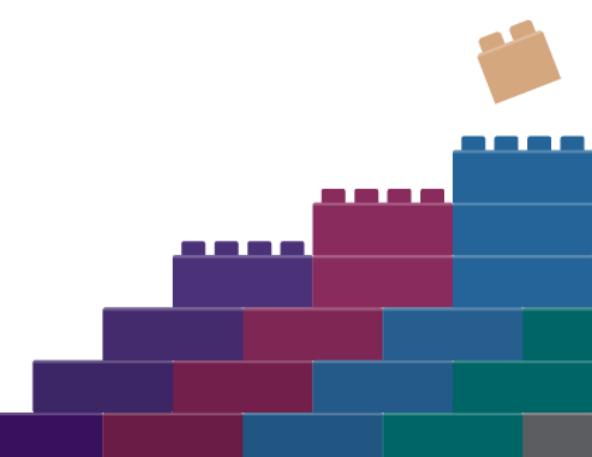


Councilmember
Dan Evans

City Treasurer
Ray McCray



Building Community, Block by Block

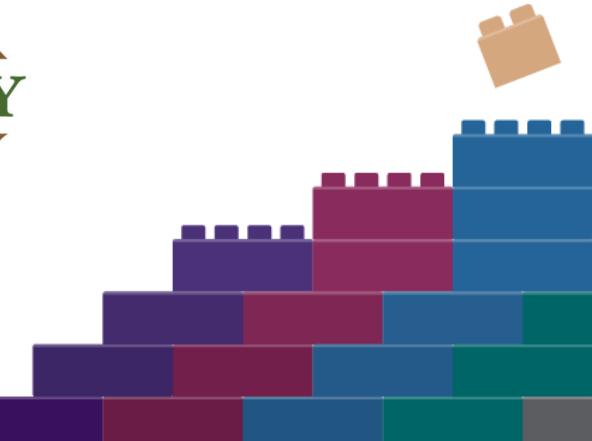




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Tracy Chamber of Commerce

3RD ANNUAL

20
23

Tracy
CONNECTS

Connecting
Our Community
to Civic, Non-
Profit, Service
Organizations,
Churches,
Schools,
Programs
& More

PEOPLE + BUSINESS + SERVICE

SATURDAY, SEPTEMBER 9, 2023

10:00AM – 3:00PM

Lincoln Park, Tracy, CA

FREE EVENT FOR THE ENTIRE FAMILY!

Entertainment & Free Refreshments for Everyone

KID ZONE

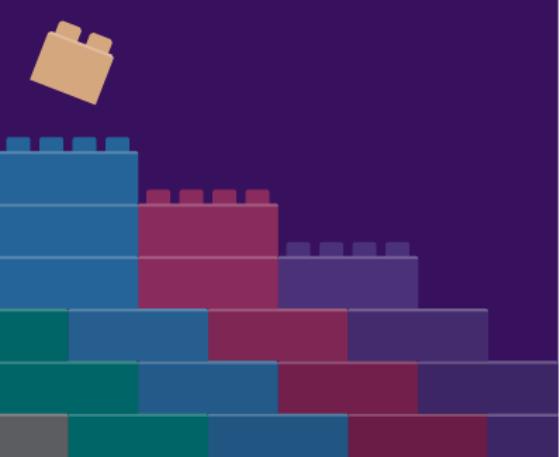
Kid Games & Activities

For Vendor & Sponsor Information
(209) 835-2131 or
info@tracychamber.org

Non-Profit
Benefit

**Academic
Exercise & Creativity**

Focus On
Behavioral
& Mental
Health



Upcoming Events

- July 4th Pancakes by Breakfast Lions Club, Hot Air Balloons, Patriotic Drone Show and More!
- October 2023 LobsterFest Event
- 2023/2024 Leadership Tracy Program

Stay in Touch:

www.TracyChamber.org

(209) 835-2131

Scan to sign up for weekly updates!



2023 State of the City **“Building Community, Block by** **Block”**

May 25, 2023

**Grand Theatre Center for the Arts - Madame
Lieutenant Governor Eleni Kounalakis Theatre**

**Thomas Pogue, Executive Director
Center for Business and Policy Research
Eberhardt School of Business
University of the Pacific**

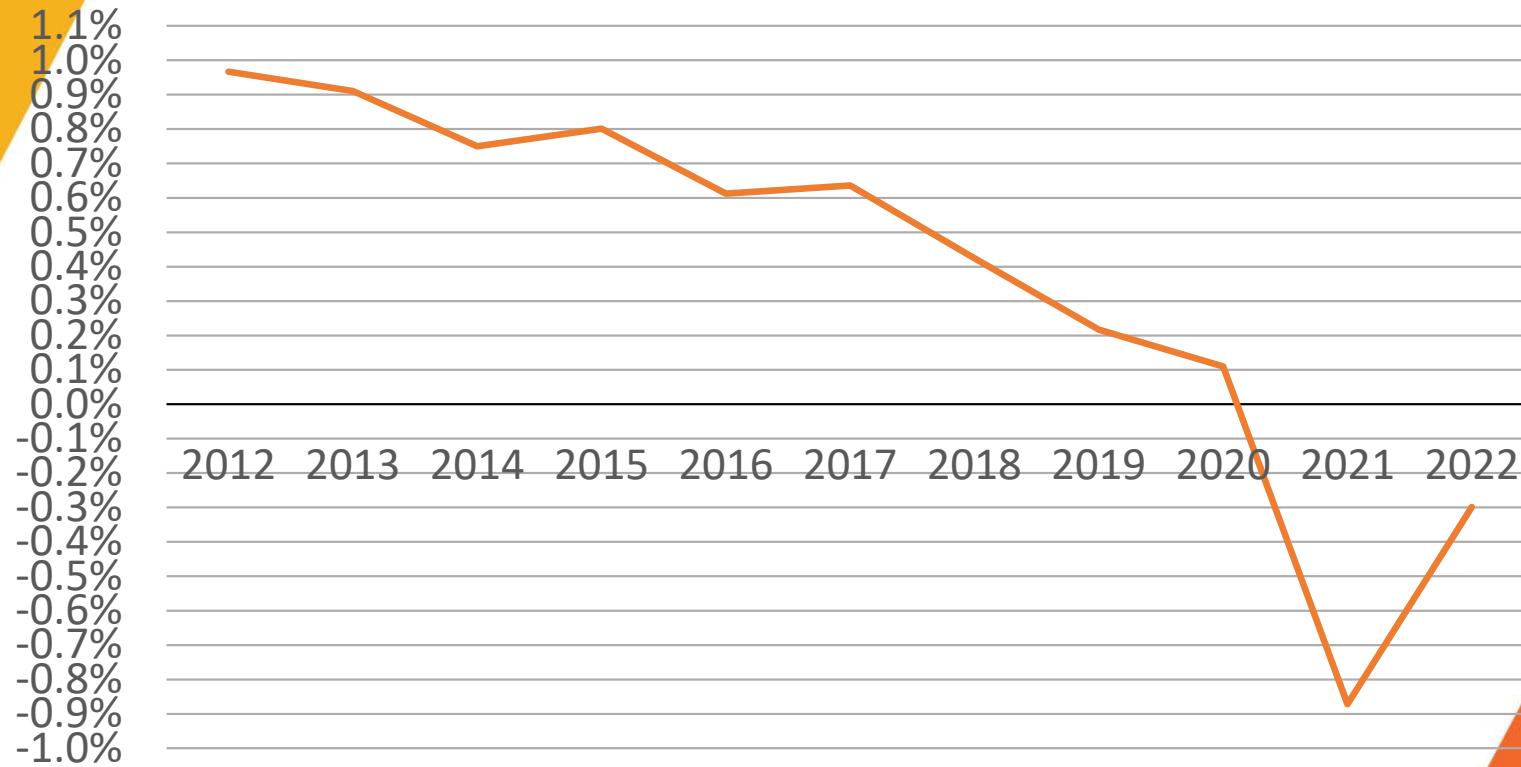
<https://www.pacificcbpr.org/>

Outline

- Population Growth and Migration
 - California and San Joaquin County
 - Implications for housing and commute patterns
- Income Growth
 - Regional impacts
- Job Growth
 - Key sectors
- 2023 Outlook – Issues to Watch

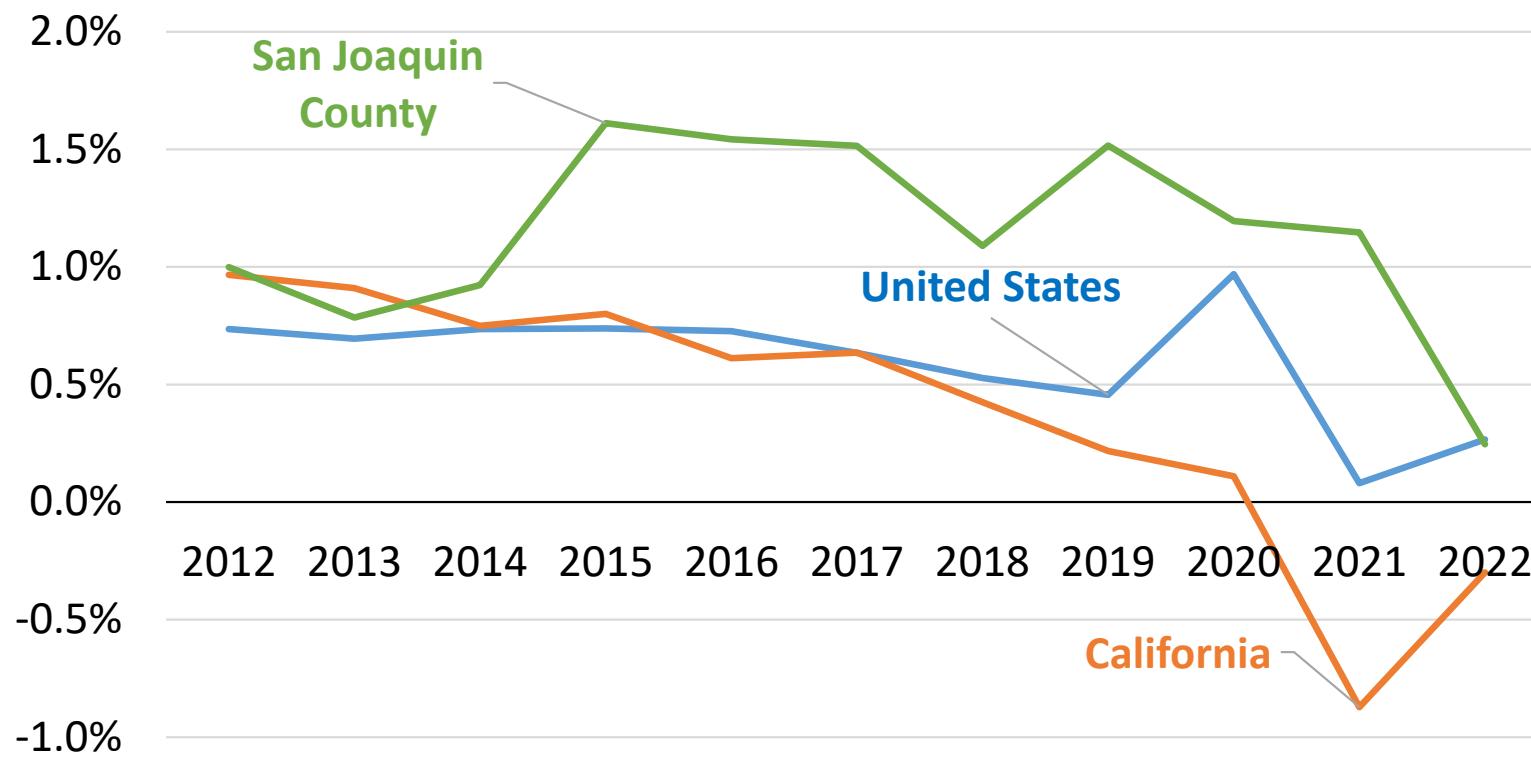
California Population Growth Declined for Second Straight Year in 2022

State population declined by 117,000 residents in 2022 (0.3% decline), following 345,000 loss in 2021 (0.9% decline).



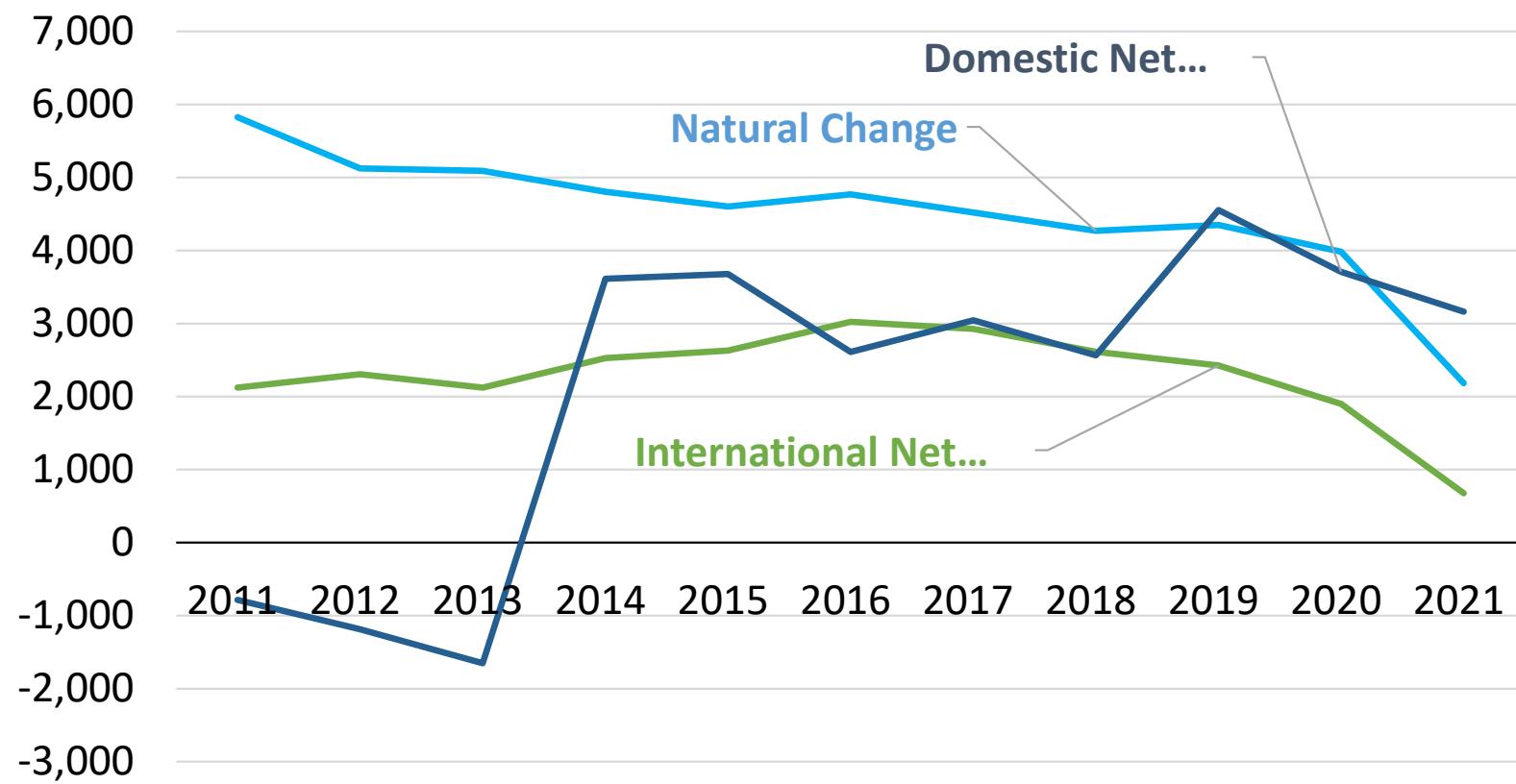
San Joaquin County Population Growth Slowing

While growth well above California (fastest growing large county in the state), but since the pandemic county growth has slowed



San Joaquin County Components:

Domestic migration relatively constant, but likely COVID-19 impacts on natural change and immigration



San Joaquin County Population Growth: January 1, 2022, to January 1, 2023

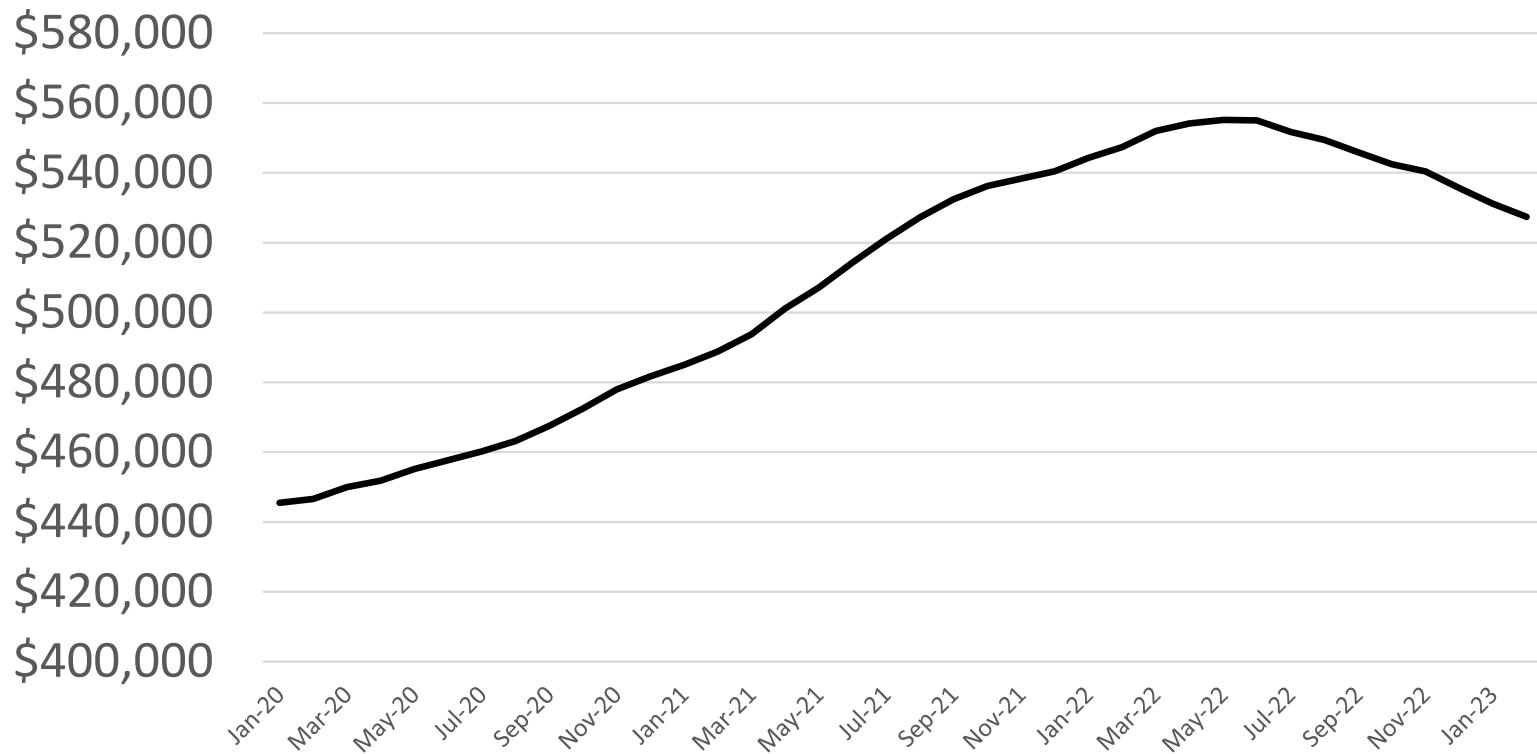
• Lathrop	11.1%
• Manteca	2.3%
• Tracy	0.83%
• <i>San Joaquin County</i>	<i>0.43%</i>
• Lodi	-0.02%
• Non-Urban Areas	-0.35%
• Stockton	-0.68%
• Ripon	-0.95%
• Escalon	-1.01%

Source: California Department of Finance

San Joaquin County Median Home Price

(12-Month Moving Average - Adjusted for Inflation, February 2023\$)

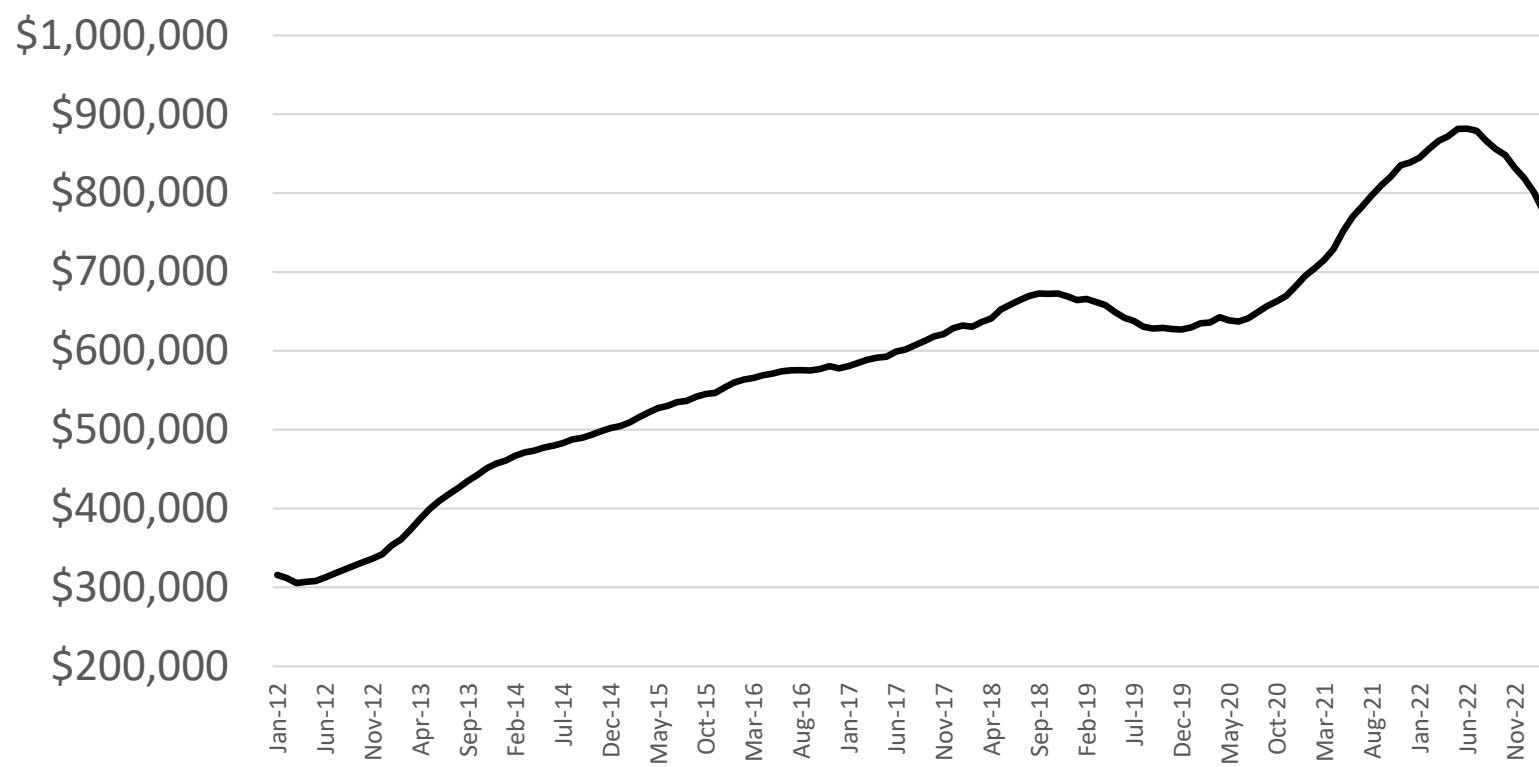
San Joaquin County Single-Family Detached Median Home Price at \$527,000 in February 2023 – an 18% increase from February 2020 (Alameda 21% and Statewide 19%)



Difference in Alameda and San Joaquin County Median Home Price

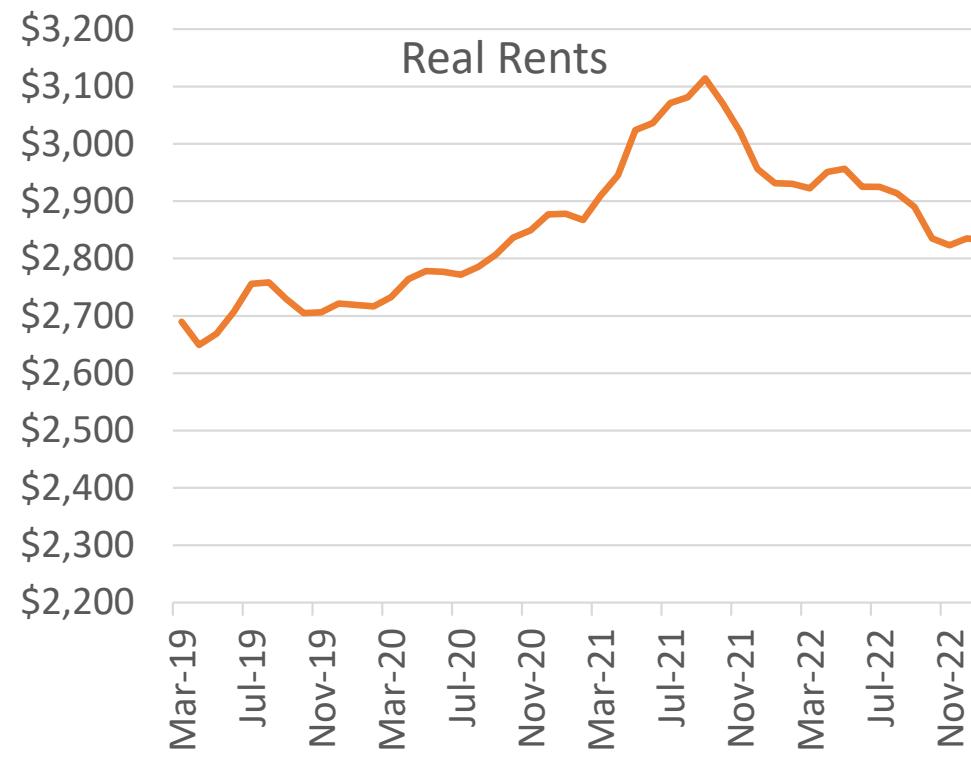
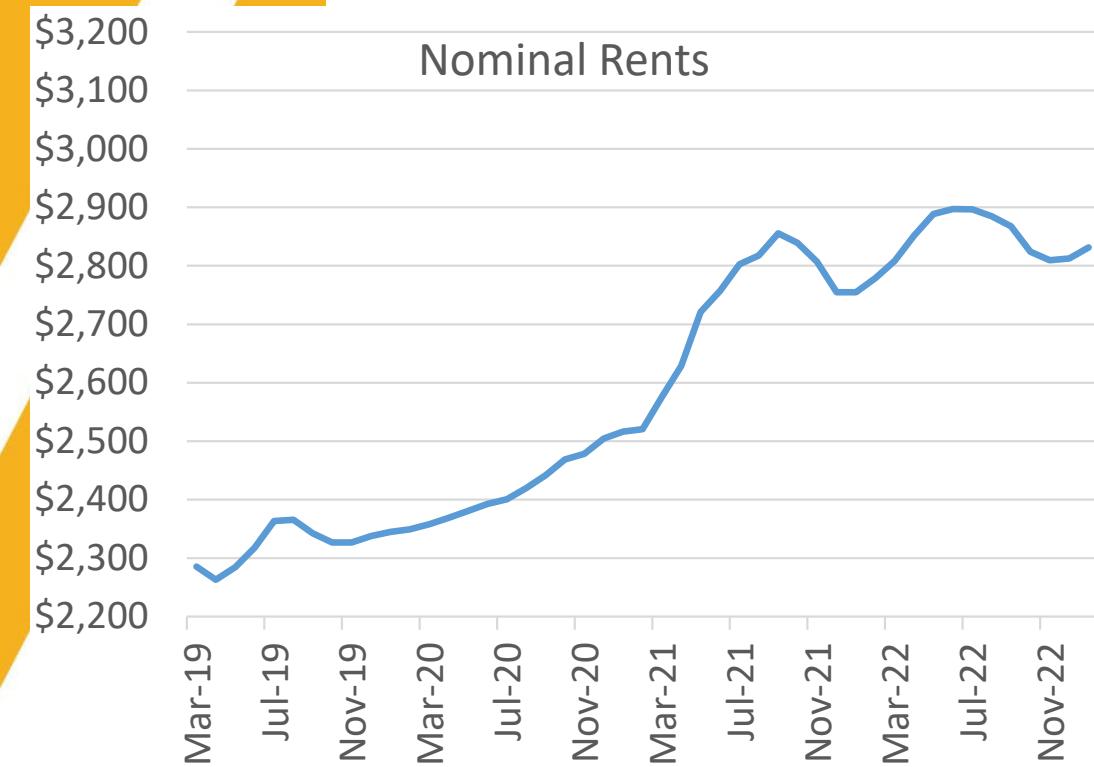
(12-Month Moving Average - Adjusted for Inflation, February 2023\$)

Bay Area home prices had moved off historic highs prior to the pandemic but regained price differential during the pandemic.



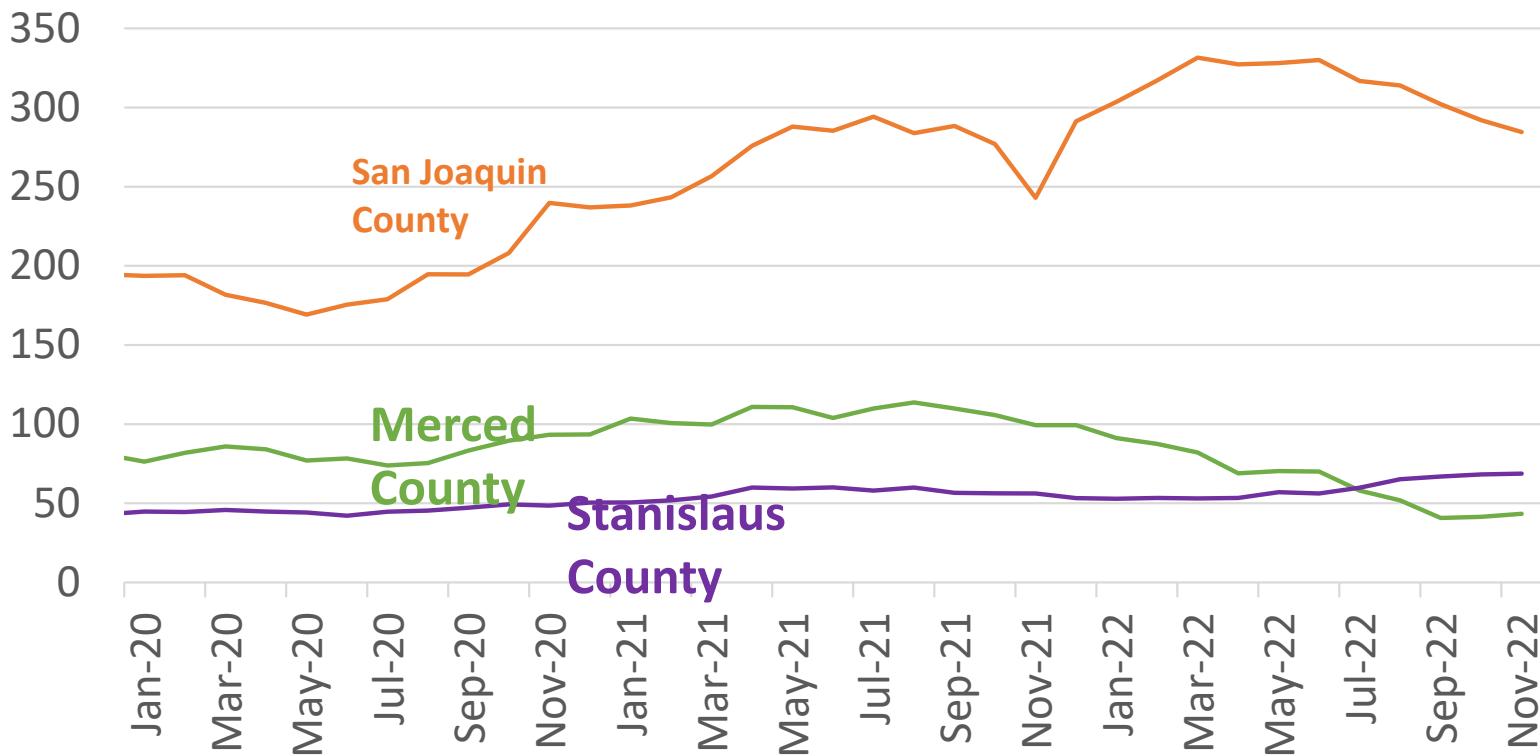
Observed Market Rate Rents

- In Tracy, from January 2020 to January 2023 rents increased by 21% in nominal terms and 4% in real (January 2023\$).
- Rents in Tracy 15% higher than Manteca and 33% higher than



Housing Permits

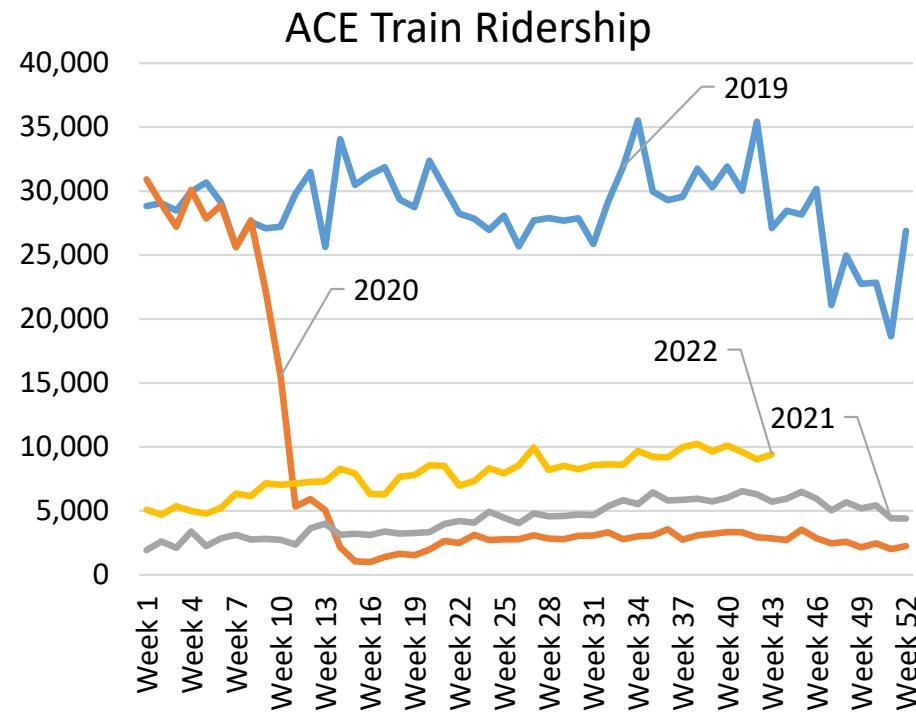
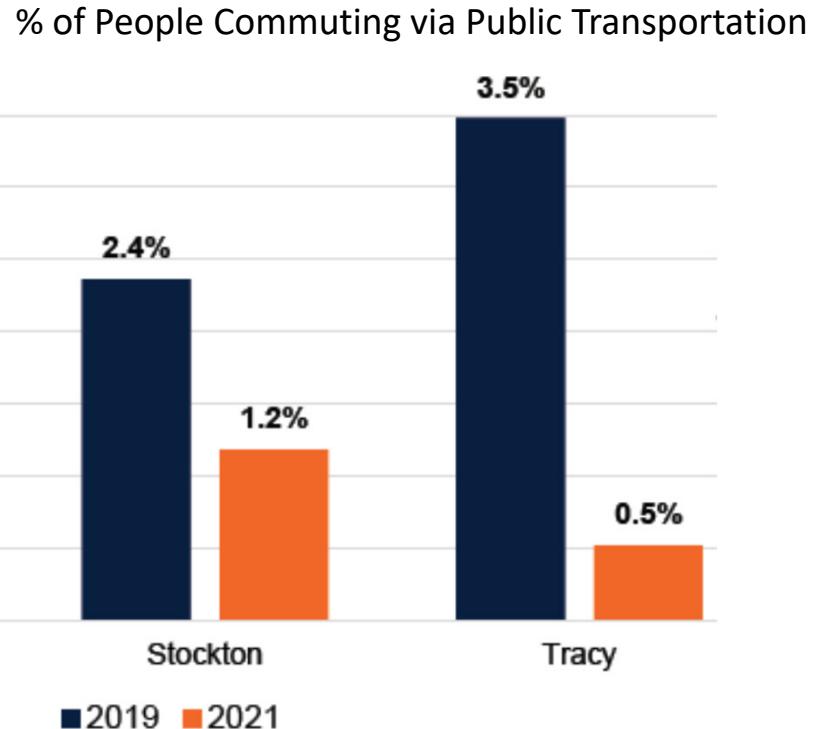
(12-Month Moving Average – Single Family Housing Permits)



- Between 2019 and 2021 San Joaquin County 2nd largest growth in SFH permits (57%) in California among counties with +1,000 permits.
- Since, 2021 slowdown (11-months 2021 to 2022 -6%) in line with Statewide trends (-5%).

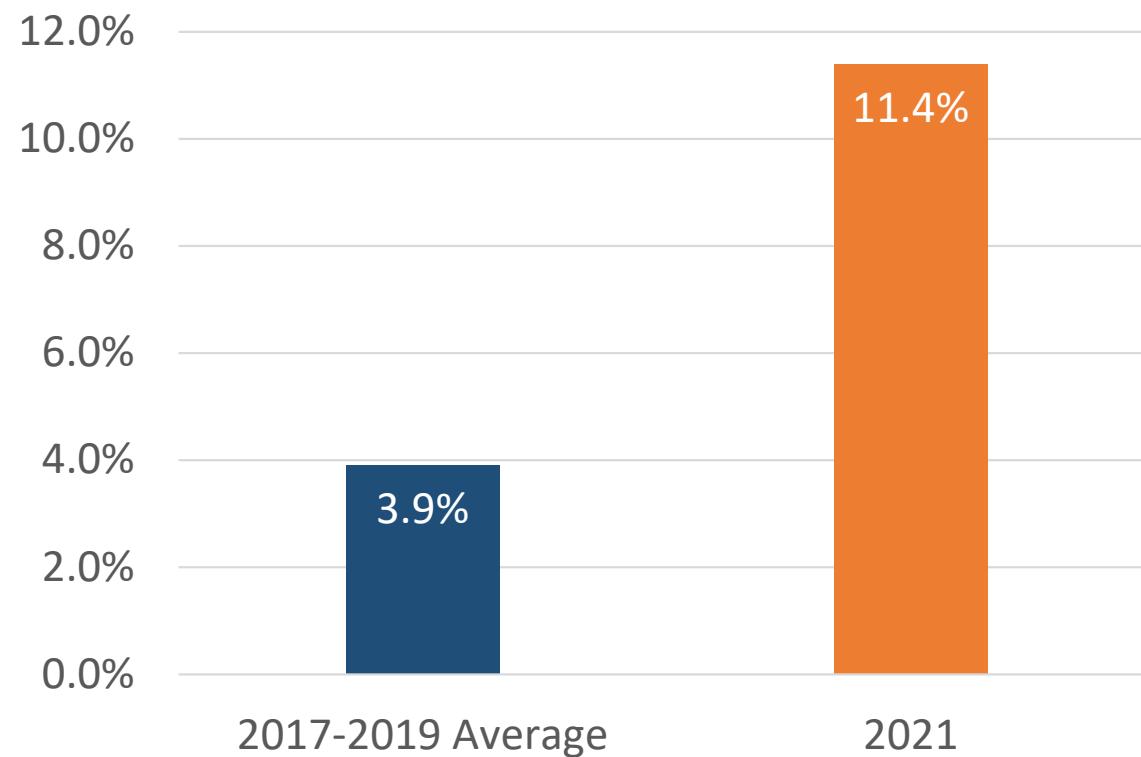
Post-Pandemic Commute Patterns

- Google mobility in September 2022 shows San Joaquin County residents' commuting to work still 13% lower than pre-pandemic
- Percentage of SJC residents commuting by public transportation in 2021 less than half pre-pandemic levels



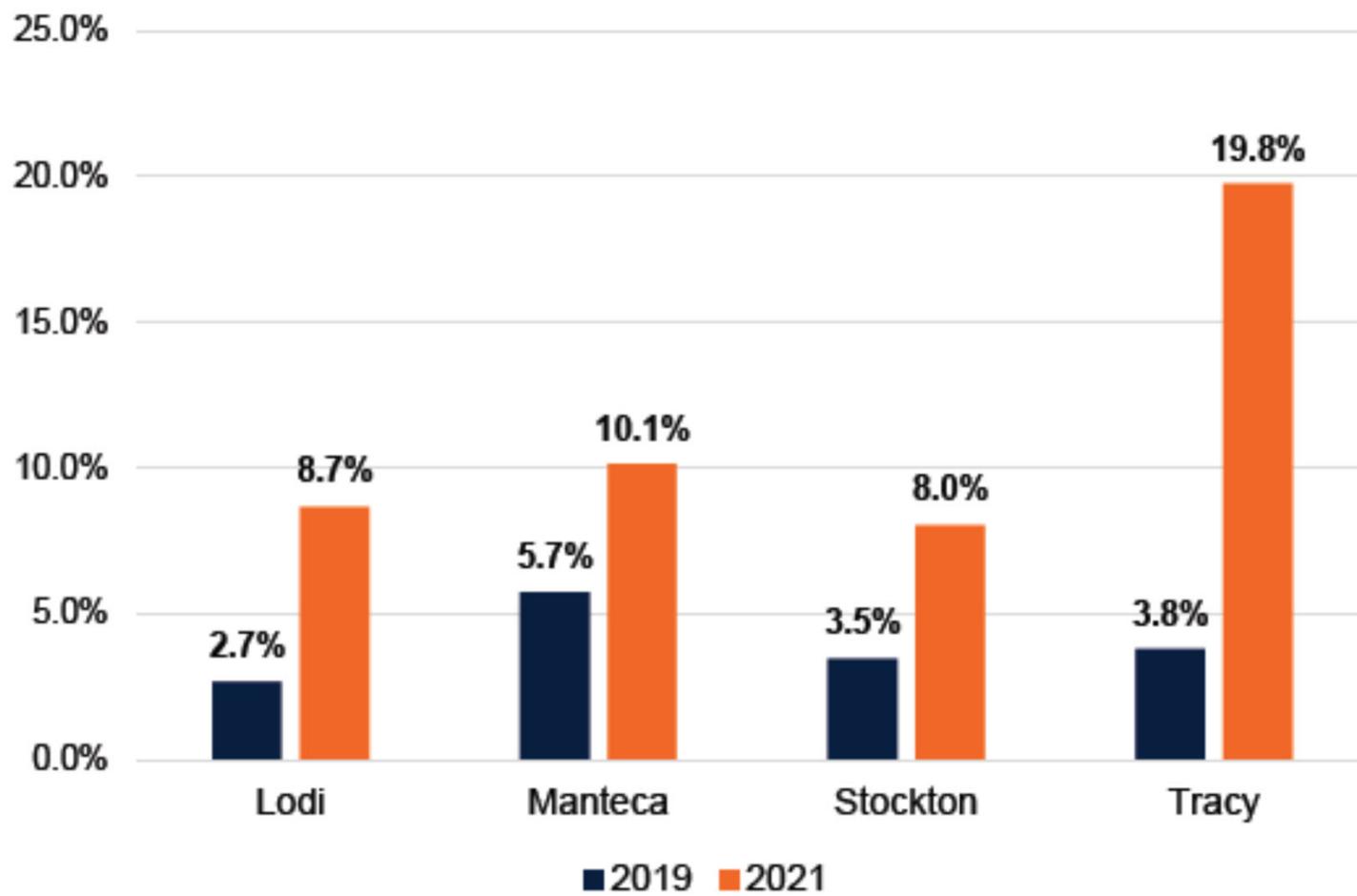
Remote Work Impacts: San Joaquin County

Number of employed workers working from home in San Joaquin County nearly tripled during the pandemic.



Remote Work Impacts: Tracy

Tracy's levels of remote work more than quadrupled

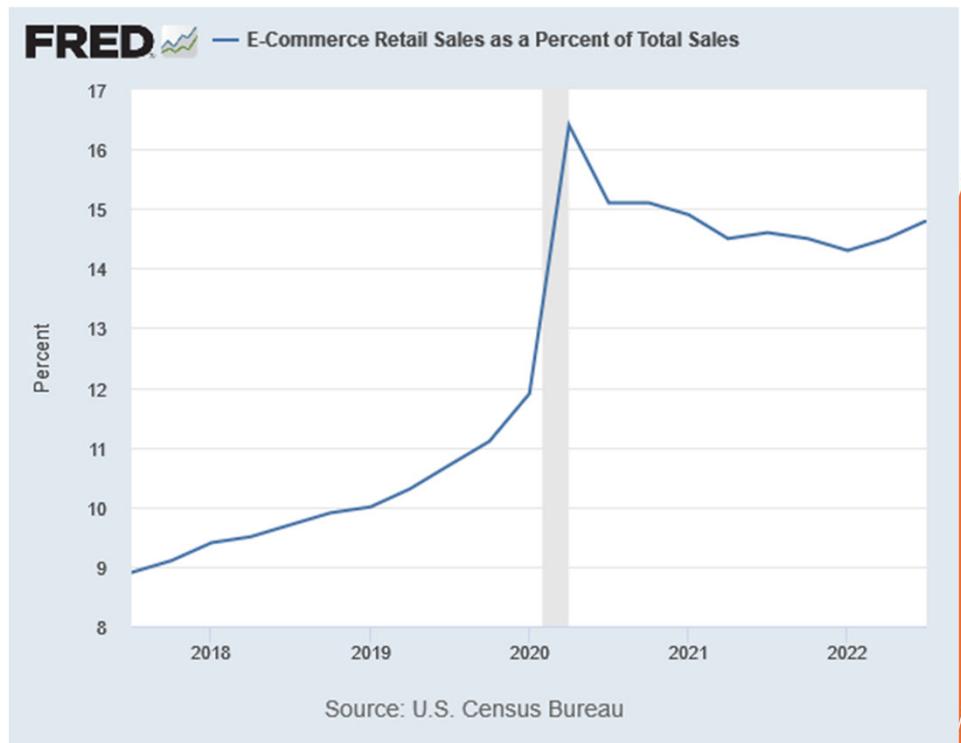


Transportation and Warehousing

- Explosive Growth in Transportation and Warehousing in San Joaquin County:
- Nearly 40,000 more jobs since 2011
- Over 9,000 more jobs in 2020 alone

	2001	2011	2021
San Joaquin	14,280	17,987	56,997

- But E-Commerce sales are reverting to trend.



Outlook:

- Remote work and post-pandemic migration and commuting
- Significant regional development opportunities
- Logistic industry and regional dynamics
- Inflation and impacts on cost of living



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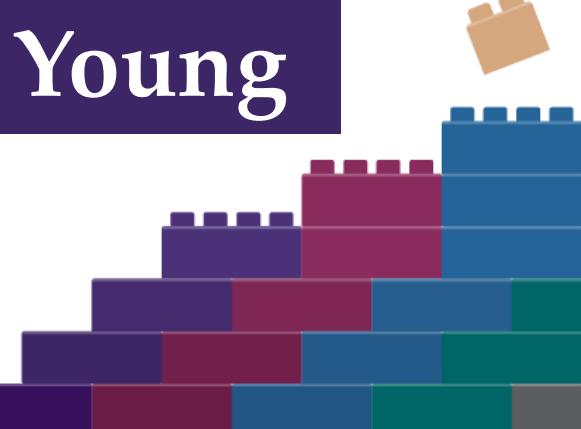
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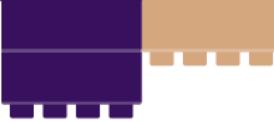


Building Community, Block by Block



Mayor,
Dr. Nancy Young

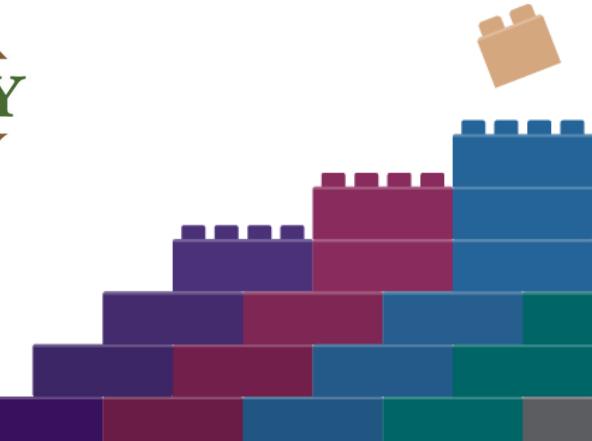




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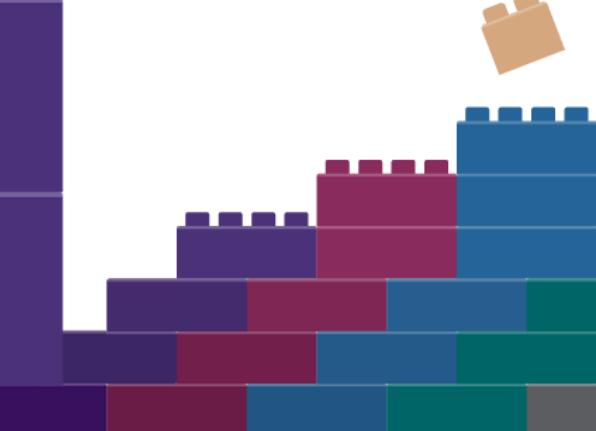
The Three Little Pigs



Building Community, Block by Block



Building Community, Block by Block



City Council Strategic Priorities 2023-2025

Economic Development

To enhance the competitiveness of the City while further developing a strong and diverse economic base.

Governance

To enhance fiscal stability, retain and attract new talent, improve the use of technology and enhance engagement and transparency for the betterment of the Tracy community.

Public Safety

To enhance community safety by promoting a responsive public safety system that includes civic engagement and partnerships, community involvement, public education and prevention, intervention, and suppression services that meet the needs of Tracy residents.

Quality of Life

To provide an outstanding quality of life by enhancing the City's amenities, business mix and services, and cultivating connections to promote positive change and progress in our community.



First Things First...

TRADER JOE'S





Building Block Wanted: **TRADER JOE'S**

My Store: Livermore

☰ **TRADER JOE'S**

FF
Fearless Flyer
 Products
 Discover
 Recipes
 Listen

Home > Contact Us > Request a Trader Joe's

Request a Trader Joe's in My City

Recommend a location where you'd like to see a store. Please provide the City and State in the fields provided. Additional specifics (neighborhood, address, etc.) can be added in the comments field. There are no guarantees, but being wanted matters to us. Thank you for your recommendation.

CONTACT INFORMATION

First Name *
Last Name *
Email Address *

LOCATION INFORMATION

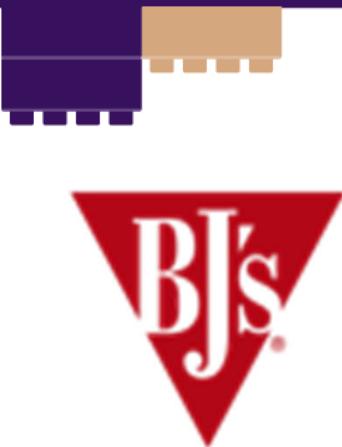
City *
State *
Comments
① 700 remaining characters

SUBMIT REQUEST



<https://www.traderjoes.com/home/contact-us/request-a-store#>

New Businesses in Tracy!



RESTAURANT
BREWHOUSE



Bahay Kubo™

FIRE WINGS

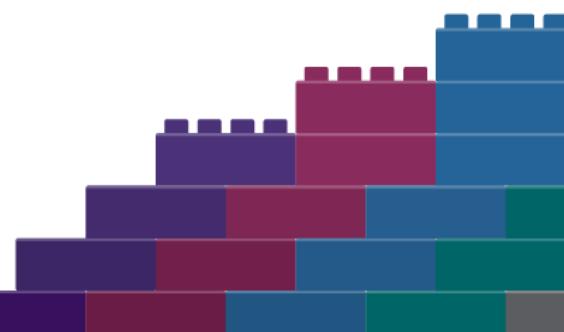
Burlington

Sourdough & Co.
Sandwiches • Soups • Salads

7-ELEVEN



Supporting Our Local Economy



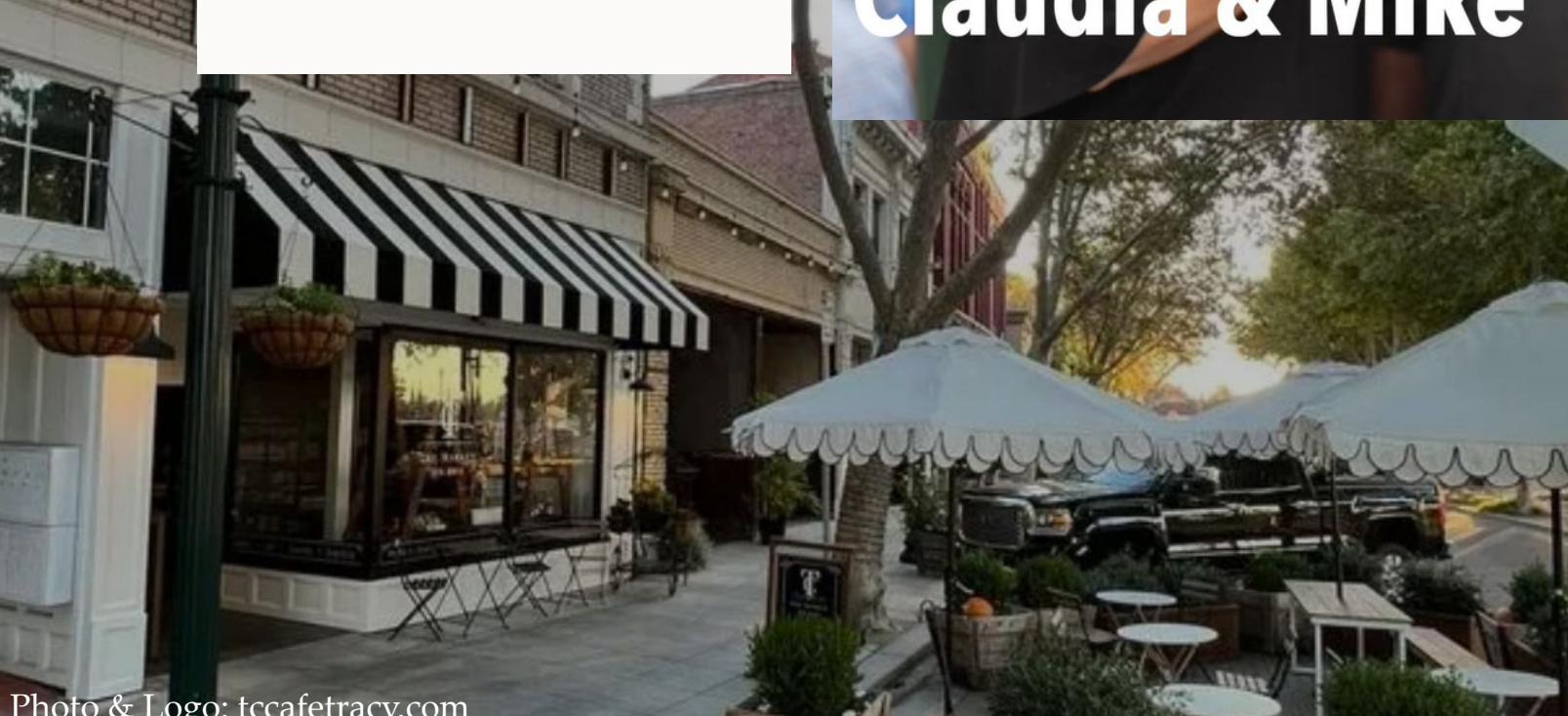


Photo & Logo: tccafetracy.com

Building Community, Block by Block



Measure B

- Voter-approved Modernization of Tracy's Local Business Tax
- About 80% of Tracy Businesses Will Benefit from a Lower Tax
- Effective July 1, 2023

Business Rate Categories	Minimum Fee	Tax Rate (if > \$500K) x Gross Receipts
General Business		0.1%
Manufacturing, Warehousing, Wholesaling	\$50 Annual Flat Rate for First \$500k of Gross Receipts	0.15%
Contractor/Service		0.2%
Professionals/Rental		0.3%



Building Community, Block by Block



Development Activity



2.2 million square feet approved and under construction



\$206 million Total Estimated Investment
(Commercial Permits and Tenant Improvements)



400,000 square feet currently under City review



WILLIAMS-SONOMA

Peet's Coffee™



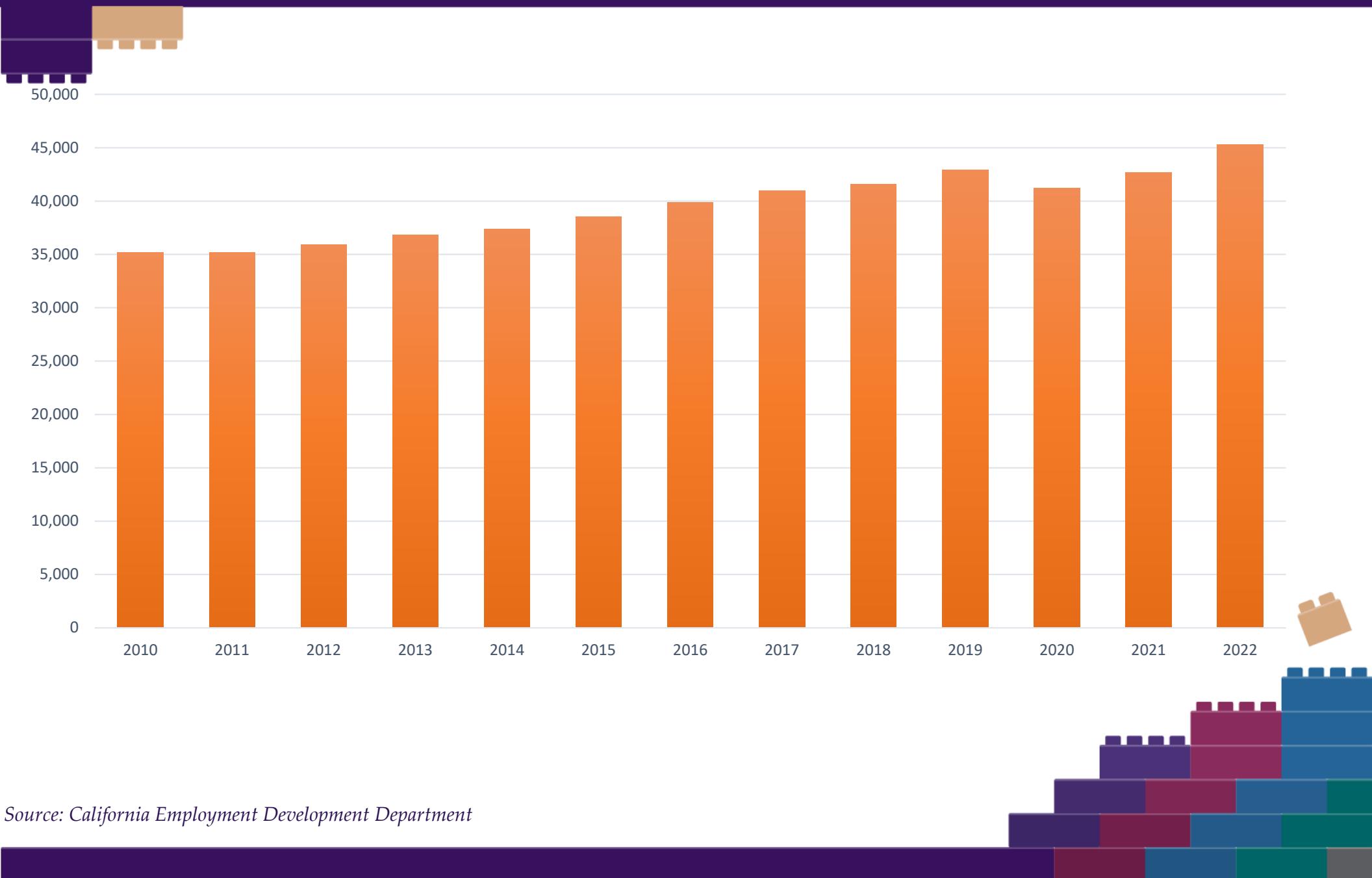
TOWNEPLACE
SUITES®
MARRIOTT

COURTYARD®
BY MARRIOTT

LA QUINTA®
INNS & SUITES

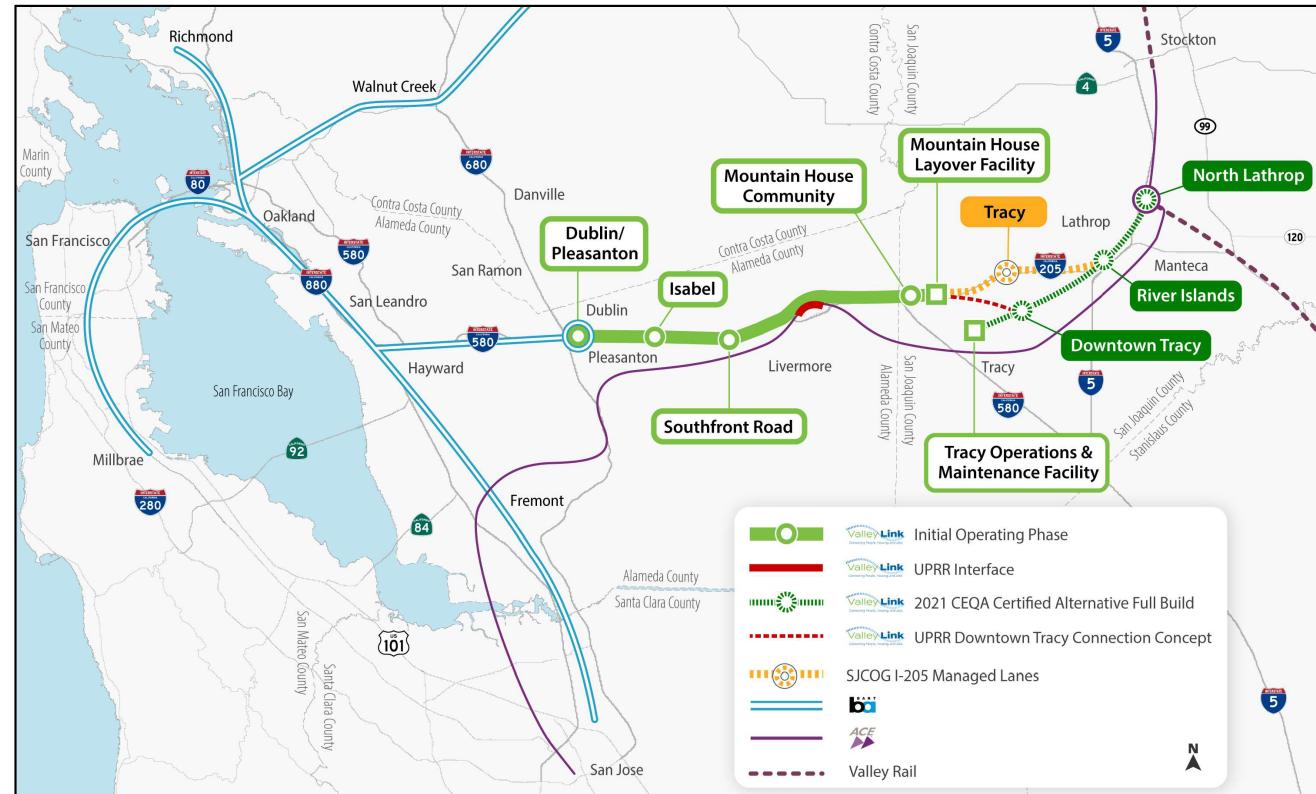


Employment Trends



Project Overview

- 42-mile Alignment
- 2 Phases (22- and 20-miles)
- New track and 7 stations
- Mega-Regional Connectivity
 - BART/ACE/CAHSR



www.ValleyLinkRail.com

Planning for the Future

The EDSP **DOES** provide Tracy with a strategic framework and **roadmap** to guide economic development. It **DOES NOT** provide be-all and end-all solutions.



Enables data-driven decision-making, which gives way to measurable outcomes



Builds stakeholder consensus around strategic priorities



Identifies partners for implementation and future collaboration

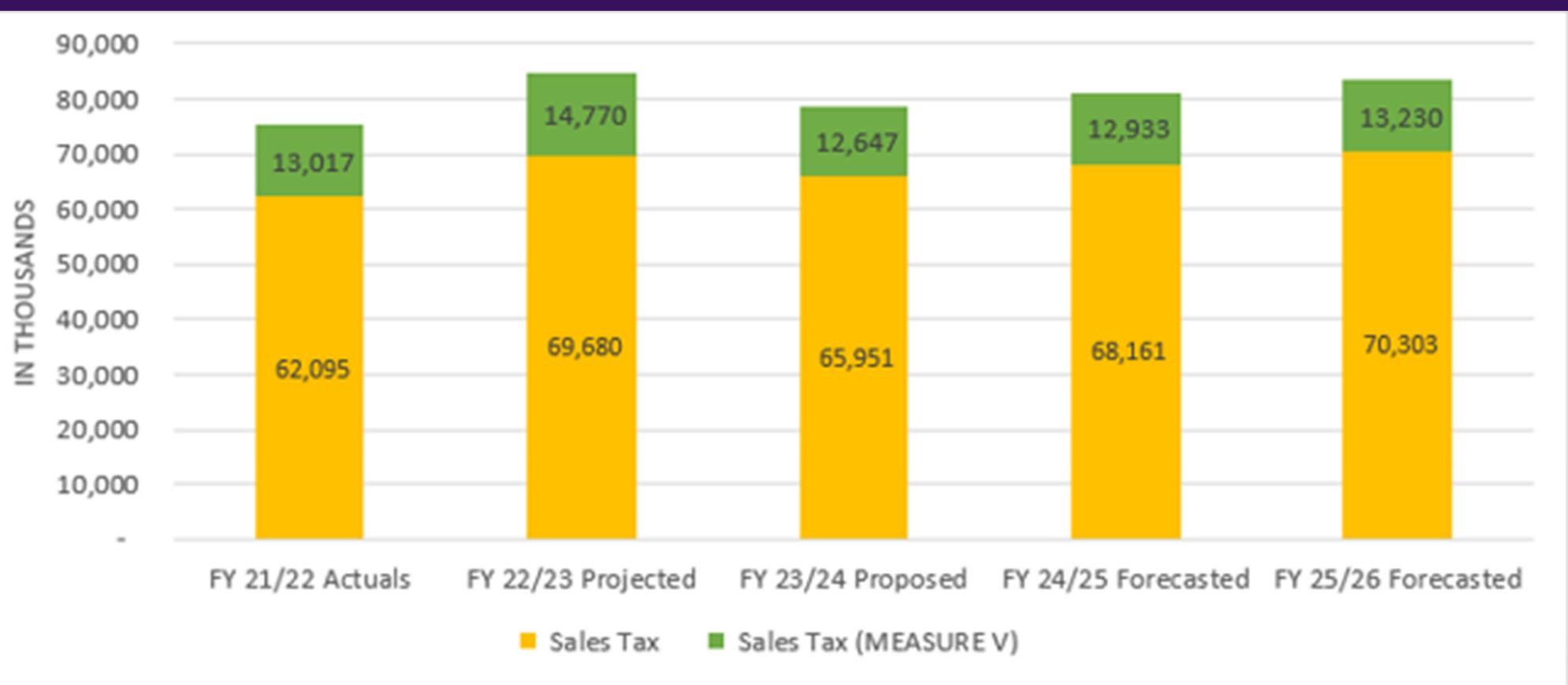


Guides established, Economic Development Administration (EDA) process



AECOM

Tracy Sales Tax Revenue Forecast



Building Community, Block by Block





Measure V Funding Priorities



Completion of Legacy Fields



Reserves to Aquatics Center to Avoid Phasing



Multi-Generational Recreation Center

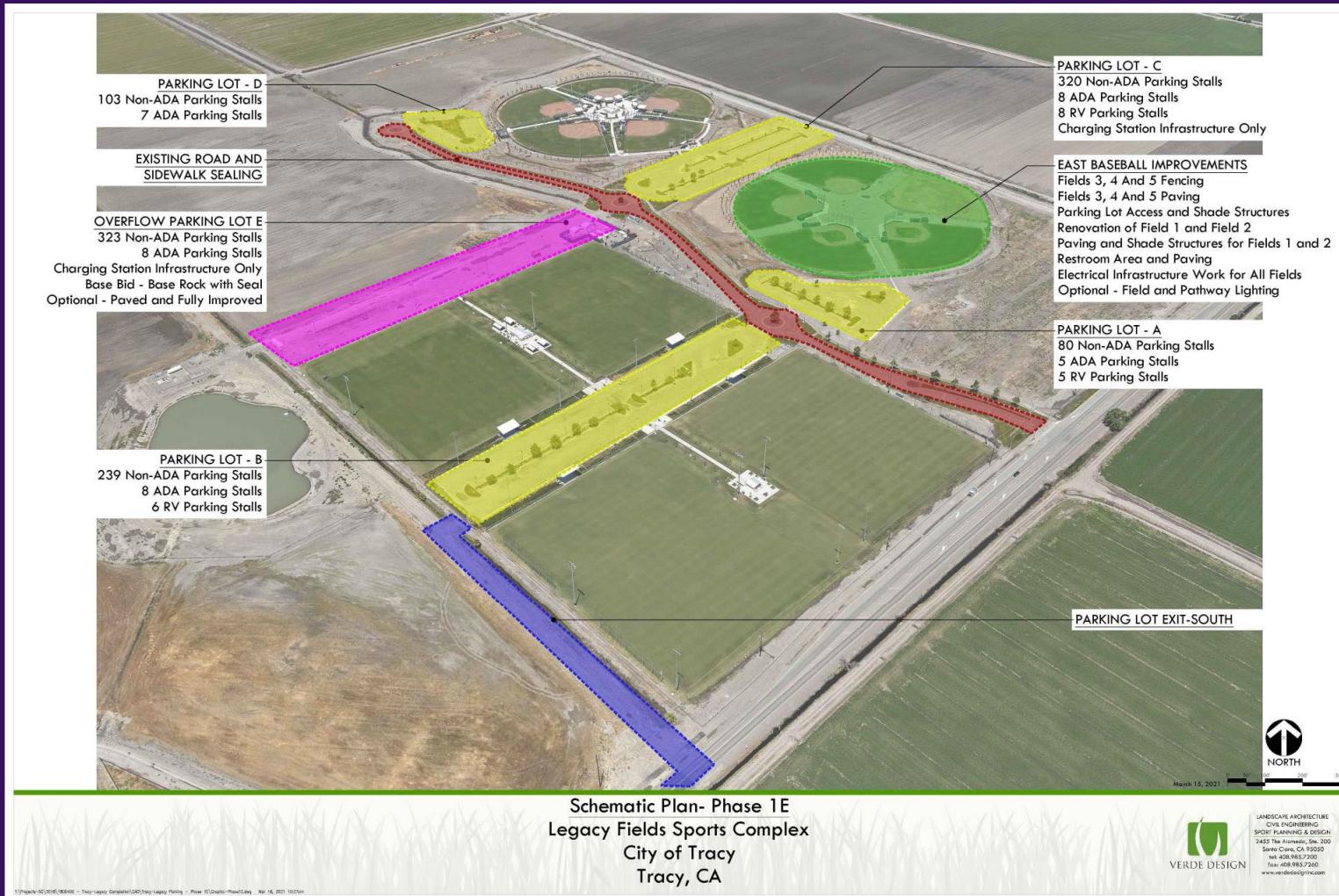


Ritter Family Ball Park Design



Nature Park Phase I Design

Legacy Fields Phase 1E



Building Community, Block by Block



Legacy Fields Phase 1E



Building Community, Block by Block



Multi-Generational Recreation Center & Pescadero Park Improvements

- 55,000 SF Facility
- Targeting Leadership in Energy and Environmental Design (LEED) Platinum
- Net Zero Facility
- Complete Renovation of El Pescadero Park
- Future Home for Parks & Rec with Tracy Police Office Space



Images are conceptual in nature. Design refinement is ongoing.

View of Center Entry



Building Community, Block by Block



Bird's Eye View of Pescadero Park



Images are conceptual in nature. Design refinement is ongoing.

Building Community, Block by Block



Bouldering/Climbing Wall in Lobby



Images are conceptual in nature. Design refinement is ongoing.



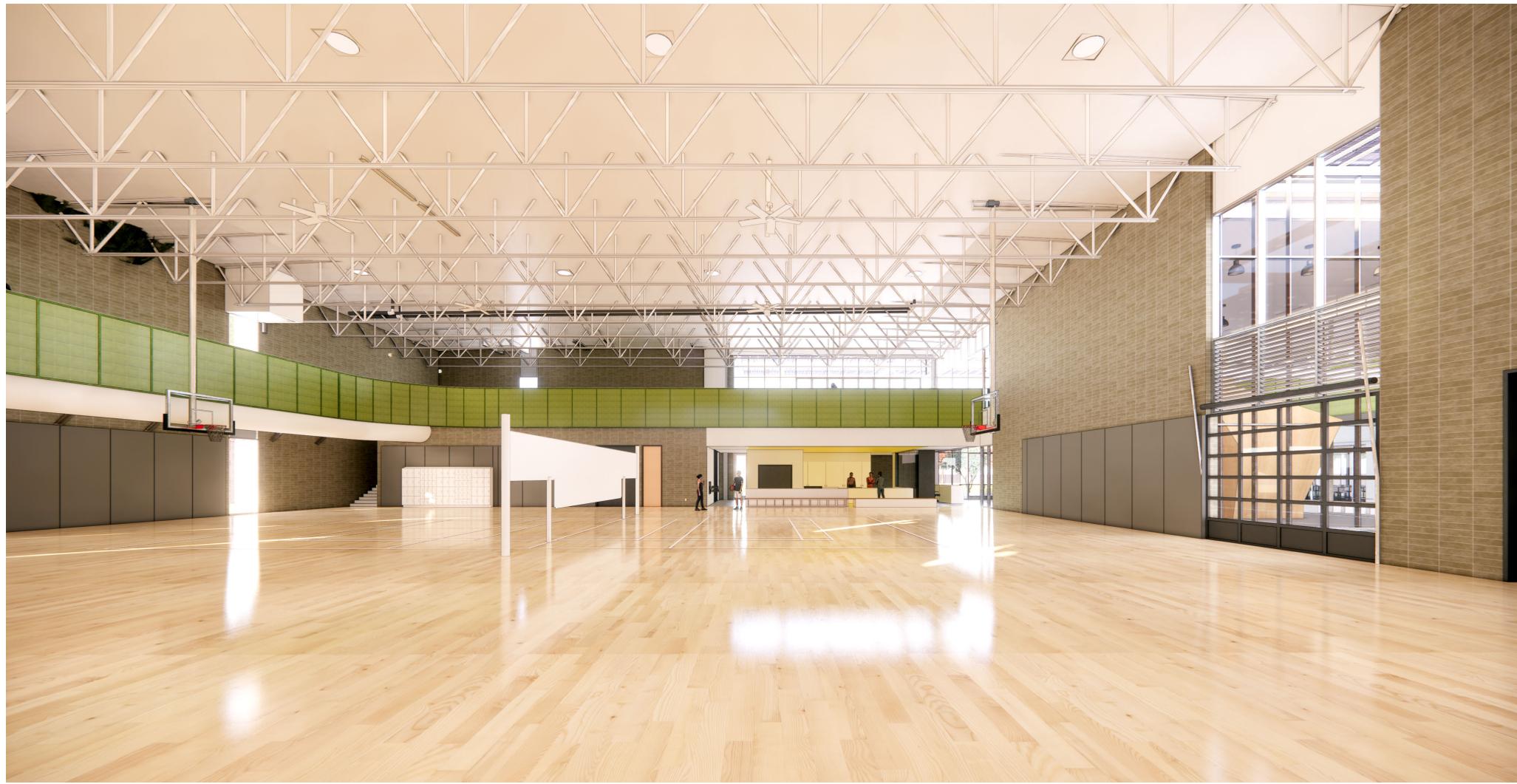
View of Rec Center Entry



Images are conceptual in nature. Design refinement is ongoing.



Three-Court Gymnasium & Running Track



Images are conceptual in nature. Design refinement is ongoing.



Teen Lounge/Tech Area/Micro-Library/ Makers Space



Images are conceptual in nature. Design refinement is ongoing.

Images are conceptual in nature. Design refinement is ongoing.

Residential Development: Tracy Hills



Building Community, Block by Block



Residential Development

Regency at Tracy Lakes



Ellis



Building Community, Block by Block





General Plan Housing Element Update

Take the survey and join us for Workshop #3!



Tuesday, May 23

Time: 6:30pm - 8:30pm



Tracy Transit Center
50 E Sixth Street

Saturday, May 27

Time: 9:30am - 11:30am



Tracy Transit Center
50 E Sixth Street

Saturday, June 3

Time: 11am - 1pm



Tracy Transit Center
50 E Sixth Street

If you have any questions, please contact Alan Bell, Senior Planner: alan.bell@cityoftracy.org

Si tiene alguna pregunta, por favor comuníquese con Ilse Lopez-Narvaez, Asistente de Planificación: ilse.lopez-narvaez@cityoftracy.org

We'd Love to Hear from You



Scan this QR Code to answer a brief survey to help us better understand your current and future housing needs.

<https://bit.ly/TracyHEU-Survey>

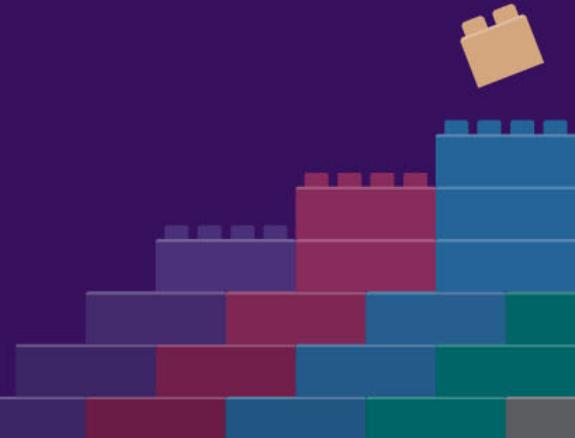
For more information and to sign up for updates on the Housing Element, please visit: TracyHEU2023.weebly.com



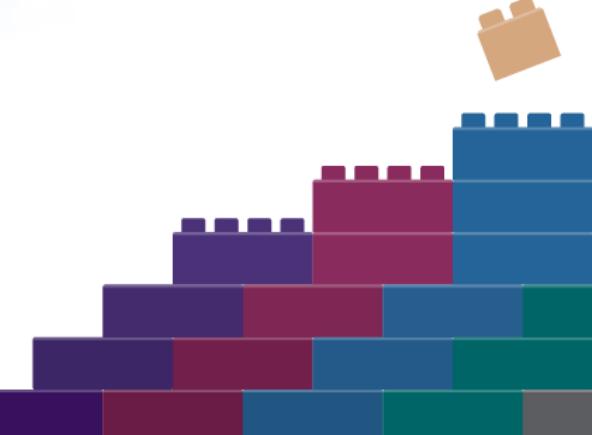
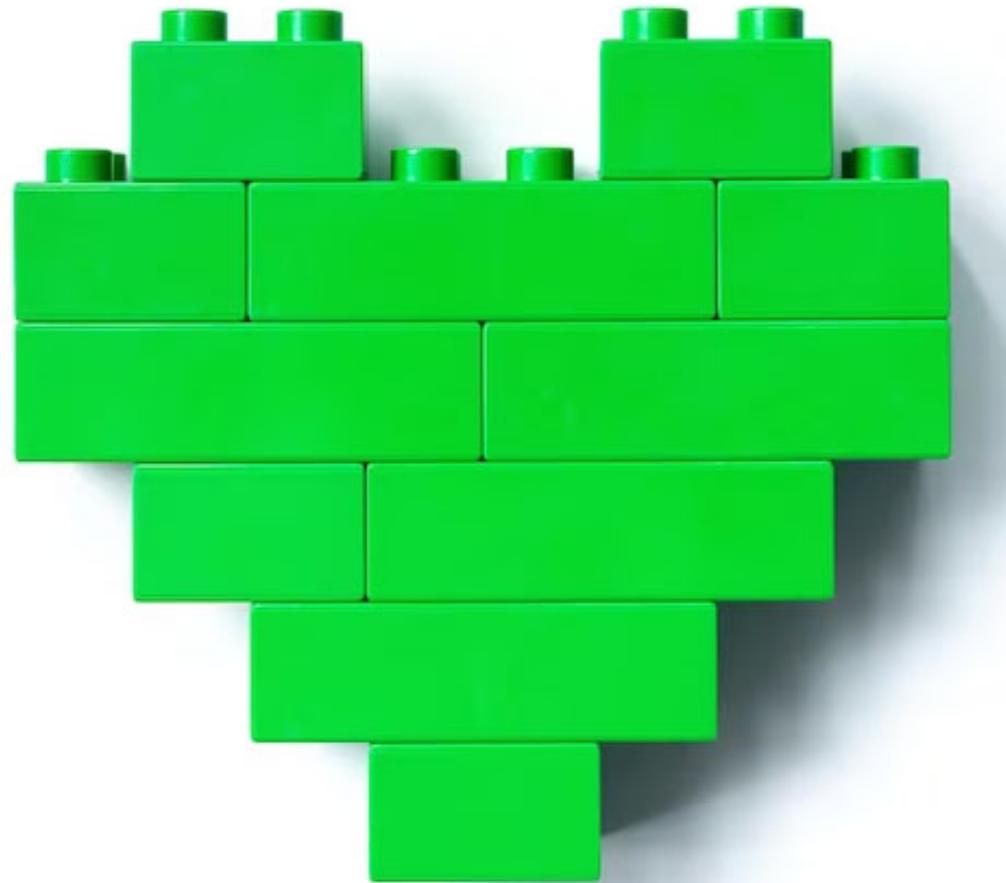
NEW Environmental Sustainability Commission

- Membership: 5 Adults, 2 High Schoolers
 - Must be Tracy Residents
 - Deadline: June 5, 2023
- Recruitment Open NOW, Deadline: 6 PM on June 5, 2023
- Monthly Meetings: 4th Thursday at 7:00 p.m. at Tracy City Hall
- Applications: City Clerk's Office at City Hall or www.CityofTracy.org
- Contact: Deputy City Clerk (209) 831-6101

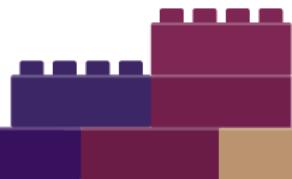
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What is your BLOCK?



Block by Block Award - Prologis

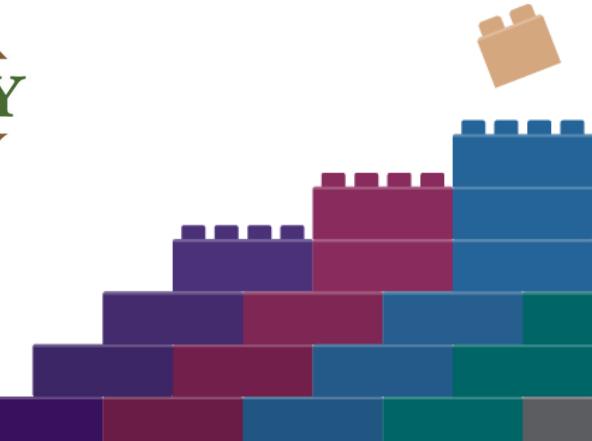




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Key to the City

Sparkles Delight & Ravioli the Clown



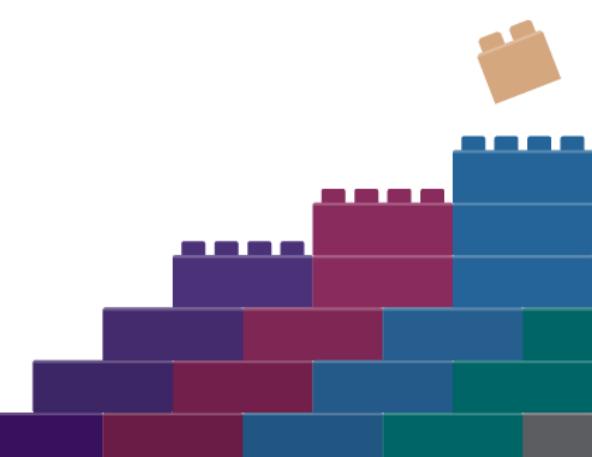
Terry Donaldson & Denis Martinez

Building Community, Block by Block



Building Community, Block by Block

THANK YOU!





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