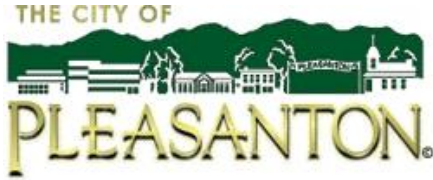


Case Study: City of Pleasanton

LicenseTrack™ —Business Licensing with Web Renewals, Applications and Revenue Recovery



Case Summary:

The **City of Pleasanton**, California, is a community, situated in the Bay Area in Northern California. The population was 70,285 in the 2010 census.

In 2005 and 2007, Pleasanton was ranked the wealthiest middle-sized city in the United States by the Census Bureau.

Pleasanton is a family-oriented community that prides themselves on their numerous parks, recreation facilities and programs. Pleasanton is also home to thriving business parks and regional StoneRidge Mall.

The Pleasanton Unified School District has been named a National District of Character. 12 out of their 14 schools have received the California Distinguished School designation. Together, the City and School District are committed to building a Community of Character.

The Pleasanton Downtown is the heart of the community—the setting for festivals, street parties, parades, weekly summer concerts, Saturday farmer's market and other special events.

Pleasanton also is home to the Alameda County Fairgrounds which hosts statewide and regional events, as well as the annual Alameda County Fair.

Pleasanton enjoys a diverse economic portfolio that offers a number of business advantages. To encourage new investment in the City, In 1984, the City Council recognized this special business area with the creation of the Pleasanton Downtown Association (PDA). The PDA operates as an assessment district with the goal of developing and promoting a vibrant downtown community. It functions as a non-profit organization with funding provided by member assessments, matching City funds, sponsorships and revenue producing events.

As a Main Street Community, the PDA is organized under a four-point strategy that incorporates the elements of organization, economic restructuring, promotion and design or physical appearance. Successful implementation of this strategy involves a mutual effort by the PDA staff, business owners, property owners, Associate members and community volunteers.

The **City of Pleasanton** staff has been successfully utilizing Progressive Solutions' **LicenseTrack™** business licensing application since June of 2012. Their prior system required expensive upgrades and lengthy beta testing. The sheer number of tax payers made it desirable to streamline management of this tax function and simultaneously reduce staffing requirements.

After reviewing PSI's offering and over a decade of highest ratings by independent surveys, city staff was convinced that Progressive Solutions' **LicenseTrack™** was the obvious choice. One Pleasanton Staff member had experience with the two most popular systems in California. Even after careful consideration of the effort required for migration to the PSI proven solutions, that staff member convinced the other staff members that the change would be well worth the effort. Staff may instantly identify outstanding tax periods and follow up appropriately either with phone calls or form letters. Calculation of penalties, interest and administrative fees is performed automatically upon the click of button.

LicenseTrack™, the business licensing system from **Progressive Solutions®** has enabled the city to obtain answers and make operating changes without programming or additional cost. Upgrades and minimal report customizations are included in the annual support fee so that ad hoc requirements do not require additional midyear budgeting. Their Web Renewals, Web Applications and automated Revenue Enhancement rounded out the ensemble, bringing Pleasanton into the 21st century!

About Progressive Solutions®

Progressive Solutions®, developer of the **QuickServe Suite™**, brings heightened security, efficiency and convenience to users. Progressive Solutions® has incorporated next generation hardware and software technology enabling market-ready governmental enterprise solutions. Based in Brea, CA, the company distributes their product through an extensive network of VAR and reseller channels and has entered into strategic partnerships.

PROGRESSIVE SOLUTIONS®

P O Box 783
Brea, Ca 92822-0783
Phone 714-671-1597
sales@progressivesolutions