



Summary of GPAC Feedback on the Economic Development Policy Options

At the November 13, 2024, General Plan Advisory Committee (GPAC) meeting, the project team gave an overview of policy options for some topics that will be addressed in the Economic Development Element. The policy options do not represent the complete set of topics that will be covered in this Element but focus on topics that the GPAC has previously discussed and indicated interest in. The community and GPAC will have the opportunity to review and comment on the complete draft Economic Development Element as part of the Draft General Plan, which is anticipated to be published in Summer 2025.

A summary of the GPAC feedback on the policy options is below. The policy option topics included:

- Economic Development Element
 - Facilitate an Innovation Economy
 - Promote Tourism and the Experience Economy
 - Maintain Commercial and Industrial Capacity
 - Recruit a Research University

Facilitate an Innovation Economy

- Identify innovation economy opportunity sites within the city.
- Consider expanding opportunity sites to include energy infrastructures for new technologies such as the GoMentum Station in Contra Costa County, a testing facility for autonomous vehicles.
- Revise Policy Option E as:
 - Promote Livermore as a business destination through participation in industry conferences and increased marketing, branding, and outreach efforts developing a brand for the City that will support recruitment by portraying Livermore as a hotbed of innovation.
- Consider specifying the “key economic metrics”: Job density, job diversity quality of life, and other benefits to the city.

Promote Tourism and the Experience Economy

- Include prioritizing building infrastructures in wine country in Policy Option A:
 - Make proactive efforts to increase the number of hotel rooms or other overnight accommodations, particularly in wine country and Downtown Livermore. Prioritize infrastructure to serve these uses.
- Consider splitting Policy Option A into two policies: one policy that addresses hotels in Downtown Livermore and one policy that addresses hotel needs in wine country.
- Expand Policy Option C so that it feels inclusive of a broader range of attractions, such as theater, arts and culture, recreation, and rodeo. Consider replacing “local businesses” with “assets, activities, and events” to become:
 - Initiate or support a branding campaign to attract visitors that highlights Livermore’s unique ~~local businesses~~ assets, activities, and events.
- Add a policy about continuing to work with other organizations that promote Livermore tourism such as Visit Tri Valley and Livermore Valley Wine Community.
- Reference recreation and leisure opportunities in surrounding open spaces as an incentive to increase tourism to Livermore in the General Plan.

Maintain Commercial and Industrial Capacity

- Support for keeping Policy Option D “Identify sites that have a high potential for redevelopment to a higher value commercial or industrial facility type and work with landowners to facilitate projects” to align with goals of innovation.

Recruit a Research University

- Delete the term “research” in “research university,” and define the type of institution desired (an education institution that offers a 4-year degree, graduate programs, or research campus).
- Consider revising Policy Option A as “Network with Cal State and University of California administrators to highlight Livermore as a location for a future ~~research~~ university presence to stimulate the innovation economy.”
- Move the idea of recruiting a university to be located as one of several approaches under the topic of Facilitate an Innovation Economy.