



CITY OF TRACY
STATE OF
THE CITY
2026





CALL MEETING TO ORDER

APRIL B. A. QUINTANILLA, J.D. CMC
CITY CLERK





PUBLIC COMMENT





WELCOME

MIDORI LICHTWARDT
CITY MANAGER





INVOCATION





PRESENTATION OF THE COLORS





NATIONAL ANTHEM





THE

~

NEXT

~

CHAPTER

3/11/26



DAN ARRIOLA
Mayor
City of Tracy



MAYOR

DAN ARRIOLA





A NEW CHAPTER IN

GOVERNMENT ACCOUNTABILITY





City Treasurer
Ray McCray

CITY COUNCIL STRATEGIC PRIORITIES

Public Safety

GOALS

- ▼ **Support Construction of Public Safety Facilities (Police, Fire, Animal Shelter, Hospital)**
- ▼ Implement Tracy Police Department's Strategic Plan
- ▼ Develop Emergency Communication Strategies
- ▼ Invest in Technology and Infrastructure that Enhances Public Safety
- ▼ Enhance Community Outreach and Engagement

Local Economy

GOALS

- ▼ **Implement Tracy's Economic Development Strategic Plan**
- ▼ **Support Economic Programs that Prioritize Tracy Youth**
- ▼ Enhance City's Reputation as a Business-Friendly City
- ▼ Advance Downtown Tracy Vision Plan
- ▼ Address Vacant Properties in the City

Infrastructure

GOALS

- ▼ **Enhance the City's Roadways and Sidewalks**
- ▼ Enhance the City's Parks and Public Spaces
- ▼ Develop Funding Strategies for Amenities, Infrastructure, and Utilities
- ▼ Support Regional Transit Systems and Infrastructure

Quality of Life

GOALS

- ▼ **Develop Environmental Sustainability Strategies for the City**
- ▼ Advance the City of Tracy's Housing Element
- ▼ Implement Tracy's Homelessness Strategic Plan
- ▼ Develop Arts and Culture Plan for the City

Government Accountability

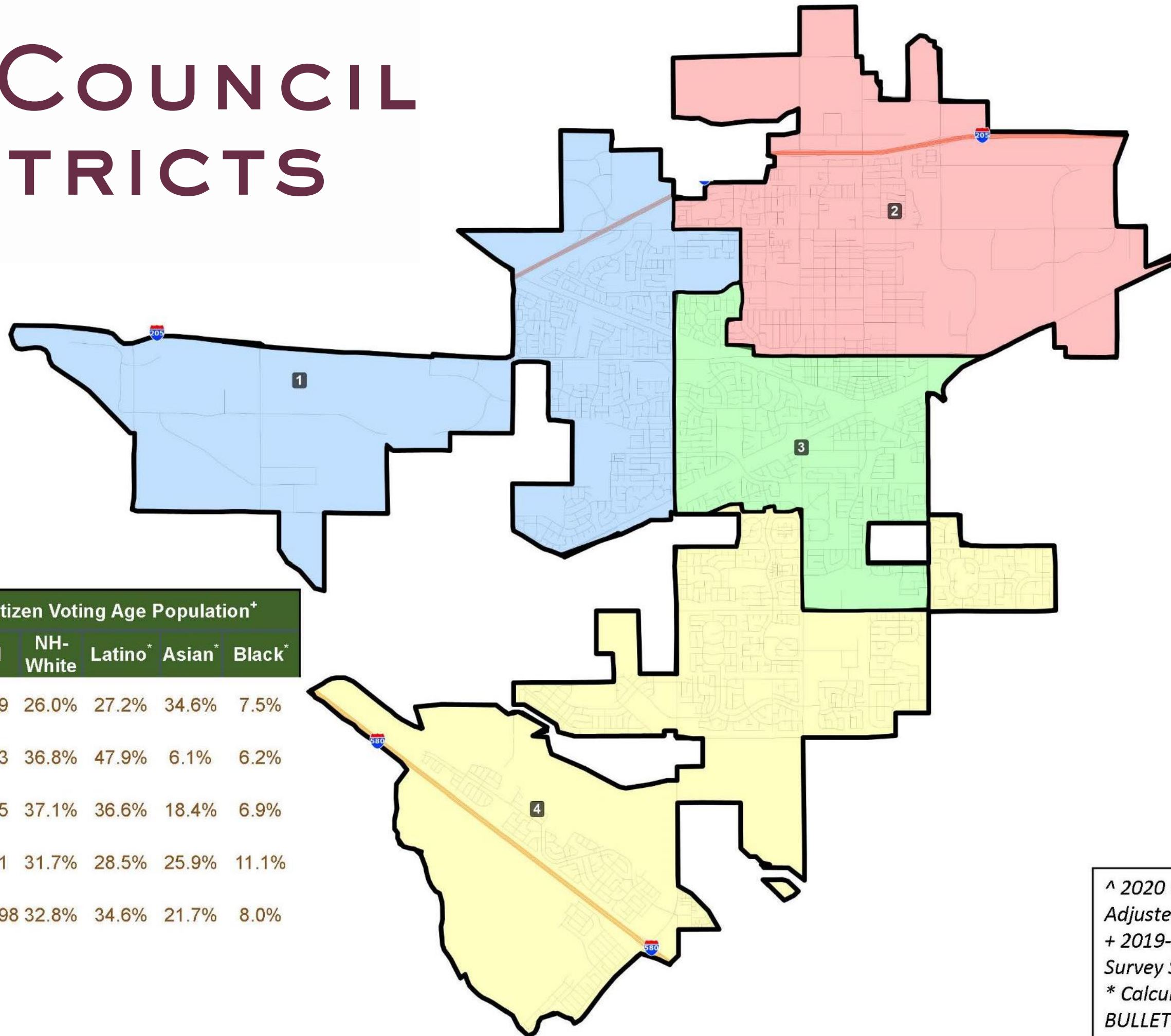
GOALS

- ▼ Update the City of Tracy's General Plan
- ▼ Maintain Fiscal Responsibility
- ▼ Enhance Civic and Workplace Culture at City Hall
- ▼ Develop Platforms for Public Transparency





CITY COUNCIL DISTRICTS



#	Population [^]		Citizen Voting Age Population ⁺				
	Total	Deviation	Total	NH-White	Latino*	Asian*	Black*
1	22,955	-1.6%	14,999	26.0%	27.2%	34.6%	7.5%
2	22,804	-2.3%	13,423	36.8%	47.9%	6.1%	6.2%
3	23,822	+2.1%	15,485	37.1%	36.6%	18.4%	6.9%
4	23,769	+1.8%	15,691	31.7%	28.5%	25.9%	11.1%
Total	93,350	4.4%	59,598	32.8%	34.6%	21.7%	8.0%

Prepared by
WAGAMAN
 STRATEGIES

[^] 2020 Census Redistricting Data.
 Adjusted for incarcerated populations
 + 2019-2023 American Community
 Survey Special Tabulation
 * Calculated pursuant to OMB
 BULLETIN NO. 00-02



Bloomberg Harvard City Leadership Initiative

Class of 2026

San Jose, CA

Sofia, Bulgaria

Tracy, CA

Vallejo, CA

San Miguelito, Panama

Springfield, IL

Tucson, AZ

Wichita, KS

Saskatoon, Canada

St. Louis, MO

Tulsa, OK



Tracy Core Team

Leadership Team:



Dan Arriola
Mayor



Midori Lichtwardt
Senior Leader



Arturo Sanchez
Senior Leader



Alexandra Pineda

Economic Development Analyst,
Innovation Lead

Innovation Lead



Miguel Hernandez

Construction Project Manager,
Project Manager

Project Manager



Gabriel Duong

Utilities Laboratory Superintendent,
Public Works

Public Works



Daniel Garcia

Lieutenant,
Police Department

Police Department



Lauren Gonzalez

Management Analyst,
Public Works/
Engineering

**Public Works/
Engineering**



John Newman

Operations Superintendent,
Public Works

Public Works



Vanessa Ramirez

Accountant,
Finance

Finance



Lauren Repetto

Recreation Program Supervisor,
Parks, Recreation &
Community Services

Community Services



Nick Romo

IT System Administrator,
Innovation & Technology

Innovation & Technology



Think Inside the Triangle™



**BLOOMBERG
HARVARD** | City
Leadership
Initiative



AMBITIOUS IMPACT STATEMENT ("AIM")

By 2030, Tracy will create and thrive within an ecosystem that prepares and connects working-age youth to rewarding career pathways within the City—positioning Tracy as a community where residents can achieve upward economic mobility and opportunity through stable, fulfilling, local careers that improve their quality of life.



A NEW CHAPTER IN ECONOMIC DEVELOPMENT



DEMOGRAPHICS

99,540
Population

37
Median Age

\$719,997
Average Home Value

\$150,942
Average Household
Income

88%
Diversity Index

39%
Higher Education
Index

131
Wealth Index



TOP 25 PRODUCERS OF SALES TAX

Listed in Alphabetic Order

Amazon Fulfillment Center

Amazon MFA

Arco AM PM

Bunzl Distribution

Chevron

Costco

Crate & Barrel

Fisher Scientific

Home Depot

Independent Electric Supply

Irby Utilities

McLane Foodservice

Medline Industries

Nixon Egli Equipment

Platinum Hyundai

Safeway Fuel

Target

Tracy Chevrolet

Tracy Chrysler Dodge Jeep Ram

Tracy Ford

Tracy Honda

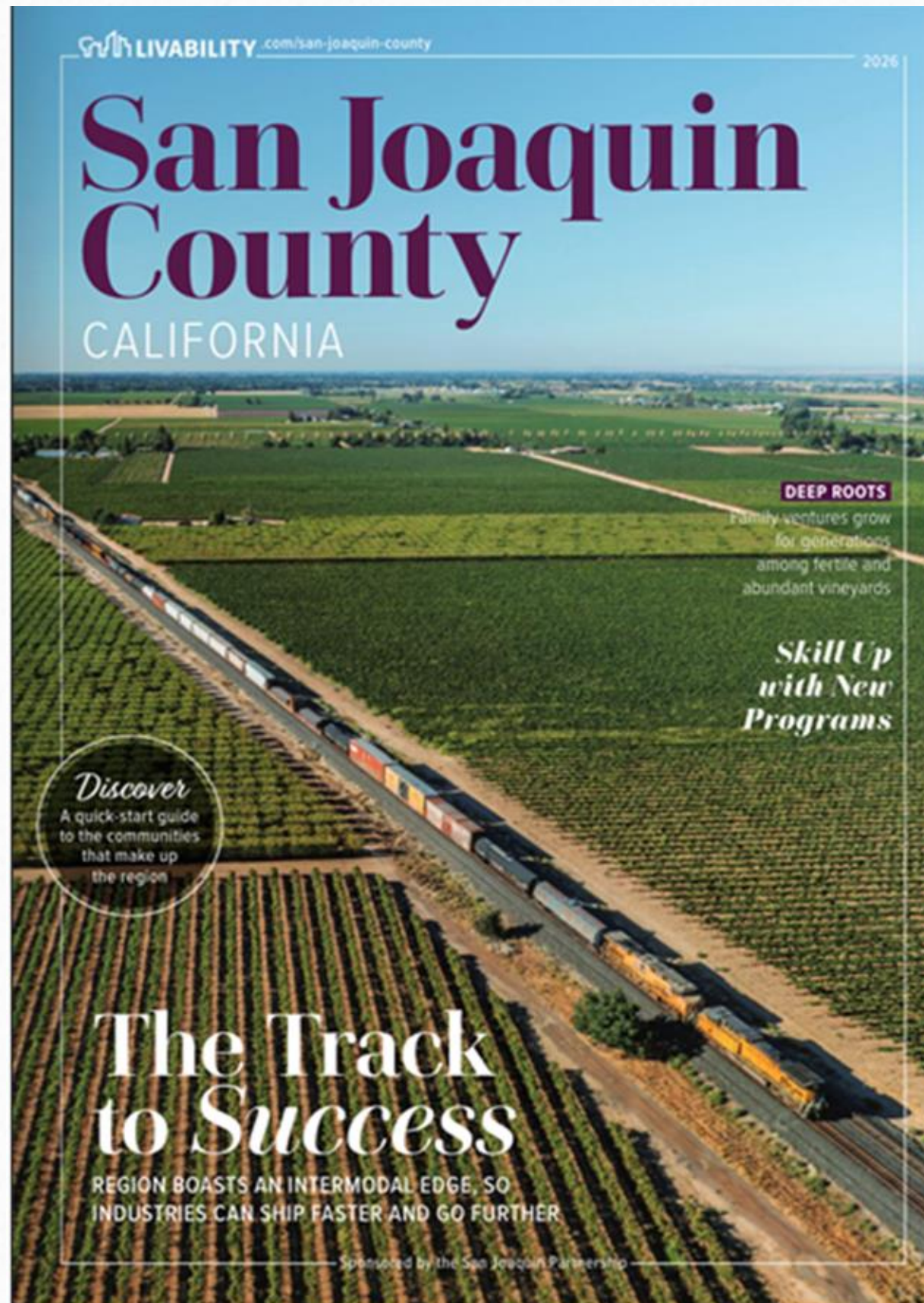
Tracy Toyota

Tracy Volkswagon

Veritiv Corporation

Walmart Superstore

PROMOTING BUSINESS FRIENDLY SERVICES





City of Tracy, California Community & Economic Development Delivers Business-Friendly Services

The City of Tracy's Community and Economic Development Department is dedicated to serving our business community more effectively with a convenient one-stop shop for local businesses. Visit CityOfTracy.org to learn more about our services.

ECONOMIC DEVELOPMENT

The Economic Development Division promotes commercial, industrial, and office development within the City to create a diversified and sustainable economic base for the community. Centrally located with access to major markets, our area offers a skilled workforce, business incentives, and a vibrant quality of life. For friendly and expert-level support, visit ThinkInsideTheTriangle.com.



PLANNING & ZONING

Tracy's Planning Division is responsible for implementing policies that affect the City's physical development and community character. The Planning Division provides front counter service for drop-ins and meetings and is available by phone and email to assist you with any planning and zoning-related questions.



BUILDING SAFETY

The Building Safety Division is committed to enhancing the safety of Tracy's residents through our professional and technical services. We've adopted a digital approach to reviewing plans and issuing building permits, making the process more efficient. We're proud to offer our community the best customer service.



NEW! DEVELOPMENT ENGINEERING

Tracy's Development Engineering Division streamlines private and public development by providing plan reviews and permit processing for residential, commercial, and industrial developments to ensure projects meet City standards. The Division enables the safe, responsible, and timely construction of new projects.



CITY OF TRACY
333 Civic Center Plaza, Tracy, CA 95376
CityOfTracy.org • (209) 831-6000

Discover Tracy today —
live, play, work, and think
inside the triangle!





NEW BUSINESSES



GARDEN of EDEN™



PROJECT PIPELINE

National Coffee Retailer



Family Entertainment

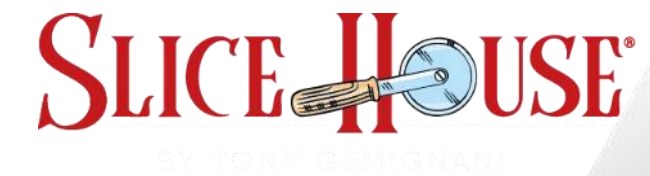


Tourism & Lodging



ELLIS VILLAGE CENTER

SPROUTS[®]
FARMERS MARKET



DOWNTOWN TRACY COMMUNITY BENEFIT DISTRICT

- Tracy City Center Association (TCCA) Partnership
- Promotes downtown economic revitalization
- 118 parcels and 70 owners
- 10-year renewal
- Expanded boundary
- Assessment revenue: \$295,786.35
- Special Benefit Categories
 - District Identity
 - Civil Sidewalks
 - Administration
 - Contingency



SMALL BUSINESS NEEDS & NEXT STEPS

Identified Needs

- Greater City engagement
- Visible investment in Downtown
- More tailored resources
- Opportunities for access to capital



Next Steps

- Identify potential incentive programs that align with business needs
- Research best practices from similar incentive programs
- Develop and define clear guidelines for the incentive program
- Present proposed program to City Council for consideration



JOBS OF TOMORROW

- New partnership with Open Innovation Centers
- Technology and innovation-focused workforce opportunities
- Entrepreneurship and startup ecosystem support
- Pitch events launching in Tracy
- Expanding access to Jobs of Tomorrow training



**OPEN
INNOVATION
CENTERS**



Visit

ThinkInsideTheTriangle.com

to learn more Economic Development initiatives





WHY TRACY?



FISCAL STABILITY & STRENGTH



INVESTING WITH PURPOSE

48% of the General Fund invested in public safety – because a safe city is a prosperous city.

\$56 million Capital Improvement Program

invested across:

- Streets
- Parks
- Transit
- Public safety
- Facilities
- Wastewater



A NEW CHAPTER IN INFRASTRUCTURE







BUILDING WHAT'S NEXT

Design completed on 6 major projects, including:

- International Parkway Bridge replacement & expansion
- Tracy Boulevard pavement rehabilitation
- 11th Street adaptive traffic signals
- Grand Theatre A/V upgrades
- Recycled water system expansion

6 citywide RFPs released, advancing:

- ADA ramp upgrades
- Trash-capture devices
- Citywide safety improvements

Secured \$47.6 million in outside funding













Rendering of Gretchen Talley Park Expansion

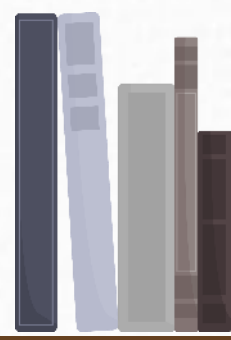




TRACY RECREATION ACTIVITY CENTER







PARKS MAINTAINED & IMPROVED

Major behind-the-scenes upgrades, including:

- Refreshed key medians
- Revamped citywide landscape contract
- Replaced critical irrigation infrastructure
- Improved nearly 60 acres of turf
- Completed playground upgrades at William Adams and Lincoln Park

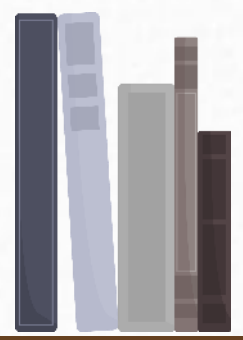
Strengthened and sustained a large, diverse park system:

- 27 neighborhood parks
- 8 linear parks
- 5 community parks
- 4 sports complexes
- 42 mini-parks
- 3 specialty parks



A NEW CHAPTER IN PUBLIC SAFETY

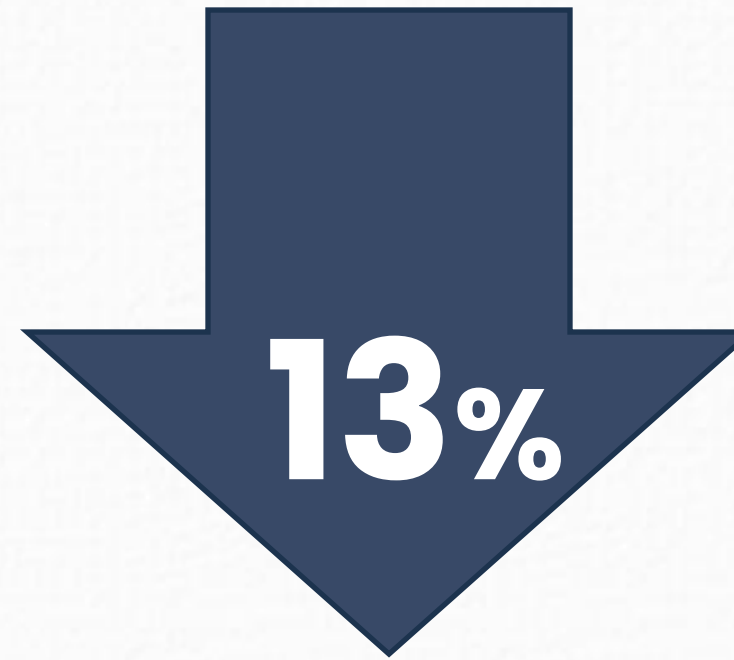




PUBLIC SAFETY



**Violent
Crimes**



**Property
Crimes**







TRACY POLICE DEPARTMENT
TRAINING FACILITY











90%

**Encampment
Debris**





90%

**Encampment
Debris**

50%

**Homeless-
Related Crime**





A NEW CHAPTER IN QUALITY OF LIFE





60
75



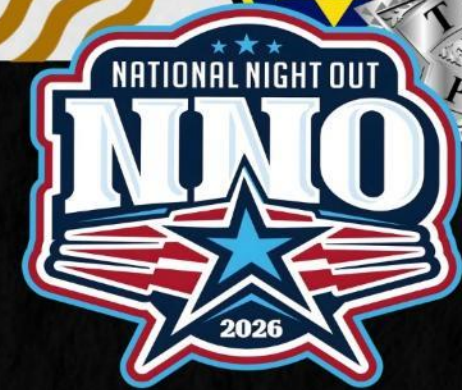






National

NIGHT OUT



AUGUST 4 | 6 TO 9 PM

Together for a stronger Tracy



THANK YOU!

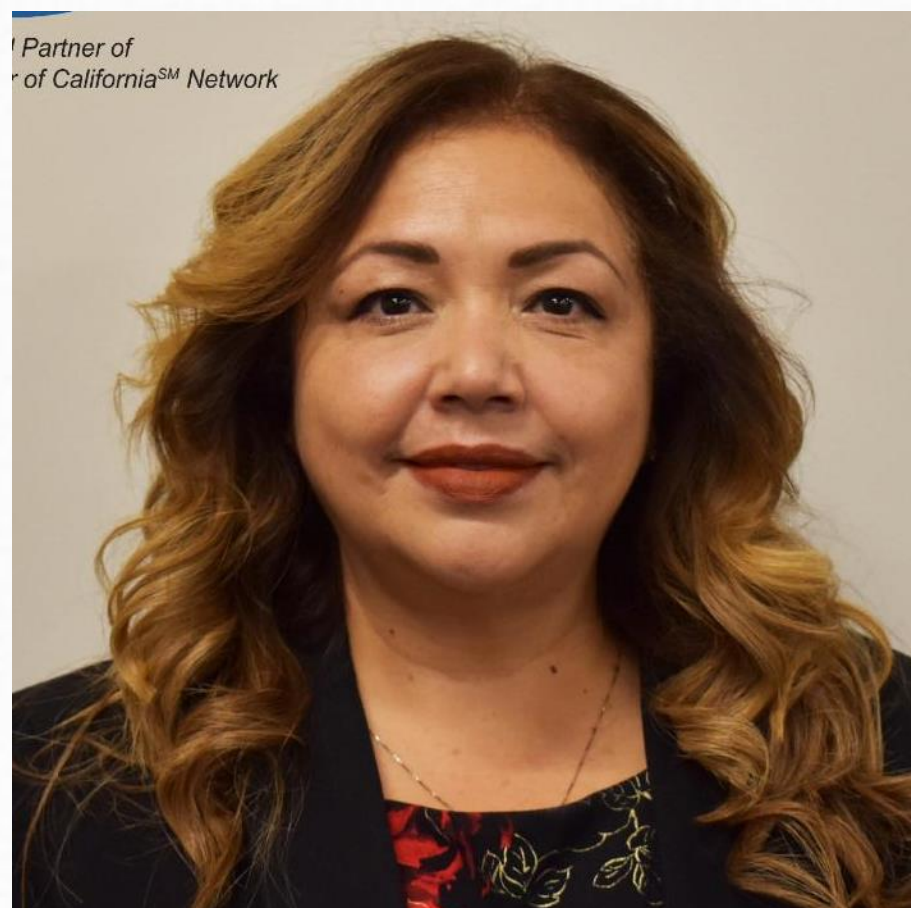


GUEST PANEL

BUILDING & NURTURING THE COMMUNITY OF TODAY & TOMORROW



CLARE BHAKTA
Executive Director
Open Innovation Centers



PATRICIA VIRGEN
Executive Director
San Joaquin County WorkNet



ERIC NEUENFELDT
Executive Director
Volt Institute





THANK YOU!





ADJOURN MEETING

APRIL B. A. QUINTANILLA, J.D. CMC
CITY OF TRACY CITY CLERK

