CITY COUNCIL MEETING
MINUTES
October 1, 2019

1. CALL TO ORDER & PLEDGE OF ALLEGIANCE IN HONOR OF THE US MILITARY TROOPS

The City Council Meeting was held in the Pinole Council Chambers, 2131 Pear Street, Pinole, California. Mayor Murray called the Regular Meeting of the City Council to order 6:05 p.m. and led the Pledge of Allegiance.

2. ROLL CALL, CITY CLERK'S REPORT & STATEMENT OF CONFLICT

A. COUNCILMEMBERS PRESENT

Peter Murray, Mayor
Roy Swearingen, Mayor Pro Tem
Norma Martinez-Rubin, Councilmember
Vincent Salimi, Councilmember
Anthony Tave, Councilmember

B. STAFF PRESENT

Michelle Fitzer, City Manager
Hector De La Rosa, Assistant City Manager
Heather Iopu, City Clerk
Eric Casher, City Attorney
Scott Kouns, Fire Chief
Police Chief Gang

City Clerk Iopu announced the agenda was posted on September 26, 2019 at 4:00 p.m. All legally required notice was provided.

City Clerk Iopu announced that additional materials pertaining to Items 9A on the agenda were provided at the dais for the Council and copies were placed at the rear of the Chamber for the public.

Following an inquiry to the Council, the Council reported there were no conflicts with any items on the agenda.

3. CONVENE TO A CLOSED SESSION

The City Council convened into closed session at 6:05 p.m.

4. RECONVENE IN OPEN SESSION TO ANNOUNCE RESULTS OF CLOSED SESSION

At 6:51 p.m. Mayor Murray reconvened the meeting and announced that there was no reportable action.

5. CITIZENS TO BE HEARD (Public Comments)

At 6:52 pm, the Mayor inquired if there were any Public Comments. The following speakers addressed the City Council:

Mary Moore, Spoke regarding Community Emergency Response Team safety program. Encouraged the Council to restart the program. Stated that training is provided by FEMA, there are sponsors interested and 30 people are interested in participating.

Chris Wimmer, resident of Pinole, thanked the Council for the work that's involved behind Council meetings. Spoke regarding the public nuisance created by marijuana smoke from his neighbors. Spoke regarding neighborhood watch groups. Suggested combining the CERT program with the neighborhood watch program. Asked City staff to look into the PG&E bills for the closed Fire Station 74.

Rafael Menis, resident of Pinole, spoke regarding the importance of the rule of law. Spoke regarding political protests taking place in China. Stated that Authoritarianism is what happens when there is an absence of rule of law. Stated that the US President not following laws undermines rule of law. Encouraged citizens to enforce the rule of law.

Jeff Rubin, resident of Pinole, stated that Historical Society held a fundraiser at Chipotle on September 26. Thanked everyone for participating. Announced November 2nd Dinner Fundraiser. Historical Society news briefs Fall edition is now available. Announced the 12th Annual Veteran's Event at Fernandez Park, Monday, November 11th at 11 a.m.

Angelo Dalo, stated that he intends to make an offer on a Pinole property to turn the Bank property into a restaurant. Introduced himself to the City Council.

Mayor Murray Announced Dumpster Day on October 5th at 8:00 a.m.

City Manager Fitzer made comments in response to the public comments.

6. RECOGNITIONS / PRESENTATIONS / COMMUNITY EVENTS

A. Proclamations
   1. Recognizing Fire Prevention Week, October 6-12, 2019

Mayor Murray read the Proclamation and presented it to Fire Chief Kouns. Chief Kouns thanked the Mayor & Council and outlined current Fire Prevention activities in Pinole.

B. Presentations / Recognitions

None.

7. CONSENT CALENDAR

A. Approve the Minutes of the Meeting of September 3 and 17, 2019

B. Receive the September 14, 2019 – September 27, 2019 List of Warrants in the Amount of $273,872.34 and the September 20, 2019 Payroll in the Amount of $426,698.56.

C. Approval Of The 2019 City Hall Closure - December 24th Through December 31st 2019 And The 2020 City Council Meeting Schedule Via Minute Motion **[Action: Approve Staff Recommendation (De La Rosa)]**

D. Fixing The Employer's Contribution At An Equal Amount For Employees And Annuitants Under The Public Employees' Medical And Hospital Care Act With Respect To AFSCME, Local 1, Elected Officials, Management And Unrepresented/Confidential Employees **[Action: Adopt Resolutions per Staff Recommendation (De La Rosa)]**

E. Update To The Measure S 2014 Five-Year Funding Plan **[Action: Adopt Resolution per Staff Recommendation (Fitzer)]**

F. Adopt A Resolution Ratifying The Acceptance And Filing Of A Notice Of Completion For 2018 Pavement Slurry Seal Project/Senior Center Parking Lot Pavement Maintenance Project **[Action: Adopt Resolution per Staff Recommendation (T. Miller)]**

G. Declare The Listed Property As Surplus And Designate A Purchasing Officer To Dispose Of The Listed Property In Accordance With The Procurement Policy **[Action: Adopt Resolution per Staff Recommendation (T. Miller)]**

ACTION: Motion by Councilmembers Swearingen/Salimi to approve Consent Calendar Items A-G.

Vote:	**Passed**	**5-0**
	Ayes:	**Murray, Swearingen, Martinez-Rubin, Salimi, Tave**
	Noes:	**None**
	Abstain:	**None**
	Absent:	**None**

8. PUBLIC HEARING

NONE

9. OLD BUSINESS

A. Consideration And Adoption Of A Resolution Of Support For the Countywide Imposition Of One-Half Of One Percent Sales Tax to Fund Transportation Improvements in Contra Costa County and Adopting The Proposed Transportation Expenditure (TEP) Conditionally Amending the Growth Management Program (GMP), Which Includes Attachment A: Principles of Agreement For Establishing the Urban Limit Line (ULL) In The Measure J TEP To Match That Found In The 2020 TEP **[Action: Adopt Resolution per Staff Recommendation (Fitzer)]**

City Manager Fitzer introduced the item and introduced Contra Costa Transportation Authority Executive Director Randy Iwasaki. Director Iwasaki presented an overview of the action and highlighted current and projected projects under the GMP.

Council members asked questions. Director Iwasaki responded to questions.

The following speakers addressed the City Council:

Jesse Peralez, of Carpenters Local 152, spoke in favor of the action. Stated that members of his local will benefit greatly from the plan and be able to work locally, rather than having to commute.

Adam Alexander, Carpenters Training Trust Fund for Northern California, training coordinator, spoke in support of action. Spoke regarding benefits of joint apprenticeship training programs.

Jordan Nicolay, United Brotherhood of Carpenters, resident of Pinole, spoke regarding the benefits of the apprenticeship program. Spoke regarding her own experience and spoke in favor of the action and the opportunity for employment that the TEP plan will make possible.

Jason Gallin, Resident of Pinole, Ironworkers, resident of Pinole, spoke in favor of the TEP expenditure plan. Highlighted the benefits of joining the Ironworkers union.

Rafael Menis, resident of Pinole, asked for clarifications on details of the staff report.

Randy Iwasaki responded to questions. Provided clarification in response to public comments.

ACTION: Motion by Councilmembers Salimi/Martinez-Rubin to Adopt A Resolution Of Support For the Countywide Imposition Of One-Half Of One Percent Sales Tax to Fund Transportation Improvements in Contra Costa County and Adopting The Proposed Transportation Expenditure (TEP) Conditionally Amending the Growth Management Program (GMP).

Vote:	**Passed**	**5-0**
	Ayes:	**Murray, Swearingen, Martinez-Rubin, Salimi, Tave**
	Noes:	**None**
	Abstain:	**None**
	Absent:	**None**

10. NEW BUSINESS

A. Potential Request To Renegotiate Property Tax Allocations **[Action: Discuss & Provide Direction (Fitzer)]**

City Manager Fitzer introduced the item. Discussion by the City Council regarding the current property tax allocation for the City of Pinole and the potential outcomes of attempting to negotiate this rate with the County.

The following speakers addressed the City Council:

Maureen Toms, resident of Pinole, clarified the difference between East Bay MUD and Water Agency. Provided historical information regarding the tax allocations of different cities in the County.

Rafael Menis, resident of Pinole, spoke regarding details of the staff report, made comments regarding the tax revenue allocation amounts. Expressed that there would be resistance to trying to negotiate Pinole's allocation amount. Agreed that opening up negotiations on this would be a difficult precedent to set.

Discussion by Council members regarding potential options to address the property tax allocation amounts.

Request by Councilmember Salimi to write a letter to the County to inquire about negotiating the property tax allocation amount to Pinole.

No consensus given.

11. REPORTS & COMMUNICATIONS

A. Mayor Report

1. Announcements

Mayor Murray reported on the Coastal Clean-Up event. Announced that it was a very successful event held by Community Services Commission. Over 180 volunteers participated in the event. Several areas of Pinole were included in the clean-up area. Thanked all the individual and business participants.

Announced that Caltrans performed the requested clean-up along the highway entrance and exits in Pinole.

B. Mayoral & Council Appointments

1. Create Ad Hoc Committee for City Beautification/Recycling Projects
[Action: Adopt Resolution per Staff Recommendation (Iopu)]

City Clerk Iopu introduced the item.

Discussion by the City Council and staff regarding the potential composition of the committee.

The following speakers addressed the City Council:

Rafael Menis, resident of Pinole, stated that the Community Service Commission has been discussing topics related to beautification and could be involved with the efforts of the Ad Hoc Committee.

Maureen Toms, Resident of Pinole, suggested that members of the Community Services Commission might be more appropriate commission to include in the Ad Hoc Committee.

Council members held discussion regarding the potential composition and scope of the committee.

ACTION: Motion by Councilmembers Martinez-Rubin/Tave to Adopt A Resolution Creating Ad Hoc Committee for City Beautification/Recycling Projects, with an Amendment to the Resolution to Include (2) Planning Commissioners

Vote:	**Passed**	**5-0**
	Ayes:	**Murray, Swearingen, Martinez-Rubin, Salimi, Tave**
	Noes:	**None**
	Abstain:	**None**
	Absent:	**None**

C. City Council Committee Reports & Communications

Councilmember Tave reported that Pinole resident Terri Golding of Plumbers & Steamfitters Union, Local 342 received Labor Leader of the Year.

Announced the HdL Economic reports are now listed on the Pinole website. Encouraged local business to take a look at them.

Asked Mayor & Mayor Pro Tem for more details regarding the recent meeting with EBMUD. Mayor Murray provided review of topics from the meeting.

Councilmember Martinez Rubin reported on the East Bay Division of CA League of CA Cities meeting on September 26th. Reported on disaster planning and natural resources information that was provided. Encouraged public to review resources online.

Council member Salimi announced Dumpster Day on October 5th at Pinole Valley Park.

Announced Strategic Planning Meetings: October 7th at Noon and at 7pm.

Announced Review of Draft Fire Study Report at Special Council Meeting on October 8th at 6:00 p.m. in the Council Chambers.

D. Council Requests For Future Agenda Items

Mayor Murray requested item to discuss amendment of the Zoning Code giving the Design Review Board the opportunity to comment on certain projects before going to the Planning Commission for approval.

The following speaker addressed the City Council:

Rafael Menis, resident of Pinole, provided opinion on why this item is being presented to Council. Made comments about recent Planning Commission Meetings.

Consensus of the Council given to refer the item to the Municipal Code Subcommitee for review.

Council member Tave requested a EBMUD presentation. Council gave consensus.

Council member Martinez-Rubin requested agenda item to discuss emergency medical services options in West County. City Manager Fitzer confirmed the item is on the long range agenda item list and that once the West County Mayors group has an update, it will be placed on a future agenda item.

E. City Manager Report / Department Staff

Announced upcoming Strategic Planning meetings and Draft Fire Study Report, Special City Council Meeting.

F. City Attorney Report

No report.

12. ADJOURNMENT to the Regular City Council Meeting of October 1, 2019 In Remembrance of Amber Swartz and San Pablo Police Sargeant David Neece.

At 9:53 p.m., Mayor Murray adjourned to the City Council Meeting of October 1, 2019 In Remembrance of Amber Swartz.

Submitted by:

Heather Iopu, CMC
City Clerk

Approved by City Council:

WARRANT LISTING

City of Pinole, CA

By Vendor Name

Payment Dates 09/28/2019 - 10/11/2019

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
Vendor: AAA03 - AAA FIRE PROTECTION SERV.					
5563772	92157	10/04/2019	209-552-42108	FIRE SPRINKLER INSPECTION- SC	583.25
				Vendor AAA03 - AAA FIRE PROTECTION SERV. Total:	**583.25**
Vendor: ALH01 - ALHAMBRA & SIERRA SPRINGS					
19593757 100319	92214	10/11/2019	100-222-42201	DRINKING WATER- PD	127.58
5025519 090619	92158	10/04/2019	500-641-42201	DRINKING WATER FOR WASTE WATER	117.92
				Vendor ALH01 - ALHAMBRA & SIERRA SPRINGS Total:	**245.50**
Vendor: AME52 - AMERICAN MESSAGING SERVICE, LLC					
W4102378TJ	92159	10/04/2019	100-231-42104	ON CALL SERVICES- FD	25.95
				Vendor AME52 - AMERICAN MESSAGING SERVICE, LLC Total:	**25.95**
Vendor: AME22 - AMERICAN STAGE TOURS					
26819	92215	10/11/2019	209-552-43805	CACHE CREEK TOUR- SC	1,080.00
				Vendor AME22 - AMERICAN STAGE TOURS Total:	**1,080.00**
Vendor: AME47 - AMERINATIONAL COMMUNITY SERVICES, INC.					
19-00647	92216	10/11/2019	285-464-42101	BANKRUPCY SERVICE FEE	116.10
19-00647	92216	10/11/2019	750-463-42101	BANKRUPCY SERVICE FEE	61.15
19-00729	92216	10/11/2019	285-464-42101	BANKRUPCY SERVICE FEE	116.10
19-00729	92216	10/11/2019	750-463-42101	BANKRUPCY SERVICE FEE	61.15
				Vendor AME47 - AMERINATIONAL COMMUNITY SERVICES, INC. Total:	**354.50**
Vendor: ROD01 - ANNETTE RODRIGUEZ					
100219	92217	10/11/2019	209-552-43802	EXERCISE 11 CLASSES- SC	495.00
				Vendor ROD01 - ANNETTE RODRIGUEZ Total:	**495.00**
Vendor: PEL02 - APEX REFRIGERATION CORP.					
10739	92218	10/11/2019	209-554-42108	LABOR/PARTS- YC	453.98
				Vendor PEL02 - APEX REFRIGERATION CORP. Total:	**453.98**
Vendor: ARA01 - ARAMARK UNIFORM SERVICES					
704491882	92219	10/11/2019	100-222-44410	SAFETY CLOTHING- PD	4.51
704553775	92219	10/11/2019	209-552-43804	SUPPLIES- SC	182.33
704564038	92219	10/11/2019	209-552-43804	SUPPLIES- SC	182.33
704564045	92219	10/11/2019	100-222-44410	SAFETY CLOTHING- PD	4.51
704574272	92219	10/11/2019	209-552-43804	SUPPLIES- SC	255.17
704574278	92219	10/11/2019	100-222-44410	SAFETY CLOTHING- PD	4.51
704584569	92219	10/11/2019	209-552-43804	SUPPLIES- SC	182.33
704584576	92219	10/11/2019	100-222-44410	SAFETY CLOTHING- PD	4.51
704594785	92219	10/11/2019	209-552-43804	SUPPLIES- SC	189.77
704594791	92219	10/11/2019	100-222-44410	SAFETY CLOTHING- PD	4.51
INV- 704481524	92219	10/11/2019	209-552-43804	SUPPLIES- SC	100.00
SEP 30 19-3900	92219	10/11/2019	100-231-44410	MONTHLY STATEMENT- FIRE	114.86
SEP 30 19-4714	92219	10/11/2019	100-342-44410	MONTHLY STATEMENT-VEHICLE MAINTENANCE	353.99
SEP 30 19-4715	92219	10/11/2019	207-344-44410	MONTHLY STATEMENT-NPDES STORM WATER	154.00
SEP 30 19-4717	92219	10/11/2019	500-642-44410	MONTHLY STATEMENT-SEWER COLLECTION	213.40
SEP 30 19-4718	92219	10/11/2019	100-343-44410	MONTHLY STATEMENT-GENERAL MAINTENANCE	235.87
SEP 30 19-4719	92219	10/11/2019	500-641-44410	MONTHLY STATEMENT- WPCP	1,522.71
				Vendor ARA01 - ARAMARK UNIFORM SERVICES Total:	**3,709.31**

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
Vendor: ARM09 - ARMOUR PETROLEUM SVC/EQUP					
WO-15776	92221	10/11/2019	500-641-42107	REPAIR/MAINTENANCE- TP	600.26
				Vendor ARM09 - ARMOUR PETROLEUM SVC/EQUP Total:	**600.26**
Vendor: ATT01 - AT&T					
287274105793X08282019	92160	10/04/2019	215-341-43101	I-80 MOBILITY PROJECT 7/21-8/20/19 5793	77.22
287274105793X09282019	92222	10/11/2019	215-341-43101	I-80 MOBILITY PROJECT 8/21-9/20 5793	77.62
287277095767X08282019	92160	10/04/2019	215-341-43101	I-80 MOBILITY PROJECT 7/21-8/20/19 5767	77.22
287277095767X09282019	92223	10/11/2019	215-341-43101	I-80 MOBILITY PROJECT 8/21-9/20 5767	77.22
				Vendor ATT01 - AT&T Total:	**309.28**
Vendor: BAY04 - BAY AREA BARRICADE SVC.					
1678	92161	10/04/2019	105-221-42514	SUPPLIES- PD	394.22
6564	92224	10/11/2019	200-342-42514	SUPPLIES- TP	115.22
				Vendor BAY04 - BAY AREA BARRICADE SVC. Total:	**509.44**
Vendor: BAY34 - BAY AREA NEWS GROUP- EAST BAY					
1219151	92225	10/11/2019	100-112-42514	MONTHLY STMT CLASSIFIED ADVERTISING	61.20
1219151	92225	10/11/2019	100-112-42514	MONTHLY STMT CLASSIFIED ADVERTISING	67.50
1219151	92225	10/11/2019	212-461-42514	MONTHLY STMT CLASSIFIED ADVERTISING	99.90
				Vendor BAY34 - BAY AREA NEWS GROUP- EAST BAY Total:	**228.60**
Vendor: BIR05 - BIRITE FOODSERVICE DISTRIBUTORS					
5814927	92162	10/04/2019	209-552-43804	FOOD PROGRAM- SC	24.97
5817188	92226	10/11/2019	209-552-43804	DAILY LUNCH PROGRAM- SC	1,062.06
5822247	92226	10/11/2019	209-552-43804	DAILY LUNCH PROGRAM- SC	676.51
5828461	92226	10/11/2019	209-552-43804	DAILY LUNCH PROGRAM- SC	742.36
				Vendor BIR05 - BIRITE FOODSERVICE DISTRIBUTORS Total:	**2,505.90**
Vendor: BLU03 - BLUE LAGOON POOL SERVICE					
14904	92227	10/11/2019	209-557-42108	POOL SERVICE- SWIM CENTER	660.00
				Vendor BLU03 - BLUE LAGOON POOL SERVICE Total:	**660.00**
Vendor: 1696 - BONG GILLIS					
100119	92163	10/04/2019	100-000-31510	REFUND BL APPLICATION FEES TAKEN IN ERROR	145.00
100119	92163	10/04/2019	212-462-34215	REFUND BL APPLICATION FEES TAKEN IN ERROR	189.00
100119	92163	10/04/2019	226-000-34223	REFUND BL APPLICATION FEES TAKEN IN ERROR	4.00
				Vendor 1696 - BONG GILLIS Total:	**338.00**
Vendor: 1467 - BROOKE T BASH					
INV0004375	92213	10/04/2019	100-221-40101	ADVANCE DISABILITY PENSION PAYMENT OCTOBER 2019	3,053.90
				Vendor 1467 - BROOKE T BASH Total:	**3,053.90**
Vendor: CAL04 - CALCON SYSTEMS,INC.					
45216	92164	10/04/2019	500-641-42107	SERVICE- TP	2,686.85
				Vendor CAL04 - CALCON SYSTEMS,INC. Total:	**2,686.85**
Vendor: CAL20 - CALIFORNIA ASSOCIATION OF PROFESSIONAL FIREFIGHTERS					
OCT 2019	92165	10/04/2019	100-231-41008	LONG TERM DISABILITY PLAN	295.00
				Vendor CAL20 - CALIFORNIA ASSOCIATION OF PROFESSIONAL FIREFIGHTERS Total:	**295.00**
Vendor: PER03 - CALIFORNIA PUBLIC EMPLOYEES' RETIREMENT SYSTM					
100000015817995	92228	10/11/2019	100-117-41004	Annual Unf Accrued Liab as of June 20 2017 ID 674	86,881.75
100000015818003	92228	10/11/2019	100-117-41004	Annual Unf Accrued Liab as of June 20 2017 ID 675	94,233.76
100000015818012	92228	10/11/2019	100-117-41004	Annual Unf Acc Liab as of June 20 2017 ID 25716	153.20

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
100000015818018	92228	10/11/2019	100-117-41004	Annual Unf Acc Liab as of June 20 2017 ID 25717	267.55
100000015818034	92228	10/11/2019	100-117-41004	Annual Unf Acc Liab as of June 20 2017 ID 27205	194.74
				Vendor PER03 - CALIFORNIA PUBLIC EMPLOYEES' RETIREMENT SYSTM Total:	**181,731.00**
Vendor: CCP03 - CCP INDUSTRIES					
IN02387779	92229	10/11/2019	500-641-44410	SUPPLIES- TP	272.79
				Vendor CCP03 - CCP INDUSTRIES Total:	**272.79**
Vendor: CIT08 - CITY MECHANICAL, INC					
58492	92230	10/11/2019	100-343-42108	SERVICE CITY HALL	1,278.51
				Vendor CIT08 - CITY MECHANICAL, INC Total:	**1,278.51**
Vendor: CON16 - CITY OF CONCORD					
80665	92231	10/11/2019	100-117-42101	PRINTING SERVICES	1,208.60
80728	92231	10/11/2019	209-552-43809	OCTOBER 2019 NEWSLETTER- SC	316.53
80732	92231	10/11/2019	100-222-42201	PRINTING SERVICES- PD	78.74
				Vendor CON16 - CITY OF CONCORD Total:	**1,603.87**
Vendor: COM20 - COMCAST					
AUG 01 19-3450	92166	10/04/2019	215-341-43101	I-80 MOBILITY PROJECT FROM 8/5- 9/5/19	240.99
SEP 01 19-3450	92166	10/04/2019	215-341-43101	I-80 MOBILITY PROJECT FROM 9/5- 10/4/19	240.99
SEP 14 19- 0875	92166	10/04/2019	100-117-43105	COMCAST BUSINESS CABLE 9/19- 10/18/19- FINANCE	29.89
SEP 14 19- 8658	92166	10/04/2019	100-231-43101	CABLE/TV 9/19- 10/18/19 - FD	54.44
				Vendor COM20 - COMCAST Total:	**566.31**
Vendor: CON10 - CONTRA COSTA COUNTY POLICE CHIEFS' ASSOCIATION					
19-16	92232	10/11/2019	100-221-42401	MEMBERSHIP AND 2020 COUNTY WORKSHOP	1,500.00
				Vendor CON10 - CONTRA COSTA COUNTY POLICE CHIEFS' ASSOCIATION Total:	**1,500.00**
Vendor: CON54 - CONTRA COSTA COUNTY TAX COLLECTOR					
19 277696	92233	10/11/2019	209-553-43201	POSSESORY INTEREST PARCEL 360-332-023-9	2,769.72
19 277696	92233	10/11/2019	209-557-43201	POSSESORY INTEREST PARCEL 360-332-023-9	2,769.72
19 289274	92233	10/11/2019	100-345-43201	POSSESORY INTEREST PARCEL 401-080-058-1	52.00
19 289275	92233	10/11/2019	100-345-43201	POSSESORY INTEREST PARCEL 401-080-059-9	52.00
19 289276	92233	10/11/2019	100-345-43201	POSSESORY INTEREST PARCEL 401-080-060-7	52.00
19 289470	92233	10/11/2019	209-554-43201	POSSESORY INTEREST PARCEL 401-141-014-1	1,187.65
19 289470	92233	10/11/2019	505-119-43201	POSSESORY INTEREST PARCEL 401-141-014-1	1,187.65
19 289502	92233	10/11/2019	100-343-43201	POSSESORY INTEREST PARCEL 401-163-004-5	1,342.36
19 289579	92233	10/11/2019	209-552-43201	POSSESORY INTEREST PARCEL 401-182-011-7	927.00
19 289675	92233	10/11/2019	100-343-43201	POSSESORY INTEREST PARCEL 401-211-033-6	983.26
				Vendor CON54 - CONTRA COSTA COUNTY TAX COLLECTOR Total:	**11,323.36**
Vendor: CON95 - CONTRA COSTA COUNTY TREASURER					
ASD M6144	92234	10/11/2019	100-117-42101	SECOND QUARTER INSTALLMENT OCT 1- DEC 31 2019	30,705.22
				Vendor CON95 - CONTRA COSTA COUNTY TREASURER Total:	**30,705.22**

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
Vendor: 1278 - CRISTINA AHLSTRAND					
81319	92167	10/04/2019	209-555-36405	PETTY CASH REPORT- SWIM CENTER	120.00
				Vendor 1278 - CRISTINA AHLSTRAND Total:	**120.00**
Vendor: 1691 - CRYSTAL GIRI					
92319	92168	10/04/2019	209-552-36402	REFUND FOR CODING CLASS CANCELLED	200.00
				Vendor 1691 - CRYSTAL GIRI Total:	**200.00**
Vendor: 1690 - DANIELLE NAVARRO					
92319	92169	10/04/2019	209-554-36402	REFUND FOR LEGO PLAY CLASS CANCELLED	213.00
				Vendor 1690 - DANIELLE NAVARRO Total:	**213.00**
Vendor: DAS02 - DASH MEDICAL GLOVES, INC.					
INV1167867	92170	10/04/2019	100-222-42514	BLACK MAXX NITRILE EXAM GLOVES- PD	157.12
				Vendor DAS02 - DASH MEDICAL GLOVES, INC. Total:	**157.12**
Vendor: TON02 - DEBRA Y. F. TONG, PSY.D.					
60373	92235	10/11/2019	100-231-42101	Psychological Evaluation and Written Report- HR	400.00
60382	92235	10/11/2019	100-231-42101	Psychological Evaluation and Written Report- HR	400.00
				Vendor TON02 - DEBRA Y. F. TONG, PSY.D. Total:	**800.00**
Vendor: DEN11 - DENVAL INC.,					
20190464	92236	10/11/2019	201-343-42101	APPRAISAL OF 2361 SAN PABLO AVE PINOLE	2,700.00
20190465	92236	10/11/2019	201-343-42101	APPRAISAL OF 2301 SAN PABLO AVE PINOLE	2,000.00
				Vendor DEN11 - DENVAL INC., Total:	**4,700.00**
Vendor: 1443 - DIESEL DIRECT WEST, INC.					
83292039	92237	10/11/2019	100-10601	GASOLINE FOR THE CORP YARD	3,051.43
83294598	92237	10/11/2019	100-10601	GASOLINE FOR CORP YARD	3,821.45
83300630	92237	10/11/2019	100-10601	GASOLINE FOR CORP YARD	2,748.57
				Vendor 1443 - DIESEL DIRECT WEST, INC. Total:	**9,621.45**
Vendor: DIV01 - DIVERSIFIED RISK/HUB INTERNATIONAL					
SEP 2019	92171	10/04/2019	209-552-38112	SPECIAL EVENTS INSURANCE FOR THE MONTH OF SEP 2019	384.12
SEP 2019	92171	10/04/2019	209-554-38112	SPECIAL EVENTS INSURANCE FOR THE MONTH OF SEP 2019	307.74
				Vendor DIV01 - DIVERSIFIED RISK/HUB INTERNATIONAL Total:	**691.86**
Vendor: DIV06 - DIVISION OF THE STATE ARCHITECT					
100419	92172	10/04/2019	226-000-34223	JULY-SEP 2019 STATE MANDATED FEE	106.40
				Vendor DIV06 - DIVISION OF THE STATE ARCHITECT Total:	**106.40**
Vendor: DOL01 - DOLAN'S LUMBER					
SEP 30 19	92238	10/11/2019	100-222-42108	SEP STMT FULL PAYMENT	5.47
SEP 30 19	92238	10/11/2019	100-343-42108	SEP STMT FULL PAYMENT	354.64
SEP 30 19	92238	10/11/2019	100-343-42108	SEP STMT FULL PAYMENT	101.52
SEP 30 19	92238	10/11/2019	100-345-42108	SEP STMT FULL PAYMENT	3.21
SEP 30 19	92238	10/11/2019	100-345-42108	SEP STMT FULL PAYMENT	28.73
				Vendor DOL01 - DOLAN'S LUMBER Total:	**493.57**
Vendor: EBM01 - EBMUD					
20575-92319	92239	10/11/2019	100-345-43102	2690 BOX CANYON RD-IRRIGATION USE ONLY	146.22
31773-92319	92239	10/11/2019	100-343-43102	2887 SIMAS AVE-IRRIGATION USE ONLY	146.22
32841-92419	92239	10/11/2019	100-345-43102	3790 PINOLE VALLEY RD-IRRIGATION USE ONLY	6,824.90

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
56324-92019	92239	10/11/2019	100-345-43102	3790 PINOLE VALLEY RD-IRRIGATION USE ONLY	3,323.04
				Vendor EBM01 - EBMUD Total:	**10,440.38**
Vendor: 1592 - EMERGENCY SERVICES CONSULTING INTERNATIONAL					
19-234	92173	10/04/2019	105-231-42101	CONSULTING MONTHLY PROGRESS INVOICING	19,800.00
				Vendor 1592 - EMERGENCY SERVICES CONSULTING INTERNATIONAL Total:	**19,800.00**
Vendor: 1141 - EMILIE WILLIAMS					
100119	92240	10/11/2019	209-20015	GIFT SHOP SENIOR CENTER	17.00
				Vendor 1141 - EMILIE WILLIAMS Total:	**17.00**
Vendor: 1655 - ENDRESS + HAUSER, INC.					
6002090629	92174	10/04/2019	500-641-42107	PARTS/SUPPLIES- TP	1,473.86
				Vendor 1655 - ENDRESS + HAUSER, INC. Total:	**1,473.86**
Vendor: END00 - ENDSIGHT					
59180	92175	10/04/2019	525-118-42101	AGREEMENT SERVICE MAINTENANCE- IT	1,764.00
59673	92176	10/04/2019	525-118-42101	AGREEMENT SERVER MAINTENANCE- IT	1,194.90
				Vendor END00 - ENDSIGHT Total:	**2,958.90**
Vendor: FAR01 - FARMER BROS. COFFEE					
69457291	92177	10/04/2019	209-552-43804	COFFEE- SC	581.17
				Vendor FAR01 - FARMER BROS. COFFEE Total:	**581.17**
Vendor: FIS01 - FISHER SCIENTIFIC					
5440925	92241	10/11/2019	500-641-44303	LAB SUPPLIES- TP	56.46
5623347	92241	10/11/2019	500-641-44303	LAB SUPPLIES- TP	119.35
				Vendor FIS01 - FISHER SCIENTIFIC Total:	**175.81**
Vendor: FOR02 - FORENSIC SERVICES DIVISION					
PINPD-1908	92178	10/04/2019	100-222-42101	ALCOHOL/TOXICOLOGY- PD	1,392.00
				Vendor FOR02 - FORENSIC SERVICES DIVISION Total:	**1,392.00**
Vendor: FOS01 - FOSTER FLOW CONTROL					
19-3222	92242	10/11/2019	500-641-42107	PARTS- TP	3,511.70
				Vendor FOS01 - FOSTER FLOW CONTROL Total:	**3,511.70**
Vendor: GRA15 - GRANICUS INC.					
116827	92179	10/04/2019	525-118-42105	GOVERNMENT TRANSPARENCY SUITE- IT	6,000.00
				Vendor GRA15 - GRANICUS INC. Total:	**6,000.00**
Vendor: HAC01 - HACH COMPANY					
11632969	92243	10/11/2019	500-641-44303	SUPPLIES- TP	303.96
11637158	92243	10/11/2019	500-641-44305	SUPPLIES- TP	844.13
11641466	92243	10/11/2019	500-641-44305	SUPPLIES- TP	132.75
11645551	92243	10/11/2019	500-641-44303	SUPPLIES- TP	314.14
				Vendor HAC01 - HACH COMPANY Total:	**1,594.98**
Vendor: HAR01 - HARRINGTON IND.PLASTICS					
006L3244	92180	10/04/2019	500-641-42107	PARTS/SUPPLIES- TP	631.67
006L3387	92244	10/11/2019	500-641-42107	PARTS- TP	273.41
				Vendor HAR01 - HARRINGTON IND.PLASTICS Total:	**905.08**
Vendor: 1098 - HILLYARD, INC					
603596435	92181	10/04/2019	209-552-43811	CLEANING SUPPLIES- SC	120.09
				Vendor 1098 - HILLYARD, INC Total:	**120.09**
Vendor: 1161 - HINDERLITER, DE LLAMAS & ASSOCIATES					
0032263-IN	92245	10/11/2019	100-117-42101	ECONOMIC DEVELOPMENT SERVICES	5,000.00
				Vendor 1161 - HINDERLITER, DE LLAMAS & ASSOCIATES Total:	**5,000.00**
Vendor: HOM01 - HOME DEPOT CREDIT SERVICE					
SEP 20 19	92246	10/11/2019	100-343-42108	SEP 2019 STMT FULL PAYMENT	797.90
SEP 20 19	92246	10/11/2019	100-343-42514	SEP 2019 STMT FULL PAYMENT	47.81

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
SEP 20 19	92246	10/11/2019	100-345-42108	SEP 2019 STMT FULL PAYMENT	282.32
SEP 20 19	92246	10/11/2019	500-641-42107	SEP 2019 STMT FULL PAYMENT	762.56
				Vendor HOM01 - HOME DEPOT CREDIT SERVICE Total:	**1,890.59**
Vendor: IED02 - IEDA					
22746	92247	10/11/2019	100-116-42101	LABOR RELATIONS CONSULTING 10/01- 10/31/19	2,197.00
				Vendor IED02 - IEDA Total:	**2,197.00**
Vendor: 1694 - ISABEL PEREZ					
925198	92182	10/04/2019	209-20308	PSC RENTAL 9/20/19 DEPOSIT REFUND	500.00
				Vendor 1694 - ISABEL PEREZ Total:	**500.00**
Vendor: CUL03 - ISING'S CULLIGAN-LIVERMORE					
90919	92248	10/11/2019	500-641-44305	DEIONIZATION/PORTABLE SERVICE DUE BALANCE	65.74
				Vendor CUL03 - ISING'S CULLIGAN-LIVERMORE Total:	**65.74**
Vendor: MOO14 - ISSAC MOORE					
100219	92249	10/11/2019	209-552-43802	EXERCISE 1 CLASS	45.00
				Vendor MOO14 - ISSAC MOORE Total:	**45.00**
Vendor: JWE01 - J. W. ENTERPRISES - NORTH					
218599	92250	10/11/2019	100-117-42511	PORTABLE TOILET RENTAL	137.70
				Vendor JWE01 - J. W. ENTERPRISES - NORTH Total:	**137.70**
Vendor: 1285 - JACKSON LEWIS P.C.					
7390210	92183	10/04/2019	100-116-42102	FOR PROFESSIONAL SERVICES ENDING JULY 31 2019	3,312.46
7396082	92183	10/04/2019	100-116-42102	FOR PROFESSIONAL SERVICES ENDING AUG 31 2019	3,510.52
				Vendor 1285 - JACKSON LEWIS P.C. Total:	**6,822.98**
Vendor: COR15 - JACQUELINE L CORL-SEIDEL					
100219	92251	10/11/2019	209-552-43802	BALANCE AND YOGA- SC	439.25
				Vendor COR15 - JACQUELINE L CORL-SEIDEL Total:	**439.25**
Vendor: 1611 - JANICE M. BYER					
100219	92252	10/11/2019	209-552-43802	EXERCISE 4 CLASSES- SC	180.00
				Vendor 1611 - JANICE M. BYER Total:	**180.00**
Vendor: JAN92 - JAN-PRO OF THE GREATER BAY AREA					
93584	92253	10/11/2019	209-552-42108	OCTOBER JANITORIAL SERVICE- 635 TENNENT AVE	449.00
93585	92253	10/11/2019	209-552-42108	OCTOBER JANITORIAL SERVICE- SC	415.00
93586	92184	10/04/2019	209-554-42108	OCT JANITORIAL SERVICES- TINY TOTS	370.00
				Vendor JAN92 - JAN-PRO OF THE GREATER BAY AREA Total:	**1,234.00**
Vendor: 1488 - JENNIFER WITSCHI					
100119	92185	10/04/2019	100-221-38404	REIMBURSEMENT FOR OVERPAYMENT OF FASTRACK	12.00
				Vendor 1488 - JENNIFER WITSCHI Total:	**12.00**
Vendor: 1688 - Joe Carranza Jr.					
1011	92186	10/04/2019	204-227-42514	LAW ENFORCEMENT ACADEMY PATCHES- PD	264.00
1012	92254	10/11/2019	204-227-42514	LAW ENFORCEMENT ACADEMY PATCHES- PD	55.00
				Vendor 1688 - Joe Carranza Jr. Total:	**319.00**
Vendor: 1682 - KAY SHEN					
100219	92255	10/11/2019	209-552-43802	EVENING/DAY TAI CHI- SC	275.45
				Vendor 1682 - KAY SHEN Total:	**275.45**
Vendor: KEL09 - KELLER CANYON LANDFILL					
4212-000028459	92187	10/04/2019	500-641-44302	SLUDGE TO LANDFILL	3,744.11
				Vendor KEL09 - KELLER CANYON LANDFILL Total:	**3,744.11**

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
Vendor: 1424 - KRISTINA SANTOYO					
92919	92188	10/04/2019	209-552-43804	PETTY CASH REPORT- SC	250.24
92919	92188	10/04/2019	209-552-43806	PETTY CASH REPORT- SC	130.73
				Vendor 1424 - KRISTINA SANTOYO Total:	**380.97**
Vendor: KUB00 - KUBWATER RESOURCES, INC.					
08965	92189	10/04/2019	500-641-44303	ZETAG TOTE- TP	5,732.35
				Vendor KUB00 - KUBWATER RESOURCES, INC. Total:	**5,732.35**
Vendor: LAN01 - LANER ELECTRIC SUPPLY,INC					
896025.1	92256	10/11/2019	100-343-42107	SERVICE/MAINTENANCE- PW	764.75
				Vendor LAN01 - LANER ELECTRIC SUPPLY,INC Total:	**764.75**
Vendor: LAR04 - LARRY WALKER ASSOCIATES					
00243.10-26	92257	10/11/2019	500-641-42101	FOR SERVICES RENDERED THROUGH 8/31/19	370.25
				Vendor LAR04 - LARRY WALKER ASSOCIATES Total:	**370.25**
Vendor: 1692 - LAXMI MAHARJAN					
92319	92190	10/04/2019	209-554-36402	REFUND FOR CODING CLASS CANCELLED	200.00
				Vendor 1692 - LAXMI MAHARJAN Total:	**200.00**
Vendor: 1697 - LOIS WILLIAMS					
100719	92258	10/11/2019	209-20308	ARTS/CRAFTS ROOM RENTAL 10/4/19 REFUND	40.00
				Vendor 1697 - LOIS WILLIAMS Total:	**40.00**
Vendor: 1566 - MANAGEMENT PARTNERS, INC.					
INV07748	92191	10/04/2019	106-110-42101	COUNCIL TEAMBUILDING AND STRATEGIC PLANNING PROCES	7,800.00
				Vendor 1566 - MANAGEMENT PARTNERS, INC. Total:	**7,800.00**
Vendor: MAN01 - MANNA FOODS, INC.					
922796	92259	10/11/2019	209-552-43804	FOOD PROGRAM- SC	107.68
				Vendor MAN01 - MANNA FOODS, INC. Total:	**107.68**
Vendor: GUT05 - MANNY GUTIERREZ					
93019	92192	10/04/2019	209-552-43806	BALLROOM- SC	530.00
				Vendor GUT05 - MANNY GUTIERREZ Total:	**530.00**
Vendor: IRV03 - MARGARET M IRVIN					
100219	92260	10/11/2019	209-552-43802	WRITING- SC	37.10
				Vendor IRV03 - MARGARET M IRVIN Total:	**37.10**
Vendor: 1088 - MARIA GONZALEZ					
100719	92261	10/11/2019	209-20308	PSC MAIN HALL RENTAL 10/5/19 DEPOSIT REFUND	500.00
				Vendor 1088 - MARIA GONZALEZ Total:	**500.00**
Vendor: MCM05 - MCMASTER-CARR SUPPLY CO.					
16210804	92262	10/11/2019	500-641-42107	SUPPLIES/PARTS- TP	434.44
				Vendor MCM05 - MCMASTER-CARR SUPPLY CO. Total:	**434.44**
Vendor: 1360 - MICHAEL CARTER JR					
100719	92263	10/11/2019	209-20309	PYC DEPOSIT REFUND RENTAL 10/5/19	250.00
				Vendor 1360 - MICHAEL CARTER JR Total:	**250.00**
Vendor: 1440 - MICHELLE PAONESSA					
101119	92264	10/11/2019	209-556-36401	UNCLAIMED PROPERTY- CK#89825 REIMBURSEMENT	50.00
				Vendor 1440 - MICHELLE PAONESSA Total:	**50.00**
Vendor: MYE01 - MYERS STEVENS & TOOHEY CO					
1327674	92193	10/04/2019	100-221-41008	DISABILITY INSURANCE PREMIUMS	623.70
1327674	92193	10/04/2019	100-223-41008	DISABILITY INSURANCE PREMIUMS	258.00
1327674	92193	10/04/2019	105-221-41008	DISABILITY INSURANCE PREMIUMS	59.40

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
1327674	92193	10/04/2019	204-227-41008	DISABILITY INSURANCE PREMIUMS	59.40
				Vendor MYE01 - MYERS STEVENS & TOOHEY CO Total:	**1,000.50**
Vendor: MEJ04 - NORMA D. MEJIA					
100219	92265	10/11/2019	209-552-43802	ZUMBA- SC	726.95
				Vendor MEJ04 - NORMA D. MEJIA Total:	**726.95**
Vendor: OTI01 - OTIS ELEVATOR COMPANY					
SK05793NA19	92266	10/11/2019	100-343-42108	MAINTENANCE FOR CITY HALL	109.55
SK65542NA19	92266	10/11/2019	100-222-42108	MAINTENANCE FOR CITY OF PINOLE	109.50
SKO5793NA19	92266	10/11/2019	209-554-42108	MAINTENANCE YOUTH CENTER	185.66
				Vendor OTI01 - OTIS ELEVATOR COMPANY Total:	**404.71**
Vendor: PAC55 - PACIFIC SITE MANAGEMENT					
53281	92267	10/11/2019	100-343-42108	BACKFLOW TESTS	350.00
				Vendor PAC55 - PACIFIC SITE MANAGEMENT Total:	**350.00**
Vendor: ARA09 - PATRICIA ARAGON					
50119	92194	10/04/2019	209-20015	GIFT SHOP SENIOR CENTER	6.00
83019	92194	10/04/2019	209-20015	GIFT SHOP SENIOR CENTER	6.00
				Vendor ARA09 - PATRICIA ARAGON Total:	**12.00**
Vendor: LON02 - PATRICIA LONG					
100219	92268	10/11/2019	209-552-43802	CWLD CLASS_ SC	229.60
				Vendor LON02 - PATRICIA LONG Total:	**229.60**
Vendor: PGE01 - PG&E					
91919-2793	92269	10/11/2019	200-342-43103	1451 FITZGERALD DR TRAFFIC SIGNAL	71.75
92719-7547	92269	10/11/2019	100-222-43103	880 Tennent Ave-Public Safety Facility	4,302.26
92719-7547	92269	10/11/2019	100-223-43103	880 Tennent Ave-Public Safety Facility	860.45
92719-7547	92269	10/11/2019	100-231-43103	880 Tennent Ave-Public Safety Facility	3,441.81
OCT 01 19-6747	92269	10/11/2019	200-342-43103	RAMONA & PINOLE VALLEY-TRAFFIC SIGNAL & ST LIGHT	69.34
OCT 02 19-1093	92269	10/11/2019	500-642-43103	W END/HAZEL AVE SEWAGE PLANT	533.23
SEP 19 19-0081	92195	10/04/2019	200-342-43103	2501 SAN PABLO AVE TRAFFIC CONTROLLER	66.09
SEP 19 19-0209	92195	10/04/2019	200-342-43103	S/E CORNER SAN PABLO AVE & TENNENT TRAFFIC SIGNAL	72.64
SEP 19 19-0466	92195	10/04/2019	209-554-43103	635 TENNENT AVE YOUTH CTR/CATV	112.70
SEP 19 19-0466	92195	10/04/2019	505-119-43103	635 TENNENT AVE YOUTH CTR/CATV	169.04
SEP 19 19-1121	92195	10/04/2019	200-342-43103	DEL MONTE & SAN PABLO TRAFFIC CONTROL LIGHT	62.69
SEP 19 19-1233	92195	10/04/2019	200-342-43103	SAN PABLO AVE TRAFFIC SIGNAL	82.57
SEP 19 19-2615	92195	10/04/2019	100-345-43103	S/E CORNER OF ROGERS & NOB HILL SPRINKLER SYSTEM	9.86
SEP 19 19-2620	92195	10/04/2019	200-342-43103	N/W CORNER APPIAN WAY & FITZGERALD DR TRAFFIC SIG	74.63
SEP 19 19-3311	92195	10/04/2019	200-342-43103	PINOLE VALLEY RD & HENRY TRAFFIC CONTROLLER	99.67
SEP 19 19-4193	92195	10/04/2019	200-342-43103	HWY 80 PINOLE VALLEY RD TRAFFIC CONTROLLER	51.16
SEP 19 19-4951	92195	10/04/2019	201-343-43103	2279 1/2 PARK ST	10.65
SEP 19 19-5127	92195	10/04/2019	500-642-43103	893 1/2 SAN PABLO AVE PUMP STATION	105.17
SEP 19 19-5374	92195	10/04/2019	200-342-43103	1220 PINOLE VALLEY RD TRAFFIC SIGNAL	80.39

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
SEP 19 19-5387	92195	10/04/2019	100-345-43103	588 MARLESTA RD LOUIS FRANCIS PARK	35.88
SEP 19 19-7114	92195	10/04/2019	200-342-43103	2429 SAN PABLO AVE	50.19
SEP 19 19-8086	92195	10/04/2019	200-342-43103	N/S BORDER CITY OF PINOLE	99.07
SEP 19 19-8687	92195	10/04/2019	200-342-43103	FITZGERALD DR IFO LONG JOHN SILVERS TRAFFIC SIGNAL	78.81
SEP 19 19-9824	92195	10/04/2019	310-347-43103	1303 PINOLE VALLEY RD TRAFFIC CONTROL SVC	96.03
SEP 23 19-2222	92195	10/04/2019	100-345-43103	STREET AND HIGHWAY LIGHTING	49.39
SEP 23 19-2222	92195	10/04/2019	200-342-43103	STREET AND HIGHWAY LIGHTING	14,684.85
SEP 23 19-2222	92195	10/04/2019	310-347-43103	STREET AND HIGHWAY LIGHTING	280.00
SEP 23 19-2222	92195	10/04/2019	310-348-43103	STREET AND HIGHWAY LIGHTING	400.00
SEP 26 19-8511	92195	10/04/2019	100-345-43103	W/S PINOLE SHORES DR-SPRINKLER CONTROLLER	11.72
SEP 26 19-9929	92195	10/04/2019	201-343-43103	790 PINOLE SHORES DR-NEW METAL BUILDING	49.99
SEP 27 19-4256	92269	10/11/2019	500-641-43103	11 TENNANT AVE	63,941.95
SEP 27 19-4430	92269	10/11/2019	100-345-43103	S/O MARLESTA 1ST POLE-SPRINKLER CONTROLLER	11.30
SEP 27 19-9961	92269	10/11/2019	209-552-43103	2500 CHARLES ST-SENIOR CENTER	5,382.66
SEP 30 19-6897	92269	10/11/2019	200-342-43103	PINOLE VALLEY RD & ESTATES AVE-TRAFFIC LIGHT CTRL	55.41
				Vendor PGE01 - PG&E Total:	**95,503.35**
Vendor: PRO18 - PROTECTION 1 / ADT					
OCT 19- 0999	92270	10/11/2019	209-553-42108	TINY TOTS ALARM MONITORING SVCS	78.45
				Vendor PRO18 - PROTECTION 1 / ADT Total:	**78.45**
Vendor: MYO01 - RAYMOND MYOVICH					
INV0004372	92212	10/04/2019	998-25302	ICMA LOAN PAYOFF REFUND	152.89
				Vendor MYO01 - RAYMOND MYOVICH Total:	**152.89**
Vendor: RIC06 - RICHMOND BLUEPRINT & LITHO CO INC					
6092	92271	10/11/2019	212-462-42514	1000 PERMIT SETS- BLDG	1,122.00
				Vendor RIC06 - RICHMOND BLUEPRINT & LITHO CO INC Total:	**1,122.00**
Vendor: TRE12 - SANDRA TREGLE					
100119	92272	10/11/2019	209-20015	GIFT SHOP SENIOR CENTER	12.36
				Vendor TRE12 - SANDRA TREGLE Total:	**12.36**
Vendor: SHR02 - SHRED DEFENSE INC					
27918	92197	10/04/2019	100-222-42101	ON SITE PULVERIZATION SERVICES- PD	161.20
				Vendor SHR02 - SHRED DEFENSE INC Total:	**161.20**
Vendor: SQU00 - SQUARE DEAL GARAGE					
29197	92273	10/11/2019	100-221-42107	VEHICLE MAINTENANCE- PD	49.04
29232	92273	10/11/2019	100-221-42107	VEHICLE MAINTENANCE- PD	1,514.44
				Vendor SQU00 - SQUARE DEAL GARAGE Total:	**1,563.48**
Vendor: STA42 - STAPLES BUSINESS CREDIT					
sep 25 19	92198	10/04/2019	100-116-42201	MONTHLY STMT FULL PAYMENT	220.82
sep 25 19	92198	10/04/2019	100-117-42201	MONTHLY STMT FULL PAYMENT	892.23
sep 25 19	92198	10/04/2019	100-222-42201	MONTHLY STMT FULL PAYMENT	422.80
sep 25 19	92198	10/04/2019	100-223-42201	MONTHLY STMT FULL PAYMENT	900.48
sep 25 19	92198	10/04/2019	100-341-42201	MONTHLY STMT FULL PAYMENT	208.66

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
sep 25 19	92198	10/04/2019	209-553-42201	MONTHLY STMT FULL PAYMENT	136.42
sep 25 19	92198	10/04/2019	209-553-42514	MONTHLY STMT FULL PAYMENT	110.36
sep 25 19	92198	10/04/2019	212-462-42201	MONTHLY STMT FULL PAYMENT	218.74
				Vendor STA42 - STAPLES BUSINESS CREDIT Total:	**3,110.51**
Vendor: STE20 - STERICYCLE, INC.					
3004838328	92199	10/04/2019	100-222-42101	STERI-SAFE ECONOMY MONTHLY CHARGES- PD	53.20
				Vendor STE20 - STERICYCLE, INC. Total:	**53.20**
Vendor: DOD02 - SUSAN BOYLE DODGE					
93019	92200	10/04/2019	209-552-43806	LINE DANCE- SC	180.00
				Vendor DOD02 - SUSAN BOYLE DODGE Total:	**180.00**
Vendor: SIE04 - THATCHER COMPANY, INC					
267250	92201	10/04/2019	500-641-44303	BULK FERRIC CHLORIDE- TP	18,571.74
				Vendor SIE04 - THATCHER COMPANY, INC Total:	**18,571.74**
Vendor: OFF11 - THE OFFICE CITY					
SEP 30 19	92202	10/04/2019	100-117-42201	SEP 30 19 STATEMENT FULL PAYMENT	43.86
SEP 30 19	92202	10/04/2019	500-641-42201	SEP 30 19 STATEMENT FULL PAYMENT	171.53
SEP 30 19	92202	10/04/2019	500-641-42201	SEP 30 19 STATEMENT FULL PAYMENT	27.01
				Vendor OFF11 - THE OFFICE CITY Total:	**242.40**
Vendor: 1695 - THE ORIGINAL RODENT PROOFERS					
100119	92203	10/04/2019	100-000-31510	REIMBURSEMENT FOR OVERPAYMENT OF BL19- 8171	132.00
				Vendor 1695 - THE ORIGINAL RODENT PROOFERS Total:	**132.00**
Vendor: 1689 - TIFFANY CENTENO					
92319	92204	10/04/2019	209-20309	PYC RENTAL 9/21/19 DEPOSIT REFUND	500.00
				Vendor 1689 - TIFFANY CENTENO Total:	**500.00**
Vendor: UNI38 - UNIVAR USA INC					
SJ962048	92205	10/04/2019	500-641-44303	CHEMICALS- TP	6,108.41
SJ962335	92205	10/04/2019	500-641-44303	CHEMICALS- TP	3,619.73
SJ963389	92205	10/04/2019	500-641-44303	CHEMICALS- TP	6,009.10
SJ963929	92205	10/04/2019	500-641-44303	CHEMICALS- TP	3,315.74
				Vendor UNI38 - UNIVAR USA INC Total:	**19,052.98**
Vendor: USB06 - US BANK CORPORATE PMN'T.SYSTEM					
SEP 23 2019	92206	10/04/2019	100-20018	MONTHLY STMT FULL PAYMENT	10,649.41
				Vendor USB06 - US BANK CORPORATE PMN'T.SYSTEM Total:	**10,649.41**
Vendor: USB02 - US BANK					
5500394	92274	10/11/2019	750-463-42101	SUCCESSOR AGENCY PROJ 2015 A&B TAX BONDS	2,255.00
				Vendor USB02 - US BANK Total:	**2,255.00**
Vendor: VIS01 - VISION SERVICE PLAN					
OCT 2019	92207	10/04/2019	100-110-41003	VISION PREMIUMS FOR OCT 2019	74.44
OCT 2019	92207	10/04/2019	100-111-41003	VISION PREMIUMS FOR OCT 2019	18.61
OCT 2019	92207	10/04/2019	100-112-41003	VISION PREMIUMS FOR OCT 2019	18.61
OCT 2019	92207	10/04/2019	100-113-41003	VISION PREMIUMS FOR OCT 2019	18.61
OCT 2019	92207	10/04/2019	100-115-41003	VISION PREMIUMS FOR OCT 2019	55.83

Payable Number	Payment Number	Payment Date	Account Number	Description (Payable)	Amount
OCT 2019	92207	10/04/2019	100-116-41003	VISION PREMIUMS FOR OCT 2019	37.22
OCT 2019	92207	10/04/2019	100-117-41003	VISION PREMIUMS FOR OCT 2019	18.61
OCT 2019	92207	10/04/2019	100-221-41003	VISION PREMIUMS FOR OCT 2019	428.03
OCT 2019	92207	10/04/2019	100-222-41003	VISION PREMIUMS FOR OCT 2019	74.44
OCT 2019	92207	10/04/2019	100-223-41003	VISION PREMIUMS FOR OCT 2019	241.93
OCT 2019	92207	10/04/2019	100-231-41003	VISION PREMIUMS FOR OCT 2019	204.71
OCT 2019	92207	10/04/2019	100-341-41003	VISION PREMIUMS FOR OCT 2019	55.83
OCT 2019	92207	10/04/2019	100-343-41003	VISION PREMIUMS FOR OCT 2019	93.05
OCT 2019	92207	10/04/2019	105-221-41003	VISION PREMIUMS FOR OCT 2019	55.83
OCT 2019	92207	10/04/2019	105-231-40101	VISION PREMIUMS FOR OCT 2019	18.61
OCT 2019	92207	10/04/2019	106-231-41003	VISION PREMIUMS FOR OCT 2019	18.61
OCT 2019	92207	10/04/2019	204-227-41003	VISION PREMIUMS FOR OCT 2019	37.22
OCT 2019	92207	10/04/2019	209-551-41003	VISION PREMIUMS FOR OCT 2019	18.61
OCT 2019	92207	10/04/2019	209-552-41003	VISION PREMIUMS FOR OCT 2019	37.22
OCT 2019	92207	10/04/2019	209-554-41003	VISION PREMIUMS FOR OCT 2019	18.61
OCT 2019	92207	10/04/2019	500-641-41003	VISION PREMIUMS FOR OCT 2019	186.10
OCT 2019	92207	10/04/2019	500-642-41003	VISION PREMIUMS FOR OCT 2019	93.05
OCT 2019	92207	10/04/2019	505-119-41003	VISION PREMIUMS FOR OCT 2019	37.22
OCT 2019	92207	10/04/2019	998-20106	VISION PREMIUMS FOR OCT 2019	93.05
				Vendor VIS01 - VISION SERVICE PLAN Total:	**1,954.05**
Vendor: LUK00 - VIVIENNE F. KEARSLEY-LUKE					
100219	92275	10/11/2019	209-552-43802	GENTLE YOGA- SC	69.30
				Vendor LUK00 - VIVIENNE F. KEARSLEY-LUKE Total:	**69.30**
Vendor: 1687 - VMI, INC					
300816	92208	10/04/2019	505-119-47101	ULTRANEXUS-HD-XS, LEIGHTRONIX, PMG AUTOMATION-CTV	21,149.27
				Vendor 1687 - VMI, INC Total:	**21,149.27**
Vendor: WKH00 - W K HYDRAULICS INC					
5568	92209	10/04/2019	500-641-42107	PARTS/LABOR SERVICE- TP	2,526.66
				Vendor WKH00 - W K HYDRAULICS INC Total:	**2,526.66**
Vendor: 1520 - WEX BANK					
61217813	92210	10/04/2019	100-221-44301	FUEL PURCHASES- PD	388.75
				Vendor 1520 - WEX BANK Total:	**388.75**
Vendor: 1693 - YANET ACEVEDO					
93019	92211	10/04/2019	209-20308	PSC RENTAL 9/28/19 DEPOSIT REFUND	500.00
				Vendor 1693 - YANET ACEVEDO Total:	**500.00**
				Grand Total:	**535,903.27**

Report Summary

Fund Summary

Fund	Payment Amount
100 - General Fund	289,688.63
105 - Measure S -2006	20,328.06
106 - MEASURE S-2014	7,818.61
200 - Gas Tax Fund	15,814.48
201 - Restricted Real Estate Maintenance Fund	4,760.64
204 - Police Grants	415.62
207 - NPDES Storm Water Fund	154.00
209 - Recreation Fund	29,864.15
212 - Building & Planning	1,629.64
215 - Measure C and J Fund	791.26
226 - CASp Certification and Training Fund	110.40
285 - Housing Land Held for Resale	232.20
310 - Lighting & Landscape Districts	776.03
500 - Sewer Enterprise Fund	129,394.23
505 - Cable Access TV	22,543.18
525 - Information Systems	8,958.90
750 - Recognized Obligation Retirement Fund	2,377.30
998 - Payroll Clearing	245.94
Grand Total:	**535,903.27**

Account Summary

Account Number	Account Name	Payment Amount
100-000-31510	Other Tax/Business License	277.00
100-10601	Gas Tanks/Corp Yard	9,621.45
100-110-41003	Emp Benefits/Vision Care	74.44
100-111-41003	Emp Benefits/Vision Care	18.61
100-112-41003	Emp Benefits/Vision Care	18.61
100-112-42514	Admin Exp/Special Depart	128.70
100-113-41003	Emp Benefits/Vision Care	18.61
100-115-41003	Emp Benefits/Vision Care	55.83
100-116-41003	Emp Benefits/Vision Care	37.22
100-116-42101	Prof Svcs/Professional Ser...	2,197.00
100-116-42102	Prof Svcs/Attorney Servic...	6,822.98
100-116-42201	Office Expense	220.82
100-117-41003	Emp Benefits/Vision Care	18.61
100-117-41004	Emp Benefits/PERS Retir...	181,731.00
100-117-42101	Prof Svcs/Professional Ser...	36,913.82
100-117-42201	Office Expense	936.09
100-117-42511	Admin Exp/Equipment Re...	137.70
100-117-43105	Utilities/Cable	29.89
100-20018	Accounts Payable/CalCard	10,649.41
100-221-38404	Other Rev/Miscellaneous ...	12.00
100-221-40101	Salary & Wages/Full Time	3,053.90
100-221-41003	Emp Benefits/Vision Care	428.03
100-221-41008	Emp Benefits/Long Term ...	623.70
100-221-42107	Prof Svcs/Equipment Mai...	1,563.48
100-221-42401	Dues & Pub/Memberships	1,500.00
100-221-44301	Other Materials Supp/Fuel	388.75
100-222-41003	Emp Benefits/Vision Care	74.44
100-222-42101	Prof Svcs/Professional Ser...	1,606.40
100-222-42108	Prof Svcs/Building-Structu...	114.97
100-222-42201	Office Expense	629.12
100-222-42514	Admin Exp/Special Depart	157.12
100-222-43103	Utilities/Electricity & Pow...	4,302.26
100-222-44410	Safety Clothing	22.55
100-223-41003	Emp Benefits/Vision Care	241.93
100-223-41008	Emp Benefits/Long Term ...	258.00

Account Summary

Account Number	Account Name	Payment Amount
100-223-42201	Office Expense	900.48
100-223-43103	Utilities/Electricity & Pow...	860.45
100-231-41003	Emp Benefits/Vision Care	204.71
100-231-41008	Emp Benefits/Long Term ...	295.00
100-231-42101	Prof Svcs/Professional Ser...	800.00
100-231-42104	Prof Svcs/Paramedic Servi...	25.95
100-231-43101	Utilities/Telephone	54.44
100-231-43103	Utilities/Electricity & Pow...	3,441.81
100-231-44410	Safety Clothing	114.86
100-341-41003	Emp Benefits/Vision Care	55.83
100-341-42201	Office Expense	208.66
100-342-44410	Safety Clothing	353.99
100-343-41003	Emp Benefits/Vision Care	93.05
100-343-42107	Prof Svcs/Equipment Mai...	764.75
100-343-42108	Prof Svcs/Building-Structu...	2,992.12
100-343-42514	Admin Exp/Special Depart	47.81
100-343-43102	Utilities/Water	146.22
100-343-43201	Taxes/Property Tax	2,325.62
100-343-44410	Safety Clothing	235.87
100-345-42108	Prof Svcs/Building-Structu...	314.26
100-345-43102	Utilities/Water	10,294.16
100-345-43103	Utilities/Electricity & Pow...	118.15
100-345-43201	Taxes/Property Tax	156.00
105-221-41003	Emp Benefits/Vision Care	55.83
105-221-41008	Emp Benefits/Long Term ...	59.40
105-221-42514	Admin Exp/Special Depart	394.22
105-231-40101	Salary & Wages/Full Time	18.61
105-231-42101	Prof Svcs/Professional Ser...	19,800.00
106-110-42101	Prof Svcs/Professional Ser...	7,800.00
106-231-41003	Emp Benefits/Vision Care	18.61
200-342-42514	Admin Exp/Special Depart	115.22
200-342-43103	Utilities/Electricity & Pow...	15,699.26
201-343-42101	Prof Svcs/Professional Ser...	4,700.00
201-343-43103	Utilities/Electricity & Pow...	60.64
204-227-41003	Emp Benefits/Vision Care	37.22
204-227-41008	Emp Benefits/Long Term ...	59.40
204-227-42514	Admin Exp/Special Depart	319.00
207-344-44410	Safety Clothing	154.00
209-20015	Accounts Payable/Vendor...	41.36
209-20308	Deposits Payable/Recreat...	1,540.00
209-20309	Deposits Payable/Recreat...	750.00
209-551-41003	Emp Benefits/Vision Care	18.61
209-552-36402	Recreation Chg/Members...	200.00
209-552-38112	Rental Income/Facility Re...	384.12
209-552-41003	Emp Benefits/Vision Care	37.22
209-552-42108	Prof Svcs/Building-Structu...	1,447.25
209-552-43103	Utilities/Electricity & Pow...	5,382.66
209-552-43201	Taxes/Property Tax	927.00
209-552-43802	Program Cost/Class Fees	2,497.65
209-552-43804	Program Cost/Food Progr...	4,536.92
209-552-43805	Program Cost/Travel	1,080.00
209-552-43806	Program Cost/Dance Prog...	840.73
209-552-43809	Program Cost/Newsletter	316.53
209-552-43811	Program Cost/Supplies	120.09
209-553-42108	Prof Svcs/Building-Structu...	78.45
209-553-42201	Office Expense	136.42
209-553-42514	Admin Exp/Special Depart	110.36
209-553-43201	Taxes/Property Tax	2,769.72

Account Summary

Account Number	Account Name	Payment Amount
209-554-36402	Recreation Chg/Members...	413.00
209-554-38112	Rental Income/Facility Re...	307.74
209-554-41003	Emp Benefits/Vision Care	18.61
209-554-42108	Prof Svcs/Building-Structu...	1,009.64
209-554-43103	Utilities/Electricity & Pow...	112.70
209-554-43201	Taxes/Property Tax	1,187.65
209-555-36405	Recreation Chg/Summer P..	120.00
209-556-36401	Recreation Chg/Program ...	50.00
209-557-42108	Prof Svcs/Building-Structu...	660.00
209-557-43201	Taxes/Property Tax	2,769.72
212-461-42514	Admin Exp/Special Depart	99.90
212-462-34215	Fees/Initial BL Inspection ...	189.00
212-462-42201	Office Expense	218.74
212-462-42514	Admin Exp/Special Depart	1,122.00
215-341-43101	Utilities/Telephone	791.26
226-000-34223	Fees/CASp Fee	110.40
285-464-42101	Prof Svcs/Professional Ser...	232.20
310-347-43103	Utilities/Electricity & Pow...	376.03
310-348-43103	Utilities/Electricity & Pow...	400.00
500-641-41003	Emp Benefits/Vision Care	186.10
500-641-42101	Prof Svcs/Professional Ser...	370.25
500-641-42107	Prof Svcs/Equipment Mai...	12,901.41
500-641-42201	Office Expense	316.46
500-641-43103	Utilities/Electricity & Pow...	63,941.95
500-641-44302	Other Materials Supp/Slu...	3,744.11
500-641-44303	Other Materials Supp/Ch...	44,150.98
500-641-44305	Other Materials Supp/Lab...	1,042.62
500-641-44410	Safety Clothing	1,795.50
500-642-41003	Emp Benefits/Vision Care	93.05
500-642-43103	Utilities/Electricity & Pow...	638.40
500-642-44410	Safety Clothing	213.40
505-119-41003	Emp Benefits/Vision Care	37.22
505-119-43103	Utilities/Electricity & Pow...	169.04
505-119-43201	Taxes/Property Tax	1,187.65
505-119-47101	FF&E/Equipment	21,149.27
525-118-42101	Prof Svcs/Professional Ser...	2,958.90
525-118-42105	Prof Svcs/Network Maint...	6,000.00
750-463-42101	Prof Svcs/Professional Ser...	2,377.30
998-20106	Sal & Ben Payable/Vision ...	93.05
998-25302	Deferred Comp Benefits P...	152.89
	Grand Total:	**535,903.27**

Project Account Summary

Project Account Key		Payment Amount
None		535,903.27
	Grand Total:	**535,903.27**

Approved By: _____ Date: 10/10/19

CITY COUNCIL REPORT

7C

DATE: **OCTOBER 15, 2019**

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **HEATHER IOPU, CITY CLERK**

SUBJECT: **CENSUS 2020 – RESOLUTION OF SUPPORT**

RECOMMENDATION

It is recommended that the City Council adopt a Resolution in support of Census 2020 outreach activities in the City of Pinole and State of California.

BACKGROUND

The US Constitution requires that the US Census Bureau take a count, or census, of America's population every ten years. This information can be critical for community services. Each year, the federal government distributes more than $675 billion to states and communities, divided according to Census Bureau data. The last census, held in 2010, counted 18,390 people in Pinole, a 3.409% percent decrease over the 2000 count of 19,039.

The 2020 US Census day is April 1, 2020.

REVIEW AND ANALYSIS

The Census Bureau has done research over the years to determine which populations are missed at higher rates in the census. Their research shows that children, homeless, lower income, lower education, English language learners, undocumented immigrants, and racial/ethnic minorities are least likely to be enumerated properly. Since the 2020 census will be conducted mostly online, households with poor internet access will likely also be undercounted.

The Census Bureau is also facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile populations; thus support from partners and stakeholders is critical.

In order to promote participation, and in the interest of getting the most accurate count possible, the City of Pinole will begin outreach efforts to its residents in coordination with Census bureau, County representatives and interested individuals and groups in the community. In order to facilitate this outreach, the City will appoint Heather Iopu,

City Clerk, as the primary staff lead and Council Member Norma Martinez-Rubin as the primary Council Member lead.

These appointees will identify opportunities for community engagement and education with regard to the 2020 US Census and connect Pinole citizens with resources provided by Census bureau representatives.

FISCAL IMPACT

None.

ATTACHMENTS

A Resolution

ATTACHMENT A

RESOLUTION NO. 2019-___

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PINOLE, COUNTY OF CONTRA COSTA, STATE OF CALIFORNIA, SUPPORTING THE 2020 CENSUS

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

WHEREAS, that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, California has a large percentage of individuals that are considered traditionally hard to count; and

WHEREAS, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

WHEREAS, California receives nearly $77 billion in federal funding that relies, in part, on census data; and

WHEREAS, a complete and accurate count of California's population is essential; and

WHEREAS, the data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments; and

WHEREAS, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, California's leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

WHEREAS, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

WHEREAS, U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

WHEREAS, the City of Pinole, in partnership with other local governments, the State, businesses, schools, and community organizations, is committed to robust outreach and communication strategies, focusing on reaching the hardest-to-count individuals.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Pinole does hereby recognizes the importance of the 2020 U.S. Census and supports helping to ensure a complete, fair, and accurate count of all Californians;

BE IT FURTHER RESOLVED, that the City Council of the City of Pinole hereby appoints Council member Martinez-Rubin and City Clerk Heather Iopu as its official outreach representatives.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Pinole held on the **15th** day of **October 2019** by the following vote:

AYES: COUNCILMEMBERS:

NOES: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

ABSTAIN: COUNCILMEMBERS:

I, hereby certify that the foregoing resolution was regularly introduced, passed, and adopted on this **15th day** of **October, 2019**.

_____
Heather Iopu, CMC
City Clerk

CITY COUNCIL REPORT

7D

DATE: **OCTOBER 15, 2019**

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **NEIL H. GANG, CHIEF OF POLICE**

SUBJECT: **APPROVE A RESOLUTION AUTHORIZING THE CHIEF OF POLICE TO NEGOTIATE AND THE CITY MANAGER TO EXECUTE A CONTRACT WITH ODIN SYSTEMS INC. IN THE AMOUNT OF $264,050.29 IN MEASURE S 2014 FUNDS FOR 18 REPLACEMENT CAMERAS, 2 NEW CAMERAS, WIRELESS CONNECTIONS, 2 REPLACEMENT SERVERS, 9 ALPR CAMERAS, 1 SERVER, SOFTWARE, AND LABOR**

RECOMMENDATION

It is recommended that the City Council approve a resolution authorizing the Chief of Police to negotiate and the City Manager to execute a contract with ODIN Systems INC. in the amount of $264,050.29 in Measure S 2014 funds for 18 replacement cameras, 2 new cameras, wireless connections, 2 replacement servers, 9 ALPR cameras, 1 server, software, and labor.

BACKGROUND

The City of Pinole currently has an existing city camera system consisting of 43 480P cameras at 5 locations within the City. The company who installed and maintained the system (CBX) is no longer in business. The system has gone unmaintained for 3 years and is failing. Currently there are 12 cameras not working. The majority of the non-functioning cameras (8) are located in the Pinole Vista Crossing Shopping Center. The cameras are connected to coax cable that runs to a central location in the shopping center and connects to the City fiber system. The coax cables and their connections were installed during the original construction of the Pinole Vista Crossing Center, late 1980's. The coax cables extend for hundreds of yards under the parking lot of the shopping center, across Fitzgerald and Jovita Drives as well as through the interior of several businesses. The coax cable connections have degraded from underground water exposure causing several cameras to fail. Tracking these cables for inspection and repair would take extensive time and substantial expense, ultimately just to fix/repair out-dated technology. Additionally, the current resolution of the existing cameras (480P) coupled with the number of cameras not working does not allow the Police Department to obtain useable video to investigate the crimes occurring in the shopping center. Therefore the Police Department recommends making the following purchases and upgrades:

- Replace all 18 480P cameras in the Pinole Vista Crossing Shopping Center with 18 1080P cameras,
- Adding 2 additional 1080P cameras at Appain Way at Fitzgerald Dr (entrance to the shopping center),
- Upgrading to wireless connections bypassing the failed coax cables and connections, (upgrading to wireless connections also allows the cameras to be movable as dictated by crime),
- Upgrade the 2 current servers and storage arrays (located at the Police Department) to modern servers and storage arrays allowing storage of the video for 30 days,
- Add 9 ALPR cameras to the east bound and west bound lanes of Fitzgerald Dr. (coverage for all lanes into and out of the shopping center), 1 additional server will be needed for the ALPR system, software and labor.

Pairing situational cameras with ALPR cameras will greatly increase the probability of obtaining useable video and solid investigative leads for crimes occurring in the shopping center. An additional benefit of adding ALPR would be immediate alerts to the Police Department of wanted or Amber Alert vehicles using Fitzgerald Dr. as an alternate route to avoid detection from the already existing ALPR and camera system on Interstate 80. The system on Interstate 80 is the first of its kind and was designed, installed and is maintained by ODIN Systems INC. ODIN Systems INC is the only company currently designing, installing and maintaining a complete camera system and would allow the City of Pinole direct access to the freeway system making ODIN System INC. sole source. Access to the freeway system and the addition of ALPR cameras to our system would greatly enhance our ability to investigate the prevalent transient crime occurring within our city by tracking suspect vehicles fleeing the City of Pinole on Interstate 80 and Fitzgerald Dr. As with our current system, monitoring of the system would only be done for in progress crimes or gathering investigative leads to crimes that have occurred. All Pinole data will be collected, stored and maintained using all applicable state laws, department policies and established best practices.

The cost breakdown is:

20 cameras, 2 servers, wireless connections, labor	$	155,629.00
9 ALPR cameras, sever, software, labor	$	90,000.00
Tax:	$	18,421.29
Total:	$	264,050.21

FISCAL IMPACT

Funding for this contract in the amount of $264,050.21 is available from Measure S 2014. As of June 30, 2019 Measure S 2014 has an approximate unallocated Fund Balance of $2,179,255.

ATTACHMENT

A Resolution
B ODIN estimate

RESOLUTION NO. 2019 -

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PINOLE, COUNTY OF CONTRA COSTA, STATE OF CALIFORNIA, THE CHIEF OF POLICE TO NEGOTIATE AND THE CITY MANAGER TO EXECUTE A CONTRACT WITH ODIN SYSTEMS INC. IN THE AMOUNT OF $264,050.29 IN MEASURE S 2014 FUNDS FOR 18 REPLACEMENT CAMERAS, 2 NEW CAMERAS, WIRELESS CONNECTIONS, 2 REPLACEMENT SERVERS, 9 ALPR CAMERAS, 1 SERVER, SOFTWARE, AND LABOR

WHEREAS, the City of Pinole currently has an existing city camera system consisting of 43 cameras at 5 locations within the City; and

WHEREAS, the company who installed and maintained the system (CBX) is no longer in business; and

WHEREAS, the system has gone unmaintained for 3 years and is now failing; currently there are 12 cameras not working; and

WHEREAS, the Police Department desires to use $264,050.21 of Measure S 2014 funds for a one-time expense to purchase 20 cameras, 3 servers, wireless connections, 9 ALPR cameras, software and labor; and

WHEREAS, the Police Department has obtained the cost based on sole source provider; and

WHEREAS, the items to be purchased are as follows:

- 20 cameras, 2 servers, wireless connections, 9 ALPR cameras, sever, software, labor in the amount of $264,050.21.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Pinole as follows:

Section 1: The Chief of Police is authorized to negotiate and the City Manager is authorized to execute a contract with ODIN Systems INC for the purchase and installation of 20 cameras, 3 servers, wireless connections, 9 ALPR cameras, software and labor is authorized; and

Section 2:The Finance Director is authorized to utilize and amend the FY 2019/20 budget to allocate $264,050.21 of the Fund Balance from Measure S 2014 for this expenditure, and to reduce the Fund Balance accordingly.

PASSED AND ADOPTED at a regular meeting of the Pinole City Council held on the 15th day of October, 2019, by the following vote:

AYES: COUNCILMEMBERS:

NOES: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

ABSTAIN: COUNCILMEMBERS:

I hereby certify that the foregoing resolution was regularly introduced, passed, and adopted on the 15th day of October, 2019.

_____
Heather Iopu
City Clerk

ATTACHMENT B

ODIN SYSTEMS INC.

6642 MERCHANDISE WAY
UNIT 200
DIAMOND SPRINGS, CA 95619

DATE	ESTIMATE #
1/24/19	1725

BILL TO:

City of Pinole
Attn Gene Alameda

TERMS	PROJECT
Net 30	Surveillance Upgrade

ITEM	DESCRIPTION	QTY	COST	TOTAL
Storage			35,500.00	35,500.00
Server			8,000.00	8,000.00
	Appian Way and Fitzgerald			
SON-SNCWR630	Network 1080p/60fps Full HD Indoor Rapid PTZ Dome Camera 30x Optical zoom	1	3,560.00	3,560.00
Vandal Dome	Odin modified vandal resistant dome (dual 25 watt heaters, dual fans, polycarbonate lower with aluminum upper)	1	950.00	950.00
SON-SNC-EB642R	1080P Bullet Camera with new low light Exmor R sensor - .01 lux color	2	930.00	1,860.00
Pole Mount Adapter		2	100.00	200.00
ODIN-CLSRCAM-B	CLSRCAM-B. This unit has a Cambium 125Mbps Max - 5GHz, 4.9GHz. It also has the radio for the other end. So this makes a complete link from A to B.	2	2,575.00	5,150.00
MIL-XPCODL	XProtect Corporate Device License	2	372.00	744.00
MIL-Y3XPCODL	PMA: Includes all product upgrades, updates, maintenance for corporate device	2	150.00	300.00
Pre Config	Manufacturing,Assembly, and testing hardware	8	150.00	1,200.00
Installation	Installation of hardware	20	350.00	7,000.00
Per-Diem	Per-Diem	1	600.00	600.00
Media Converter	Media converter: convert from Cat6 to Fiber or vice versa	2	700.00	1,400.00
	Pinole Vista Crossing			
SON-SNC-EB642R	1080P Bullet Camera with new low light Exmor R sensor - .01 lux color	18	930.00	16,740.00
Pole Mount Adapter		18	100.00	1,800.00
ODIN-CLSRCAM-B	CLSRCAM-B. This unit has a Cambium 125Mbps Max - 5GHz, 4.9GHz. It also has the radio for the other end. So this makes a complete link from A to B.	14	2,000.00	28,000.00
ODIN- CLSRCAM-5	Odin City Link short range 5Ghz w/ battery backup, filtration and cooling.	1	6,100.00	6,100.00
Non-Pen Roof Mount	Non-Pen Roof Mount	3	175.00	525.00
Electrical/ Structural	To installa a 1 1/2 Roof jack on Target roof	1	800.00	800.00
Media Converter	Media converter: convert from Cat6 to Fiber or vice versa	6	700.00	4,200.00

PHONE #	FAX #	WEB SITE	SALES TAX (8.75%)
619-850-8901	562-684-0701	www.odinsystems.com	TOTAL

ATTACHMENT B

ODIN SYSTEMS INC.

6642 MERCHANDISE WAY
UNIT 200
DIAMOND SPRINGS, CA 95619

DATE	ESTIMATE #
1/24/19	1725

BILL TO:

City of Pinole
Attn Gene Alameda

TERMS	PROJECT
Net 30	Surveillance Upgrade

ITEM	DESCRIPTION	QTY	COST	TOTAL
Network Switch	Network switch	1	500.00	500.00
Pre Config	Manufacturing,Assembly, and testing hardware	30	150.00	4,500.00
Installation	Installation of hardware	64	350.00	22,400.00
Per-Diem	Per-Diem	6	600.00	3,600.00
Vigilant		1	90,000.00	90,000.00

PHONE #	FAX #	WEB SITE		
619-850-8901	562-684-0701	www.odinsystems.com	**SALES TAX (8.75%)**	$18,421.29
			TOTAL	$264,050.29

CITY COUNCIL REPORT

7E

DATE: **OCTOBER 15, 2019**

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **HECTOR DE LA ROSA, ASSISTANT CITY MANAGER**

SUBJECT: **ADOPT A RESOLUTION APPROVING A SECOND AMENDMENT TO THE EXCLUSIVE NEGOTIATING AGREEMENT BETWEEN THE CITY OF PINOLE AND GENERAL REALTY CE, LLC FOR THE SALE AND PURCHASE OF THE PINOLE SHORES II PROPERTIES**

RECOMMENDATION

It is recommended that the City Council adopt a resolution approving a Second Amendment to the Exclusive Negotiating Agreement between the City of Pinole and General Realty CE, LLC for the sale and purchase of the Pinole Shores II properties.

BACKGROUND

The City had been in discussions with General Realty CE, LLC for the sale of the properties known as Pinole Shores II. The property consists of 7.848 acres (total of 341,859 square feet) of vacant site located on the north side of San Pablo Avenue between Sunnyview Drive and Pinole Shores Drive. The property consists six parcels (402-230-015, 402-230-016, 402-230-017, 402-230-018, 402-230-020 and 402-230-022) of which only four (4) are developable.

On April 2, 2019, the City Council approved a 120 day Exclusive Negotiating Agreement (ENA) with General Realty CE, LLC for the purchase of the property known as Pinole Shores II. The Agreement also provided for an additional 90 day extension, if mutually agreed by the City and Developer, to the ENA.

General Realty has expressed interest in completing Phase II of the Pinole Shores project as was initially planned and outlined in the CEQA documents when Pinole Shores I was proposed.

REVIEW AND ANALYSIS

On May 28, 2019, the terms and conditions of the ENA were negotiated and approved by all the parties and the ENA was executed. Since May, General Realty CE, LLC has been obtaining documents of the site and doing their due diligence. They have also had discussion with the City's Planning staff in preparation of submitting design documents.

With the recent vacancy of our Planning Manager and interim Planning consultant in our Planning Division, General Realty's progress has been delayed. As part of the project review, an updated mitigated negative declaration (MND) has to be completed to determine the impact of the project. Typically, the City controls the contract for the updated MND with the developer paying for the cost of the service as well as staff time.

General Realty had planned to have the updated MND completed prior to the term of the ENA but with the vacancies, it appears that the MND will not be completed prior to the end of the term of the ENA including the allowed 90 day extension (first amendment to the ENA).

On September 30, a new interim Planner was hired and is getting up to speed on the projects in the queue which will include the Pinole Shores II project. As such, staff is recommending a second amendment to the ENA providing for a second 90 day extension, beyond the prior 210 days, for the completion of the updated MND.

In the meantime, staff and representatives from General Realty CE LLC, have negotiated the terms and conditions of the Purchase and Sale Agreement (PSA) and will continue to finalize the terms and conditions of the Development Agreement (DA). Once the updated MND is completed, the PSA and DA will be presented to the City Council for consideration and approval.

FISCAL IMPACT

None, the Developer has submitted a total of $10,000 to which staff and attorney costs will be applied for negotiating the ENA and the Agreements. If the deposit is exhausted, the developer will have to submit additional funds.

ATTACHMENTS

A Resolution Approving a Second Amendment to the Exclusive Negotiation Agreement

B Second Amendment to the Exclusive Negotiating Agreement

C First Amendment to the Exclusive Negotiating Agreement

ATTACHMENT A

RESOLUTION NO 2019-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PINOLE APPROVING A SECOND AMENDMENT TO THE EXCLUSIVE NEGOTIATING AGREEMENT BETWEEN THE CITY OF PINOLE AND GENERAL REALTY CE, LLC FOR THE SALE AND PURCHASE OF THE PINOLE SHORES II PROPERTIES

WHEREAS, the City is the owner of certain properties located at 830-850 San Pablo Avenue in the City of Pinole, California, County Assessor's Parcel Numbers 402-230-015, 402-230-016, 402-230-017, 402-230-018, 402-230-020 and 402-230-022; and

WHEREAS, on May 28, 2019, the Parties executed an Exclusive Negotiating Agreement (ENA) to agree to the terms and conditions of a Development Agreement, which will include a purchase and sale agreement, for the Properties; and

WHEREAS, the ENA provides for a period of one hundred and twenty (120) days, plus an additional ninety (90) days subject to mutual extension, to agree to a Development Agreement; and

WHEREAS, the City and Developer have been using their best efforts to successfully negotiate the Development Agreement and a Purchase and Sale Agreement but due to vacancies in the Planning Division, Developer's due diligence has been delayed; and

WHEREAS, the Developer has requested an additional 90 day extension, beyond the 210 days set forth in the ENA, and the City agrees that it is appropriate to extend the time due to delays caused by unforeseen vacancy circumstances.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Pinole, acting as the Successor to the Redevelopment Agency of the City of Pinole does hereby:

Section 1. Declare the above recitals are true and correct and incorporated by this reference.

Section 2: Approve the Second Amendment to the Exclusive Negotiating Agreement between the City of Pinole and General Realty CE, LLC extending the Term of the Agreement by ninety (90) days. The Term of the Agreement shall expire three hundred (300) days from the Effective Date of the Agreement.

Section 3. Authorize the City Manager, or her designee, to execute the Second Amendment to the Exclusive Negotiating Agreement and to take all actions to execute such documents as necessary to carry out the intent of this Resolution.

ATTACHMENT A

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Pinole held on the 15th day of October 2019 by the following vote:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:
ABSTAIN: COUNCILMEMBERS:

I hereby certify that the foregoing resolution was introduced, passed and adopted on this 15th day of October, 2019.

_____
Heather Iopu, CMC
City Clerk

3392066.1

SECOND AMENDMENT TO EXCLUSIVE NEGOTIATING RIGHTS AGREEMENT BY AND AMONG GENERAL REALTY CE, LLC AND THE CITY OF PINOLE, CALIFORNIA

THIS SECOND AMENDMENT TO EXCLUSIVE NEGOTIATING RIGHTS AGREEMENT (this "**Amendment**"), dated as of October ___, 2019, amending that certain Exclusive Negotiating Rights Agreement dated May 28, 2019 (as amended by the First Amendment to Exclusive Negotiating Rights Agreement dated September 26, 2019, the "**Agreement**"), is entered into by and between the City of Pinole, a California municipal corporation (the "**City**") and General Realty CE, a California limited liability company (the "**Developer**"). The City and the Developer are each referred to herein as a "**Party**" or collectively referred to as the "**Parties**."

WHEREAS, the City is the owner of certain properties located at 830-850 San Pablo Avenue in the City of Pinole, California, County Assessor's Parcel Numbers 402-230-015, 402-230-016, 402-230-017, 402-230-018, 402-230-020 and 402-230-022 (the "Properties"), as more particularly described in Exhibit A attached hereto and incorporated herein by this reference; and

WHEREAS, on May 28, 2019, the Parties executed an Exclusive Negotiating Agreement (the "ENA") to agree to negotiate the terms and conditions of a Development Agreement, which will include a purchase and sale agreement, for the Properties; and

WHEREAS, the ENA provides for a period of one hundred and twenty (120) days, plus an additional ninety (90) days subject to mutual extension, to agree to a Development Agreement; and

WHEREAS, the City and Developer have been using their best efforts to successfully negotiate the Development Agreement and a Purchase and Sale Agreement but due to vacancies in the Planning Division, Developer's due diligence has been delayed; and

WHEREAS, the Developer has requested an additional 90 day extension, beyond the 210 days set forth in the ENA, and the City agrees that it is appropriate to extend the time due to delays caused by unforeseen City vacancy circumstances.

WHEREAS, the Parties mutually desire to extend the Agreement by and additional ninety (90) days to three hundred (300) days from the Effective Date of the Agreement.

NOW THEREFORE, in consideration of the mutual covenants and agreements hereinafter set forth and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows.

1. Extension of Negotiating Period

The Parties hereby agree to extend the Term of the exclusive negotiating period by an additional ninety (90) days to three hundred (300) days from the Effective Date of the Agreement.

2. Effect

Except as otherwise expressly set forth in this Amendment, all other terms and conditions of the Agreement remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the Parties have executed this Amendment as of the date first written above.

CITY
City of Pinole

By: _____
Michelle Fitzer
City Manager

DEVELOPER
General Realty CE, LLC

By:_____
Hector R. Vinas, President

ATTEST:

By: _____
Heather Iopu, CMC
City Clerk

APPROVED AS TO FORM:

By: _____
Eric S. Casher
City Attorney

3393764.1

FIRST AMENDMENT TO EXCLUSIVE NEGOTIATING RIGHTS AGREEMENT BY AND AMONG GENERAL REALTY CE, LLC AND THE CITY OF PINOLE, CALIFORNIA

THIS FIRST EXCLUSIVE NEGOTIATING RIGHTS AGREEMENT (this "**Amendment**"), dated as of September 26, 2019, amending that certain Exclusive Negotiating Rights Agreement dated May 28, 2019 (the "**Agreement**"), is entered into by and between the City of Pinole, a California municipal corporation (the "**City**") and General Realty CD, a California limited liability company (the "**Developer**"). The City and the Developer are each referred to herein as a "**Party**" or collectively referred to as the "**Parties**."

WHEREAS, the City is the owner of certain properties located at 830-850 San Pablo Avenue in the City of Pinole, California, County Assessor's Parcel Numbers 402-230-015, 402-230-016, 402-230-017, 402-230-018, 402-230-020 and 402-230-022 (the "**Properties**"), as more particularly described in Exhibit A attached hereto and incorporated herein by this reference; and

WHEREAS, the Properties were purchased by the Redevelopment Agency of the City of Pinole (the "**Agency**") with Redevelopment funds; and

WHEREAS, on June 29, 2011 the legislature of the State of California adopted Assembly Bill x1 26 (as amended by AB 1484 and SB 107, the "**Dissolution Law**"), which amended provisions of the Redevelopment Law; and

WHEREAS, pursuant to the Dissolution Law the Agency was dissolved on February 1, 2012 and the Properties were transferred to the City pursuant to a long range property management plan prepared by the City and approved by the California State Department of Finance in accordance with the Dissolution Law; and

WHEREAS, Developer anticipates expending funds to prepare architectural and design drawings and conduct certain studies that are needed to assess the feasibility of the development and construction of a commercial project on the Properties consisting of distribution and warehouse uses (the "**Project**") and Developer requires a grant of exclusive negotiating rights in order to be willing to make such expenditures; and

WHEREAS, the City desires to negotiate a development Agreement (the "**Development Agreement**"), which will include a purchase and sale agreement, for the Properties, with Developer; and

WHEREAS, the City and Developer have been using their best efforts to successfully negotiate the Development Agreement and a Purchase and Sale Agreement for the Property and proposed Project, subject to certain terms and conditions; and

WHEREAS, pursuant to the Agreement the Parties agreed to exclusively negotiate with each other for a period of one hundred and twenty (120) days, subject to mutual extension of an additional ninety (90) days; and

WHEREAS, the Parties mutually desire to extend the Agreement by ninety (90) days.

NOW THEREFORE, in consideration of the mutual covenants and agreements hereinafter set forth and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows.

1. Extension of Negotiating Period

Pursuant to Section 3.b of the Agreement, the Parties mutually agree to extend the Term of the Agreement by ninety (90) days. The Term of the Agreement shall expire two hundred ten (210) days from the Effective Date of the Agreement. The Parties may agree to additional extension of the Term with the approval of the City Council.

2. Effect

Except as otherwise expressly set forth herein, all other terms and conditions of the Agreement remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first written above.

CITY
City of Pinole

By: _____
Michelle Fitzer
City Manager

DEVELOPER
OneCorp

By: _____
Hector R. Vinas, President

ATTEST:

By: _____
Heather Iopu
City Clerk

APPROVED AS TO FORM:

By: _____
Eric S. Casher
City Attorney

3364043.1

CITY COUNCIL REPORT

7F

DATE: **OCTOBER 15, 2019**

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **SCOTT KOUNS, FIRE CHIEF**

SUBJECT: **APPROVE FUNDING ALLOCATION OF $94,000 FROM MEASURE S 2006 FUND BALANCE TO COMPLETE THE DORM SEPARATION AND PRIVACY REMODEL PROJECT AT FIRE STATION 73**

RECOMMENDATION

It is recommended that the City Council approve a funding allocation of $94,000 from Measure S 2006 Fund Balance to complete the dorm privacy and dorm separation from apparatus bay room project at Fire Station 73.

BACKGROUND

On February 19, 2019, the City Council approved a mid-year budget adjustment for Fire Station 73 repair work totalling $94,000 which included $79,000 for dorm room privacy and $15,000 for a dorm room air separation door from the apparatus bay. Originally, $24,000 was budgeted from General Fund Fund Balance, and the remainder from Measure S 2006 Fund Balance. This funding was not carried forward with the new FY 2019/20 budget adoption.

Because of the time it took for multiple contractors to provide bids, and with only one providing a complete bid, the project was delayed. This construction project will include; new walls, doors, windows, lighting, electrical, HVAC relocation, paint, flooring, lockers, and beds with Murphy bed frames.

REVIEW AND ANALYSIS

There is an open pathway from the apparatus bay to the living quarter (dorm) on the second floor. Firefighter clothing, “turnouts”, as they are referred to, are stored below stairs leading up to the second floor dorm room. Off gassing materials from the turnout area storage can enter into the dorm room. Partitioning this area off will better control the off gassing material.

The dorm room is an open area with 4’ partitions separating each bed but providing no privacy. Separating the dorm into separate rooms will provide privacy.

FISCAL IMPACT

Staff is recommending allocating $94,000 from Measure S 2006 Fund Balance. There is sufficient Measure S 2006 Fund Balance to cover this expense.

ATTACHMENTS

A Resolution

ATTACHMENT A

RESOLUTION NO. 2019-___

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PINOLE AUTHORIZING A FUNDING ALLOCATION OF $94,000 FROM MEASURE S 2006 FUND BALANCE TO COMPLETE THE DORM SEPARATION AND PRIVACY REMODEL PROJECT AT FIRE STATION 73

WHEREAS, the Pinole Fire Department was approved for $94,000 in fiscal year 2018/19 in General Fund and Measure S 2006 Fund Balance allocation for a Fire Station 73 dorm separation and privacy remodel project; and

WHEREAS, the bid process took longer than anticipated, prolonging the project; and

WHEREAS, the FY 2018/19 funding was not carried forward into FY 2019/20; and

WHEREAS, a contractor has now been selected and this project is ready to proceed; and

WHEREAS, funding is available in the Measure S 2006 Fund Balance.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Pinole does hereby:

Section 1: Approve the funding amount of $94,000 to complete the Fire Station 73 dorm separation and privacy remodel project from the Measure S 2006 Fund Balance; and

Section 2: Authorize the Finance Director to amend the FY 2019/20 budget to reflect this change.

PASSED AND ADOPTED at a regular meeting of the Pinole City Council held on the **15th day of October 2019** by the following vote:

AYES: COUNCILMEMBERS:

NOES: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

ABSTAIN: COUNCILMEMBERS:

I hereby certify that the foregoing resolution was regularly introduced, passed, and adopted on this **15th day of October 2019**.

_____

Heather Iopu
City Clerk

CITY COUNCIL
REPORT

8A

DATE: **OCTOBER 15, 2019**

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **ERIC S. CASHER, CITY ATTORNEY**

SUBJECT: **ORDINANCE ADDING CHAPTER 10.78 TO THE PINOLE MUNICIPAL CODE RESTRICTING OVERSIZED VEHICLE PARKING ON CITY STREETS**

RECOMMENDATION

Staff recommends the City Council introduce and conduct a first reading of an ordinance adding Chapter 10.78 to the Pinole Municipal Code restricting oversized vehicle parking on city streets in the City of Pinole.

BACKGROUND

At its regularly scheduled meeting on Tuesday, September 3, 2019, the City Council received a presentation and Staff Report describing the ongoing issue of oversized vehicle parking within the City, along with some examples demonstrating how other cities have addressed the issue.

In recent months the City has received complaints regarding the parking of oversized vehicles and trucks on San Pablo Avenue and other areas of the City. Subsequently, the City was notified that a large number of oversized vehicles were parking in residential neighborhoods in the City. These oversized vehicles have been moved en masse between various neighborhoods, apparently to avoid detection by the City. In response, the City Council directed staff to investigate and make a proposal regarding a Municipal Code amendment to regulate and restrict oversized vehicle parking in the City.

The City currently has several restrictions on parking that may be applied to oversized vehicles. Chapter 10.40.040 of the City of Pinole Municipal Code ("PMC") provides that no operator of any vehicle shall stop or park a vehicle under certain circumstances, specifically in any area where the parking or stopping of any vehicle would constitute a traffic hazard or would endanger life or property. Chapter 10.40.040 also restricts stopping and parking at any place within twenty feet of a crosswalk at an intersection when such place is indicated by appropriate signs or by red paint upon the curb surface.

Chapter 10.40.210 also gives the City Traffic Engineer the authority to designate no-stopping zones by placing and maintaining appropriate signs, indicating that stopped vehicles are prohibited and the hours and days applicable to this prohibition.

Chapter 10.40.220 explicitly restricts the parking of large vehicles and provides that the parking of vehicles six feet or more in height, including any load thereon, within one hundred feet of any intersection, may be a hazard to the safe movement of vehicular or pedestrian traffic. It gives the Council further authority to designate, by resolution, the specific location and parking prohibitions where the above conditions exist.

Finally, Chapter 10.40.250 prohibits, where authorized signs are in place giving notice, any person from parking or stopping a vehicle in excess of twenty feet in length on any street or portion thereof designated by ordinance or resolution of the Council.

On September 3, 2019, City staff presented an overview of current parking restrictions in the Municipal Code, along with suggested options for further regulation of oversized vehicle parking within the city.

The City Council discussed this matter, and directed the City Attorney and Staff to prepare a proposed ordinance further restricting oversized vehicle parking beyond what is currently provided for in the Municipal Code.

DISCUSSION

Contra Costa County Municipal Code section 46-4.003 already prohibits parking or stopping any commercial vehicle having a manufacturer's gross vehicle weight rating of 10,000 pounds or more on any street, unless making pickups or deliveries.

The City of Hercules has a similar provision in the Municipal Code, providing that no heavy duty commercial vehicle shall be parked for more than three hours unless actively loading or unloading material. (Hercules Municipal Code Section 3-4.1019.) Heavy duty commercial vehicle is defined as a vehicle with more than two axles, twenty or more feet in length, or more than 6 feet, 8 inches in width.

Finally, the California Vehicle Code provides some explicit authority to cities for the passage of ordinances regulating parking on city streets. Vehicle Code Section 22507.5 allows local authorities by ordinance or resolution to prohibit or restrict parking of vehicles on certain streets between the hours of 2 a.m. and 6 a.m., and commercial vehicles having a manufacturer's gross vehicle weight rating of 10,000 pounds or more in residential districts.

The proposed ordinance adds to the Pinole Municipal Code a new section restricting parking of oversized vehicles on city streets for more than three hours, unless actively loading or unloading property.

FISCAL IMPACT

There is no direct fiscal impact related to adoption of this proposed ordinance. The City Council approved a fiscal year budget for Municipal Code updates which will cover the cost of preparing the ordinance, and later publication.

ATTACHMENTS

A Ordinance

ORDINANCE NO. 2019-___

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PINOLE ADDING CHAPTER 10.78 OF THE PINOLE MUNICIPAL CODE REGARDING THE REGULATION OVERSIZED VEHICLE PARKING ON CITY STREETS

WHEREAS, Vehicle Code section 22507 authorizes the City of Pinole to regulate the parking of vehicles on City streets; and

WHEREAS, the availability of street parking throughout the city is in short supply; and

WHEREAS, the safe passage of vehicles on public streets is vital to the community; and

WHEREAS, oversized vehicles parked on City streets make it difficult for drivers to see other drivers, bicyclists, and pedestrians; and

WHEREAS, oversized vehicles take up excess parking spaces on city streets, while also creating hazardous driving conditions; and

WHEREAS, the City wishes to limit parking of oversized vehicles on City streets; and

WHEREAS, the City wishes to provide for limited exceptions to the prohibition on oversized vehicles parking in the public right-of-way;

NOW, THEREFORE, the City Council of the City of Pinole does ordain as follows:

Section 1. Recitals.

The above recitals are true and correct and made a part of this Ordinance.

Section 2. Approval of Amendment.

Section 10.78 is added to the Pinole Municipal Code, as shown in attached Exhibit A, which is incorporated herein by reference (deletions in ~~strikethrough~~; additions in underline).

Section 3. Severability.

If any provision of this Ordinance or the application thereof to any person or circumstance is held invalid, the remainder of this Ordinance, including the application of such part or provision to other persons or circumstances shall not be affected thereby and shall continue in full force and effect. To this end, provisions of this Ordinance are severable. The City Council of the City of Pinole hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause, or phrase hereof irrespective of the fact that any one or more sections, subsections, subdivisions, paragraphs, sentences, clauses, or phrases be held unconstitutional, invalid, or unenforceable.

Section 4. California Environmental Quality Act ("CEQA").

The proposed amendments are exempt from CEQA based on the rule set forth in CEQA Guidelines Section 15061(b)(3) that CEQA applies only to projects which have the potential for causing a significant effect on the environment. As a series of text amendments and additions, it can be seen with certainty that there is no possibility that the proposed amendments to the Municipal Code will have a significant effect on the environment.

Section 5. Effective Date.

In accordance with California Government Code Section 36937, this Ordinance shall take effect and be in force on the thirty-first day after adoption.

Section 6. Publication.

Within fifteen (15) days after the passage of this Ordinance the City Clerk shall cause this Ordinance or a summary thereof to be published or to be posted in at least three public places in the City of Pinole in accordance with the requirements of California Government Code Section 36933.

PASSED AND ADOPTED on this ___ day of November, 2019, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

_____
Peter Murray, Mayor

ATTEST:

_____
Heather Iopu, City Clerk

APPROVED AS TO FORM:

_____
Eric S. Casher, City Attorney

3347719.2

Exhibit A

(deletions in ~~strikethrough~~; additions in underline.)

Chapter 10.78
OVERSIZED VEHICLE PARKING RESTRICTION

Sections:
10.78.010 Regulation of oversized vehicles parking on streets

10.78.010 REGULATION OF OVERSIZED VEHICLES PARKING ON STREETS

A. No person shall park an oversized vehicle for more than three (3) hours at any location within Pinole City Limits except:

1. While loading or unloading property, and for a time in addition to the three (3) hour period, which is necessary to complete the work; or
2. When such vehicle is parked in connection with, and in aid of, the performance of a service to or on a property in the block in which such vehicle is parked, and for a time in addition to the three (3) hour period, which is reasonably necessary to complete such service; or
3. When responding to a public emergency by any emergency vehicle of any political subdivision of the State of California.

B. For purposes of this Section, "oversized vehicle" shall mean any vehicle which meets one or more of the following criteria:

1. Vehicle (including load height, if any) exceeds 7.5 feet; or
2. Vehicle (including load width, if any) exceeds 7.5 feet as measured from the widest portion of the vehicle or load, but not including mirrors; or
3. Vehicle (including load length, if any) exceeds 22 feet (in combination with any attached trailers or other vehicles); or
4. Manufacturer's gross vehicle weight rating exceeds 10,000 pounds.

CITY COUNCIL REPORT

9A

DATE: **OCTOBER 15, 2019**

TO: **MAYOR AND COUNCIL MEMBERS**

FROM: **ANDREA MILLER, FINANCE DIRECTOR**
MICHELLE FITZER, CITY MANAGER

SUBJECT: **RECEIVE THE FY 2018-19 FOURTH QUARTER FINANCIAL REPORT**

RECOMMENDATION

Receive the FY 2018-19 Fourth Quarter Financial Report.

BACKGROUND

For the period July 1, 2018 through June 30, 2019, cash flows were sufficient to sustain normal City operations and to satisfy Enforceable Obligation payment commitments of the City's Successor Agency.

Staff has completed a review of the fourth quarter financial performance for the City's FY 2018-19 Budget. While the fiscal year 2018-19 financials are still being analyzed and adjusted during the course of the year-end audit, the City's financial condition continues to hold steady with a projected General Fund use of fund balance of $13.9 million. Council approved use of fund balance from prior year surplus for one-time uses are explained below.

REVIEW & ANALYSIS

General Fund Revenue Analysis

The adopted Budget for FY 2018-19 anticipated a use of fund balance for one-time expenditures in the amount of $14.7 million. The $14.7 million use of fund balance is the result of Council's direction at the November 13, 2018 meeting:

- Transferred $16.3 million to the Section 115 Trust;
- Allocated $4.6 million to fully fund the General Reserve;
- Repaid $1.6 million balance of the loan from the former Redevelopment Agency;
- Allocated $1 million to purchase a new fire engine;
- Established a Disaster Relief Fund in the amount of $100,000.

The economy in Pinole is sustained with overall revenue of 100% realized through the end of the fiscal year. The City uses HdL, Coren & Cone Consultants to provide an analysis of property assessed values and Sales Tax projections. Budget projections are based on a conservative estimate of HdL, Coren & Cone's analysis.

- ***Sales Tax***

For FY 2018-19, Sales Tax revenue was the City's largest General Fund revenue stream which has shown steady increases year-over-year. Sales Tax collections for the fourth quarter are 101% of projections which is slightly more than collections for the same period in the prior fiscal year. However, it must be noted that three (3) of the City's top 15 sales tax generators (Toys R Us, Orchard Supply and Kmart) have closed and final receipts in some cases are included in the FY 2018-19 collections. The City is assessing the effects of the loss of revenue, and Ace Hardware has recently opened in the former Orchard Supply Hardware location. Roughly estimating the General Fund impact of these retail losses, it's around $200,000. There will be similar losses in Measure S 2006 and Measure S 2014, meaning under our current model expenses charged to those funds will need to be shifted to the General Fund to balance those budgets.

- ***Property Tax***

For FY 2018-19, Property Tax was the City's second largest General Fund revenue stream with total fourth quarter collections at 101% of projections (basic 1% property tax received at 95% of projections). Property Tax settlements are received in December, April, and June.

Included in Property Tax are Redevelopment Property Tax Trust Funds (RPTTF) and County pass-through payments. These payments are the result of the dissolution of the former Pinole Redevelopment Agency, and represent the shift from the Agency receiving the tax revenue to the taxing entities receiving the tax revenue. These receipts vary year to year and for FY 2018-19 we received revenues at 115% of projections, for a total of $1.4 million. The City receives 18.7% of RPTTF revenues which are not obligated to pay off former Redevelopment debt. Budget projections are based on a conservative estimate of prior year actual receipts. The FY 2018-19 budgeted amount for RPTTF and pass-though payments were $1,200,000.

As mentioned above, the City is also receiving pass-through payments as part of the RDA dissolution. At the outset of Redevelopment Agencies the Agency was allowed to enter into pass-through agreements with other taxing entities. Basically this was a promise to pay an amount beyond what the taxing entity would receive once the assessed value and property tax allocation was capped – remember the Agencies began receiving 100% of the property tax increment above the base year value. However, the Agency could not enter into a pass-through agreement with their sponsoring agency – the City. In 1994 the law changed to reflect that the sponsoring agency (the City) could receive a statutory pass-through payment if the

Redevelopment Plan was amended. The City of Pinole did amend our Plan to extend the duration, as was allowed because of the ERAF shift of payments to the schools. Staff and the City Attorney's Office feel it was this Plan amendment that has triggered the pass-through payments we are now seeing in the former RDA tax distribution calculations.

For FY 2019-20 the budget includes $1.3 million in anticipated RPTTF and pass-through payments.

Both the residual RPTTF and pass-through payments will convert to "normal" property tax payments upon the termination of all of the outstanding debt and formal dissolution of the former Redevelopment Agency. That is currently expected to occur in approximately 2025.

- ***All Other General Fund Revenue***

For FY 2018-19 Intergovernmental tax revenue was the City's third largest General Fund revenue stream at 106% (includes Motor Vehicle License Fee at 106% of projections; and Home Owner Property Tax Relief at 85% of projections); Utility Users Tax was the City's fourth largest General Fund revenue stream with 94% realized at the end of the fourth quarter. Franchise Tax is at 99% of projections for the year; Other Taxes which includes Transient Occupancy Tax and Business Licenses are at 100% of projections.

State Grants were realized at 106% of projections for the year (includes Post Reimbursable and AB4114 Abandoned Vehicle receipts, and SB90 Mandated Costs reimbursements). Other Grant receipts which include Measure H are at 96% of projections. Permit revenue, which is comprised of sidewalk, general, and grading permit revenue, is at 75% of projections. Review fees, which is comprised of plan check fees, is at 112% of projections. Other Fees, which includes fire inspections and garbage levy's, were received at 116% of the budget. Abatement fees for Code Enforcement activities were received at 177% of projections. Fines and Forfeitures are at 88% of projections; Public Safety Charges are at 86% of projections (FY 2018-19 Dispatch true-up invoices resulted in a credit to San Pablo of -$48,573, and to Hercules of -$15,331); Interest and Investment Income is at 118% of projections as a result of increased use of the Local Agency Investment Fund (LAIF) for idle funds; Rental Income was received at 110% of projections; Reimbursements are at 96% of projections; Other Revenue is at 51% of projections; and, Proceeds from the Sale of Property is at 12% of projections due to surplus equipment sold during the year.

<u>General Fund Expenditure Analysis</u>

The City Council approved the FY 2018-19 General Fund Budget with specific expenditure assumptions limiting expenditures to maintain a balance between anticipated revenues and planned expenditures, while authorizing the use of fund balance for specific one-time expenditures. As stated above, one-time uses were:

- $16,287,510 to fund the Section 115 Trust;
- $4,600,806 to fully fund the General Reserve;
- $1,592,071 to repay the balance of the loan from the former Redevelopment Agency;
- $1 million to purchase a new fire engine;
- $100,000 to establish a Disaster Relief Fund.

Operating Budgets for the City's General Fund are at 97% of projections at the end of the fourth quarter. City Council expenditures are at 108% of budget resulting from increased PCTV charges for master control services, and difference in benefit expenses for new Councilmember's. Expenditures for City Manager are at 109% of budget as a result of indirect benefit cost allocations to other funding sources less than budgeted. City Attorney expenditures are at 318% of budget as a result of cost allocations to other funding sources less than budgeted, and net attorney services cost 77% of budget. Police is at 104% of budget as a result of dispatch overtime exceeding budget, and a position funded from Measure S 2006 allocated to General Fund in error. Fire is at 67% of budget as a result of the fire engine allocated but not purchased. Public Works is at 114% of budget as a result of a large vacation leave payout due to a retirement.

Recommendation:

Staff is not recommending FY 2018-19 General Fund revenue or expenditure adjustments as the fiscal year is closed and currently being audited.

In summary, having monies available in the General Fund balance will allow the Council to consider authorizing necessary expenditures without the need to transfer from the Reserve account. As mentioned previously, staff is still analyzing impacts to our sales tax revenues in future budget years related to the recent retail closures and retenanting.

OTHER FUNDS

Measure S 2006 and 2014 Analysis

The voter-approved 2006 City Use Tax is levied at 0.5% on all retail sales. These taxes have been allocated by the City Council to fund Public Safety Programs as their highest funding priority. Measure S 2006 revenue collections were 102% of projections at the end of the fourth quarter, while expenditures are at 83% of appropriations.

The voter-approved 2014 City Use Tax is also levied at 0.5% on all retail sales. These funds are used to address some of the City's operational and capital improvement needs. Measure S 2014 revenue collections are 102% of projections at the end of the fourth quarter, while expenditures are 48% of appropriations. This level of expenditure is primarily due to capital projects continuing into FY 2019-20.

Interest and Investment Income Analysis

The City pools its cash together into one account to maximize interest earnings, and allocates interest earned to the pooled funds on a quarterly basis. Several funds had Interest and Investment earnings in excess of projections as noted in the financial report Attachment A. This is the result of an increased use of LAIF for idle funds.

NPDES Storm Water Fund Analysis

The NPDES Storm Water Fund accounts for assessments collected by the County via property tax bills pursuant to the National Pollution Discharge Elimination System (NPDES) Regulations, a federally mandated program. Assessments are levied at $35 per Equivalent Runoff Unit (ERU). Revenue estimates are based on the number of ERU's multiplied by the adopted rate. The FY 2018-19 adopted budget projected a net $2,255 use of fund balance to achieve a balanced budget. Revenue at the end of the fourth quarter is 79% of projections, while expenditures are 96% of appropriations. The Stormwater Utility Assessment FY 2018-19 revenue budget was not updated from the previous fiscal year, and should have reflected $262,603 based on prior three-year averages. As a result, the NPDES Storm Water Fund is now projecting a $53,881 use of fund balance.

Recreation Department

Overall, the Recreation Department realized 93% of projected revenue and 93% of expenditure projections at the fiscal year-end. Swim Center revenue was realized at 122% of projections inclusive of the City's contribution of around $33,000. Swim Center expenditures are at 114% of budget. Youth Center program revenue is at 47%, while Youth Center and Day Camp expenditures are at 74% and 9% respectively due to low enrollment.

Building & Planning Fund Analysis

The Building Fund's FY 2018-19 adopted budget projected a net $403,103 use of fund balance to achieve a balanced budget. Revenue at the end of the fourth quarter is 90% of projections, while expenditures are 68% of appropriations. As a result, the Building and Planning Fund is now projecting a $274,755 use of fund balance. Staff continues to work on hiring full-time regular employees for vacancies in this operational area, which should reduce ongoing expenditures. However, many of the expenses in this Division are reimbursed through permit and other fees.

Refuse Management Fund Analysis

The Refuse Management Fund accounts for resources received via Richmond Sanitary Service for a fee imposed under AB 939 of $0.83 per can per month on all residential customers in Pinole. These revenues are restricted to programs and

activities that encourage and promote recycling of solid waste products and generate source reduction for sanitary landfills used for refuse disposal and trash reduction. Revenue collections at year-end are 109% of projections, and expenditures are 99% of projections.

Housing Administration Analysis

Activities associated with administering housing programs of the former Pinole Redevelopment Agency, use of Housing Set Aside funds, and the provision of affordable housing within the community are maintained within the Housing Fund.

Revenue at the end of the fourth quarter is at 481% of projections. This is the result of additional proceeds from the sale of the Pinole Assisted Living Community property (the land was a Housing asset, but not the improvements). Expenditures are 100% of appropriations at fiscal year-end.

Sewer Enterprise Fund Analysis

The Sewer Enterprise Fund accounts for fees charged to residents and businesses for sewer utilities. Fees are used to operate the Pinole-Hercules Wastewater Treatment Plant which services the Pinole and Hercules areas. Revenue received is 104% of projections while expenses are 56% of projections. This is the result of capital projects planned but not completed which have been carried forward to FY 2019-20.

Recommendation:

Staff is not recommending FY 2018-19 budget adjustments in any funds as the fiscal year is closed and currently being audited.

FISCAL IMPACT

The following funds are projecting a 2018-19 fiscal year-end use of fund balance:

Fund	**Amount**
General Fund – 100	-$13,878,979
Measure S 2006 - 105	-$1,704
NPDES Storm Water - 207	-$53,881
Recreation - 209	-$593
Building & Planning – 212	-$274,755
Refuse Management - 213	-$337,535
Housing – 285	-$4,668,268

These uses of fund balance were anticipated when the FY 2018-19 budget was adopted.

ATTACHMENTS

Attachment A – FY 2018-19 Fourth Quarter Financial Report
Attachment B – PowerPoint Presentation

City of Pinole Fourth Quarter Budget Report

For FY 2018-19 Period Ending: 06/30/2019

	FY 2018-19 Revised Budget	Fiscal Activity	Variance	Percent Used	Notes
Fund: 100 - General Fund					
Revenue					
311 - Property Taxes Total:	3,787,392	3,837,167	49,775	101%	
Basic 1% Property Tax	*2,587,392*	*2,461,284*	*(126,108)*	*95%*	
RPTTF and Passthrough Payments	*1,200,000*	*1,375,883*	*175,883*	*115%*	
312 - Sales and Use Taxes Total:	3,950,900	3,994,720	43,820	101%	
313 - Utility Users Tax Total:	1,930,000	1,812,844	(117,156)	94%	
314 - Franchise Taxes Total:	744,128	735,311	(8,817)	99%	
315 - Other Taxes Total:	884,200	884,730	530	100%	
321 - Intergovernmental Taxes Total:	1,736,706	1,836,501	99,795	106%	
323 - State Grants Total:	104,000	109,993	5,993	106%	
324 - Other Grants Total:	59,437	57,026	(2,411)	96%	
332 - Permits Total:	76,700	57,354	(19,346)	75%	
341 - Review Fees Total:	39,800	44,484	4,684	112%	[1]
342 - Other Fees Total:	60,500	69,934	9,434	116%	[2]
343 - Abatement Fees Total:	9,000	15,893	6,893	177%	[3]
351 - Fines and Forfeiture Total:	59,050	51,741	(7,309)	88%	
361 - Public Safety Charges Total:	1,123,939	967,318	(156,621)	86%	
370 - Interest and Investment Income Total:	178,000	209,773	31,773	118%	[4]
381 - Rental Income Total:	81,450	89,500	8,050	110%	[5]
383 - Reimbursements Total:	97,115	92,767	(4,348)	96%	
384 - Other Revenue Total:	14,000	7,077	(6,923)	51%	[6]
392 - Proceeds from Sale of Property Total:	11,000	1,290	(9,710)	12%	[7]
Revenue Total:	**14,947,317**	**14,875,424**	**(71,893)**	**100%**	
399 - Transfers In Total:	6,290,688	6,290,688	0	100%	
Sources Total:	**21,238,005**	**21,166,113**	**(71,892)**	**100%**	
Expenditures					
Department: 10 - City Council Total:	130,636	141,626	(10,990)	108%	[8]
Department: 11 - City Manager Total:	149,871	163,510	(13,639)	109%	[9]
Department: 12 - City Clerk Total:	259,583	235,966	23,617	91%	
Department: 13 - City Treasurer Total:	11,434	10,866	568	95%	
Department: 14 - City Attorney Total:	96,820	308,240	(211,420)	318%	[10]
Department: 15 - Finance Department Total:	494,175	482,018	12,157	98%	
Department: 16 - Human Resources Total:	421,020	392,207	28,813	93%	
Department: 17 - Non-Departmental Total:	23,422,291	23,293,788	128,503	99%	[11]
Total Administrative	**24,985,830**	**25,028,221**	**(42,391)**	**100%**	
Department: 22 - Police Department Total:	5,996,214	6,246,852	(250,638)	104%	[12]
Department: 23 - Fire Department Total:	4,042,161	2,703,878	1,338,283	67%	
Total Public Safety	**10,038,375**	**8,950,730**	**1,087,645**	**89%**	
Department: 34 - Public Works Total:	862,210	986,145	(123,935)	114%	[13]
Department: 46 - Community Development Total:	82,587	79,996	2,591	97%	
Total Development Services	**944,797**	**1,066,140**	**(121,343)**	**113%**	
Expenditure Total:	**35,969,002**	**35,045,092**	**923,910**	**97%**	
Fund: 100 - General Fund Surplus (Deficit):	**(14,730,997)**	**(13,878,979)**	**852,018**	**94%**	[14]
Fund Balance July 1, 2018		**18,170,694**			
Estimated Fund Balance June 30, 2019		**4,291,715**			

NOTES:

[1] Fire plan review fees generated in excess of budget.
[2] Fire inspection and garbage levy revenue generated in excess of budget.
[3] Fire abatement fees generated in excess of budget.
[4] Interest income received in excess of budget due to increased use of LAIF for idle funds.
[5] Parking lot ground lease received.
[6] Miscellaneous other revenue less than anticipated.
[7] Actual proceeds from sale of property less than estimated. Varies year-to-year.
[8] Benefit expenses of new Councilmember's is higher than previous Councilmember's; PCTV allocations higher than budget.
[9] Indirect cost allocations to other funds was less than amount budget. This shows as a negative.
[10] Legal expense allocations to other departments not proportionate to actual. Actual expenses are 77% of budget for the period.

	FY 2018-19 Revised Budget	Fiscal Activity	Variance	Percent Used	Notes
[11] $16,287,510 transferred to Section 115 Trust, and $4,600,806 to fully fund General Reserve.					
[12] Dispatch overtime exceeded budget; Position funded from Measure S 2006 allocated to General Fund in error.					
[13] Large vacation leave payout due to a retirement; Allocations to other funding sources less than budgeted due to vacancies.					
[14]One-time expenditures approved by Council from fund balance was anticipated.					
Fund: 105 - Measure S -2006					
Revenue					
312 - Sales and Use Taxes Total:	2,100,000	2,146,708	46,708	102%	
370 - Interest and Investment Income Total:	22,500	24,151	1,651	107%	
Revenue Total:	**2,122,500**	**2,170,860**	**48,360**	**102%**	
Expenditures					
Department: 15 - Finance Department Total:	1,628	616	1,012	38%	[1]
Department: 22 - Police Department Total:	1,772,080	1,428,129	343,951	81%	[2]
Department: 23 - Fire Department Total:	846,606	743,819	102,788	88%	[3]
Expenditure Total:	**2,620,314**	**2,172,563**	**447,751**	83%	
Fund: 105 - Measure S -2006 Surplus (Deficit):	**(497,814)**	**(1,704)**	**496,111**	0%	
Fund Balance July 1, 2018		**2,541,438**			
Estimated Fund Balance June 30, 2019		**2,539,735**			
Fund: 106 - MEASURE S-2014					
Revenue					
312 - Sales and Use Taxes Total:	2,100,000	2,139,620	39,620	102%	
370 - Interest and Investment Income Total:	32,800	35,583	2,783	108%	
383 - Reimbursements Total:	600	600	-	100%	
Revenue Total:	**2,133,400**	**2,175,803**	**42,403**	102%	
Expenditures					
Department: 10 - City Council Total:	70,000	12,800	57,200	18%	[4]
Department: 14 - City Attorney Total:	35,000	25,282	9,718	72%	
Department: 15 - Finance Department Total:	3,237	1,450	1,787	45%	[1]
Department: 17 - Non-Departmental Total:	852,000	544,918	307,082	64%	[5]
Department: 18 - Information Systems Total:	125,000	54,964	70,036	44%	[6]
Total Administrative	**1,085,237**	**639,414**	**445,823**	**59%**	
Department: 22 - Police Department Total:	106,306	15,695	90,611	15%	[7]
Department: 23 - Fire Department Total:	324,163	298,801	25,362	92%	
Total Public Safety	**430,469**	**314,497**	**115,972**	**73%**	
Department: 34 - Public Works Total:	1,158,643	324,207	834,437	28%	[8]
Expenditure Total:	**2,674,349**	**1,278,117**	**1,396,232**	**48%**	
Fund: 106 - MEASURE S-2014 Surplus (Deficit):	**(540,949)**	**897,686**	**1,438,635**	**-166%**	
Fund Balance July 1, 2018		**3,001,854**			
Estimated Fund Balance June 30, 2019		**3,899,540**			
Fund: 200 - Gas Tax Fund					
Revenue					
321 - Intergovernmental Taxes Total:	804,375	754,674	(49,701)	94%	
370 - Interest and Investment Income Total:	5,200	5,879	679	113%	
Revenue Total:	**809,575**	**760,554**	**(49,021)**	**94%**	
Expenditures					
Department: 34 - Public Works Total:	918,328	505,389	412,939	55%	[9]
Expenditure Total:	**918,328**	**505,389**	**412,939**	**55%**	
Fund: 200 - Gas Tax Fund Surplus (Deficit):	**(108,753)**	**255,165**	**363,918**	**-235%**	
Fund Balance July 1, 2018		**441,358**			
Estimated Fund Balance June 30, 2019		**696,522**			

NOTES:

[1] Audit expenses were not split among General Fund and Measure S funds.
[2] Position funded from Measure S was allocated to General Fund.
[3] Projects funded were not completed. Carried forward to FY2019-20.
[4] Team Building and Strategic Planning was not completed. Carried forward to FY2019-20.
[5] General Reserve transfer was fully funded from prior year-end surplus. No equipment replacement purchases.
[6] Software purchases not completed were carried forward to FY2019-20.
[7] Vacant part-time position, and Emergency operations plan not completed.
[8] Capital projects funded were not completed. Carried forward to FY2019-20.
[9] Traffic and signal maintenance was less than budgeted; street projects not completed were carried forward to FY2019-20.

	FY 2018-19 Revised Budget	Fiscal Activity	Variance	Percent Used	Notes
Fund: 201 - Restricted Real Estate Maintenance Fund					
Revenue					
342 - Other Fees Total:	3,175	1,825	(1,350)	57%	[1]
381 - Rental Income Total:	34,000	70,833	36,833	208%	[2]
Revenue Total:	**37,175**	**72,658**	**35,483**	**195%**	
Expenditures					
Department: 34 - Public Works Total:	37,175	19,397	17,762	52%	[3]
Expenditure Total:	**37,175**	**19,413**	**17,762**	**52%**	
nd: 201 - Restricted Real Estate Maintenance Fund Surplus (Deficit):	**-**	**53,245**	**53,245**	**-100%**	
Fund Balance July 1, 2018		**133,586**			
Estimated Fund Balance June 30, 2019		**186,832**			
Fund: 203 - Public Safety Augmentation Fund					
Revenue					
321 - Intergovernmental Taxes Total:	174,069	202,489	28,420	116%	[4]
370 - Interest and Investment Income Total:	2,900	3,201	301	110%	
Revenue Total:	**176,969**	**205,691**	**28,722**	**116%**	
Expenditures					
Department: 22 - Police Department Total:	151,406	131,658	19,748	87%	[5]
Expenditure Total:	**151,406**	**131,658**	**19,748**	**87%**	
Fund: 203 - Public Safety Augmentation Fund Surplus (Deficit):	**25,563**	**74,032**	**48,469**	**290%**	
Fund Balance July 1, 2018		**279,125**			
Estimated Fund Balance June 30, 2019		**353,158**			
Fund: 204 - Police Grants					
Revenue					
Department: 22 - Police Department					
324 - Other Grants Total:	320,000	328,000	8,000	103%	
384 - Other Revenue Total:	120	120	-	100%	
Revenue Total:	**320,120**	**328,120**	**8,000**	**102%**	
Expenditures					
Department: 22 - Police Department Total:	274,003	255,638	18,365	93%	
Expenditure Total:	**274,003**	**255,638**	**18,365**	**93%**	
Fund: 204 - Police Grants Surplus (Deficit):	**46,117**	**72,482**	**26,365**	**157%**	
Fund Balance July 1, 2018		**47,342**			
Estimated Fund Balance June 30, 2019		**119,824**			
Fund: 205 - Traffic Safety Fund					
Revenue					
351 - Fines and Forfeiture Total:	35,000	35,181	181	101%	
370 - Interest and Investment Income Total:	1,500	1,541	41	103%	
Revenue Total:	**36,500**	**36,722**	**222**	**101%**	
Expenditures					
Department: 22 - Police Department Total:	18,458	7,674	10,784	42%	[6]
Expenditure Total:	**18,458**	**7,674**	**10,784**	**42%**	
Fund: 205 - Traffic Safety Fund Surplus (Deficit):	**18,042**	**29,048**	**11,006**	**161%**	
Fund Balance July 1, 2018		**134,192**			
Estimated Fund Balance June 30, 2019		**163,240**			

NOTES:

[1] Fees for second half of fiscal year billed were not received.
[2] Parking lot lease fees received in excess of budget.
[3] Maintenance materials and property appraisals less than budgeted.
[4] State safety sales tax receipts higher than projected.
[5] Allocations for Police Officer less than budgeted.
[6] Traffic camera and citation printing expenses were less than budgeted.

	FY 2018-19 Revised Budget	Fiscal Activity	Variance	Percent Used	Notes
Fund: 206 - Supplemental Law Enforcement Svc Fund					
Revenue					
323 - State Grants Total:	148,747	148,747	-	100%	
370 - Interest and Investment Income Total:	1,600	1,769	169	111%	
Revenue Total:	**150,347**	**150,515**	**169**	**100%**	
Expenditures					
Department: 22 - Police Department Total:	100,000	101,008	(1,008)	101%	
Expenditure Total:	**100,000**	**101,008**	**(1,008)**	**101%**	
nd: 206 - Supplemental Law Enforcement Svc Fund Surplus (Deficit):	**50,347**	**49,507**	**(840)**	**98%**	
Fund Balance July 1, 2018		**119,097**			
Estimated Fund Balance June 30, 2019		**168,604**			
Fund: 207 - NPDES Storm Water Fund					
Revenue					
321 - Intergovernmental Taxes Total:	315,768	251,004	(64,764)	79%	[1]
370 - Interest and Investment Income Total:	150	29	(121)	19%	[2]
Revenue Total:	**315,918**	**251,032**	**(64,886)**	**79%**	
Expenditures					
Department: 34 - Public Works Total:	318,173	304,913	13,260	96%	
Expenditure Total:	**318,173**	**304,913**	**13,260**	**96%**	
Fund: 207 - NPDES Storm Water Fund Surplus (Deficit):	**(2,255)**	**(53,881)**	**(51,626)**	**2389%**	
Fund Balance July 1, 2018		**100,502**			
Estimated Fund Balance June 30, 2019		**46,622**			
Fund: 209 - Recreation Fund					
Revenue					
Division: 551 - Recreation Administration	391,902	280,164	(111,738)	71%	
Division: 552 - Senior Center	321,500	384,153	62,653	119%	
Division: 553 - Tiny Tots	195,589	200,673	5,084	103%	
Division: 554 - Youth Center	76,375	36,277	(40,098)	47%	[3]
Division: 555 - Day Camp	32,000	25,551	(6,449)	80%	
Division: 556 - Performing Arts	48,280	46,734	(1,546)	97%	
Division: 557 - Swim Center	83,920	102,208	18,288	122%	
Division: 558 - Memorial Hall	5,600	1,250	(4,350)	22%	
Division: 559 - Tennis	500	370	(130)	74%	
Revenue Total:	**1,155,666**	**1,077,380**	**(78,286)**	**93%**	
Expenditures					
Division: 551 - Recreation Administration	192,844	179,931	12,913	93%	
Division: 552 - Senior Center	470,458	467,615	2,843	99%	
Division: 553 - Tiny Tots	119,030	131,602	(12,572)	111%	
Division: 554 - Youth Center	202,913	149,165	53,748	74%	
Division: 555 - Day Camp	37,572	3,195	34,377	9%	[4]
Division: 556 - Performing Arts	43,950	46,868	(2,918)	107%	
Division: 557 - Swim Center	80,811	92,194	(11,383)	114%	
Division: 558 - Memorial Hall	4,838	5,092	(254)	105%	
Division: 559 - Tennis	3,250	2,310	940	71%	
Department: 55 - Recreation Total:	**1,155,666**	**1,077,973**	**77,693**	**93%**	
Fund: 209 - Recreation Fund Surplus (Deficit):	**0**	**(593)**	**(593)**	**-455938%**	
Fund Balance July 1, 2018		**64,128**			
Estimated Fund Balance June 30, 2019		**63,535**			

NOTES:

[1] Stormwater Utility Assessment revenue was less than projected.

[2] Interest revenue less than projected due to low proportionate share of pooled cash balance.

[3] Program revenue was low due to low enrollment.

[4] Program expenditures were low due to low enrollment.

	FY 2018-19 Revised Budget	Fiscal Activity	Variance	Percent Used	Notes
Fund: 212 - Building & Planning					
Revenue					
315 - Other Taxes Total:	1,800	21	(1,779)	1%	
332 - Permits Total:	530,750	386,019	(144,731)	73%	[1]
341 - Review Fees Total:	182,500	226,729	44,229	124%	
342 - Other Fees Total:	63,400	85,479	22,079	135%	
344 - Impact Fees Total:	-	3,524	3,524	-100%	
370 - Interest and Investment Income Total:	8,700	8,569	(131)	98%	
384 - Other Revenue Total:	8,500	3,998	(4,502)	47%	
Revenue Total:	**795,650**	**714,339**	**(81,311)**	**90%**	
Expenditures					
Department: 46 - Community Development Total:	1,198,753	989,094	209,659	83%	
Expenditure Total:	**1,198,753**	**989,094**	**209,659**	**83%**	
Fund: 212 - Building & Planning Surplus (Deficit):	**(403,103)**	**(274,755)**	**128,348**	**68%**	[2]
Fund Balance July 1, 2018		**761,594**			
Estimated Fund Balance June 30, 2019		**486,839**			
Fund: 213 - Refuse Management Fund					
Revenue					
323 - State Grants Total:	60,060	66,161	6,101	110%	
370 - Interest and Investment Income Total:	7,000	6,383	(617)	91%	
392 - Proceeds from Sale of Property Total:	-	700	700	-100%	
Revenue Total:	**67,060**	**73,244**	**6,184**	**109%**	
Expenditures					
Department: 34 - Public Works Total:	413,507	410,778	2,729	99%	
Expenditure Total:	**413,507**	**410,778**	**2,729**	**99%**	
Fund: 213 - Refuse Management Fund Surplus (Deficit):	**(346,447)**	**(337,535)**	**8,913**	**97%**	[3]
Fund Balance July 1, 2018		**684,738**			
Estimated Fund Balance June 30, 2019		**347,204**			
Fund: 215 - Measure C and J Fund					
Revenue					
324 - Other Grants Total:	303,590	379,583	75,993	125%	[4]
370 - Interest and Investment Income Total:	9,300	9,353	53	101%	
Revenue Total:	**312,890**	**388,936**	**76,046**	124%	
Expenditures					
Department: 17 - Non-Departmental Total:	47,049	47,049	-	100%	
Department: 34 - Public Works Total:	601,734	102,822	498,912	17%	[5]
Expenditure Total:	**648,783**	**149,871**	**498,912**	23%	
Fund: 215 - Measure C and J Fund Surplus (Deficit):	**(335,893)**	**239,065**	**574,958**	-71%	
Fund: 285 - Housing Land Held for Resale					
Revenue					
370 - Interest and Investment Income Total:	136,800	128,942	(7,858)	94%	
381 - Rental Income Total:	72,253	-	(72,253)	0%	[6]
384 - Other Revenue Total:	5,795	5,795	-	100%	
392 - Proceeds from Sale of Property Total:	1,150	1,150	-	100%	
393 - Loan/Bond Proceeds Total:	156,600	1,656,645	1,500,045	1058%	[7]
Revenue Total:	**372,598**	**1,792,531**	**1,419,933**	**481%**	
Expenditures					
Department: 46 - Community Development Total:	6,492,824	6,460,799	32,025	100%	
Expenditure Total:	**6,492,824**	**6,460,799**	**32,025**	**100%**	
Fund: 285 - Housing Land Held for Resale Surplus (Deficit):	**(6,120,226)**	**(4,668,268)**	**1,451,958**	**76%**	
Fund Balance July 1, 2018		**8,436,363**			
Estimated Fund Balance June 30, 2019		**3,768,096**			

NOTES:

[1] Building permit revenue was less than projected.
[2] Deposits for project expenses are submitted in advance with expenditures planned from deposits held in fund balance.
[3] Capital projects were planned from fund balance.
[4] Measure J funds received in excess of budget projections.
[5] Capital projects planned were not completed. Carried forward to FY2019-20.
[6] Ground lease revenue from PALC budgeted in error. Cancelled with the sale of property.
[7] Additional $1.5 million received from PALC sale proceeds.

	FY 2018-19 Revised Budget	Fiscal Activity	Variance	Percent Used	Notes
Fund: 500 - Sewer Enterprise Fund					
Revenue					
344 - Impact Fees Total:	11,050	-	(11,050)	0%	[1]
363 - Sewer Enterprise Charges Total:	6,946,332	7,210,207	263,875	104%	
370 - Interest and Investment Income Total:	113,250	109,003	(4,247)	96%	
383 - Reimbursements Total:	1,250	1,479	229	118%	
384 - Other Revenue Total:	150	148	(2)	99%	
Revenue Total:	**7,072,032**	**7,320,836**	**248,804**	**104%**	
Expense					
Department: 64 - Sewer Total:	7,743,008	4,356,699	3,386,309	56%	[2]
Expense Total:	**7,743,008**	**4,356,699**	**3,386,309**	**56%**	
Depreciation Expense	-	538,570	(538,570)	0%	[3]
Fund: 500 - Sewer Enterprise Fund Surplus (Deficit):	**(670,976)**	**2,425,568**	**3,096,543**	**-361%**	
Fund Balance July 1, 2018		**12,936,484**			
Estimated Fund Balance June 30, 2019		**15,362,051**			
Fund: 505 - Cable Access TV					
Revenue					
SubCategory: 314 - Franchise Taxes Total:	40,000	32,702	(7,298)	82%	
SubCategory: 365 - Cable TV Charges Total:	205,810	188,351	(17,459)	92%	
SubCategory: 384 - Other Revenue Total:	3,900	4,020	120	103%	
SubCategory: 399 - Transfers In Total:	178,736	132,303	(46,433)	74%	
Revenue Total:	**428,446**	**357,375**	**(71,071)**	**83%**	
Expense					
Department: 19 - Cable Access TV Total:	424,546	357,375	67,171	84%	
Expense Total:	**424,546**	**357,375**	**67,171**	**84%**	
Fund: 505 - Cable Access TV Surplus (Deficit):	**3,900**	**-**	**(3,900)**	**0%**	
Fund Balance July 1, 2018		**(31,535)**			
Estimated Fund Balance June 30, 2019		**(31,535)**			
Fund: 750 - Recognized Obligation Retirement Fund					
Revenue					
311 - Property Taxes Total:	250,000	250,000	-	100%	
370 - Interest and Investment Income Total:	20,000	26,800	6,800	134%	
384 - Other Revenue Total:	1,232	1,232	-	100%	
393 - Loan/Bond Proceeds Total:	16,091	16,096	5	100%	
Revenue Total:	**287,323**	**294,128**	**6,805**	102%	
Expense					
Department: 46 - Community Development Total:	**250,000**	**237,071**	**12,929**	95%	
Expense Total:	**250,000**	**237,071**	**12,929**	95%	
Fund: 750 - Recognized Obligation Retirement Fund Surplus (Deficit):	**37,323**	**57,057**	**19,734**	153%	

NOTES:

[1] Impact Fee revenue is allocated to the Growth Impact Fee Fund - 276

[2] Asset replacement, $290,000, and collection improvements, $395,000, not expended.

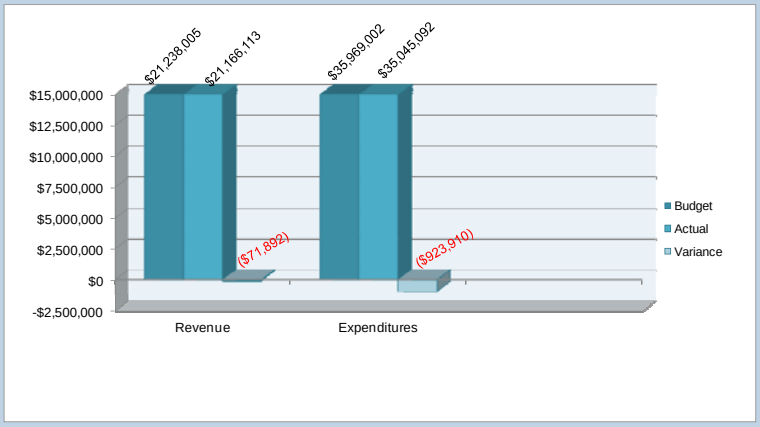
[3] Depreciation expense is excluded from fund balance calculation.

FY 2018-19 FOURTH QUARTER FINANCIAL REPORT

Highlights:

- FY 2018-19 budget anticipated General Fund use of fund balance of $14,730,997
- General Fund 4th quarter revenues realized at 100% of projections
- General Fund 4th quarter expenditures realized at 97% of projections

General Fund Overview



General Fund Revenue Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Property Tax	3,787,392	3,837,167	49,775
Sales Tax	3,950,900	3,994,720	43,820
Utility Users Tax	1,930,000	1,812,844	-117,156
Other Taxes	3,365,034	3,456,542	91,508
Other Revenue	8,204,679	8,064,839	-139,840
Total Revenue	**21,238,005**	**21,166,113**	**-71,892**

General Fund Expenditures by Function Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Administration	24,985,830	25,028,221	42,391
Public Safety	10,038,375	8,950,730	-1,087,645
Public Works	862,810	986,145	123,935
Comm. Dev.	82,587	79,996	-2,591
Total Expenditures	**35,969,002**	**35,045,092**	**-923,910**

Measure S 2006 Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Sales Tax	2,100,000	2,146,708	46,708
Other Revenue	22,500	24,151	1,651
Total Revenue	**2,122,500**	**2,170,860**	**48,360**
Finance Dept	1,628	616	-1,012
Police Dept	1,772,080	1,428,129	-343,951
Fire Dept	846,606	743,819	-102,788
Total Expenditures	**2,620,314**	**2,172,563**	**-447,751**

Measure S 2014 Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Sales Tax	2,100,000	2,139,620	39,620
Other Revenue	33,400	36,183	2,783
Total Revenue	**2,133,400**	**2,175,803**	**42,403**
Administration	1,085,237	639,414	-445,823
Public Safety	430,469	314,497	-115,972
Public Works	1,158,643	324,207	-834,437
Total Expenditures	**2,674,349**	**1,278,117**	**-1,396,232**

NPDES Storm Water Fund Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Revenue:			
Intergovernmental Taxes	315,768	251,004	-64,764
Other Revenue	150	29	-121
Total	**315,918**	**251,032**	**-64,886**
Expenditures:			
Public Works	318,173	304,913	-13,260
Total	**318,173**	**304,913**	**-13,260**

Recreation Fund Budget-to-Actual

	Revenue Actual	Expenditure Actual	Net Difference
Administration	280,164	179,931	100,233
Senior Center	384,153	467,615	-83,462
Tiny Tots	200,673	131,602	69,071
Youth Center	36,277	149,165	-112,888
Day Camp	25,551	3,195	22,356
Performing Arts	46,734	46,868	-134
Swim Center	102,208	92,194	10,014
Memorial Hall	1,250	5,092	-3,842
Tennis	370	2,310	-1,940
Total	**1,077,380**	**1,077,973**	**-593**

Building & Planning Fund Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Revenue:			
Permits	530,750	386,019	-144,731
Review Fees	182,500	226,729	44,229
Other Revenue	82,400	101,591	19,191
Total	**795,650**	**714,339**	**-81,311**
Expenditures:			
Community Dev.	1,198,753	989,094	-209,659
Total	**1,198,753**	**989,094**	**-209,659**

Refuse Management Fund Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Revenue:			
State Grants	60,060	66,161	6,101
Other Revenue	7,000	7,083	83
Total	**67,060**	**73,244**	**6,184**
Expenditures:			
Public Works	413,507	410,778	-2,729
Total	**413,507**	**410,778**	**-2,729**

Housing Fund Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Revenue:			
Rental Income	72,253	0	-72,253
Loan/Bond Proceeds	156,600	1,656,645	1,500,045
Other Revenue	143,745	135,886	-7,859
Total	**372,598**	**1,792,531**	**1,419,933**
Expenditures:			
Community Dev.	6,492,824	6,460,799	-32,025
Total	**6,492,824**	**6,460,799**	**-32,025**

Sewer Enterprise Fund Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Revenue:			
Sewer Charges	6,946,332	7,210,207	263,875
Other Revenue	125,700	110,629	-15,071
Total Revenue	**7,072,032**	**7,320,836**	**248,804**
Expenditures:			
Sewer Dept.	7,743,008	4,356,699	-3,386,309
Total Expenses	**7,743,008**	**4,356,699**	**-3,386,309**

Cable Access TV Fund Budget-to-Actual

	Adopted Budget	4th Qtr Actual	Variance
Revenue:			
Franchise Fees	40,000	32,702	-7,298
Cable TV Charges	205,810	188,351	-17,459
Other Revenue	182,636	136,323	-46,313
Total Revenue	**428,446**	**359,375**	**-71,071**
Expenditures:			
Cable Access TV	424,546	357,375	-67,171
Total Expenses	**424,546**	**357,375**	**-67,171**

Questions and Comments?

CITY COUNCIL REPORT

9B

DATE: **OCTOBER 15, 2019**

TO: **MAYOR AND COUNCILMEMBERS**

FROM: **HECTOR DE LA ROSA, ASSISTANT CITY MANAGER**

SUBJECT: **RECEIVE AND REVIEW A REPORT FROM HdL ECONSOLUTIONS ON THE CITY'S MARKET ANALYTICS, VOID ANALYSIS AND COMMUNITY PROFILE REPORTS**

RECOMMENDATION

It is recommended that the City Council of the City of Pinole receive and review a report from HDL Econsolutions on the City's Market Analytics, Void Analysis and Community Profile reports, and provide direction to staff.

BACKGROUND

Within the last year the City has seen a drop in its sales tax receipts due to the closure of three large retailers located in the Fitzgerald area shopping center. The closure of these businesses projected an estimated loss of over $400,000 in sales tax, inclusive of both of our Measure S taxes.

In an effort to minimize future impacts of lost retail revenues, staff reached out to HdL for assistance in seeking economic development data which would be useful when evaluating and/or attracting retail opportunities to Pinole. Staff reached out to HdL because we contract with them for sales tax data analysis, and they are the largest privately held sales tax database in the State of California with sales tax data for 99% of the statewide businesses. EconSolutions can utilize this data to demonstrate to retailers the massive sales tax leakage and opportunities in Pinole.

On June 4, 2019, the City Council approved a contract with HdL for preparation of certain reports and analysis to assist the City in its economic development and retail opportunity efforts.

REVIEW AND ANALYSIS

HdL has completed the reports and will be present to provide an overview of their findings. The reports and a brief outline of their purposes are referenced below:

- Market Analytics - provides analytical data for trade areas within the City of Pinole. Report includes consumer demographic, household segmentations profiles, employment profile, and consumer demand & market assessment (shopping and buying habits and behaviors), which assist retailers understanding of the trade area market.

- Void Analysis - looks at the type of businesses in similar communities of our size, types of businesses that cater to markets of our size and any leakage of potential revenues due to the void of those businesses in our community.

- Community Profile – information on Pinole's market area, community characteristics and economic indicators. This information can also be placed on the City's website.

HdL is currently working on the Marketing Packet and plan to deliver the product by mid November. The Marketing Packet will be a template that City of Pinole can use for marketing opportunities for users for Pinole. The format will include 1) one paragraph for a community summary; 2) Pinole Business Summary listing; 3) a section to insert a description of specific sites—including site plans or aerials; 4) Market Analytics Summary of key demographics, employment profile and household segmentation; and 5) trade area opportunities based on consumer demand and market supply assessment, and void analysis.

In addition to the products above, the City Council approved but deferred implementation of a retail outreach component of the contract. The outreach service component provides for HdL to connect a potential business with vacant retail sites, and assist in trying to facilitate a deal between the potential business and property owner. Staff is now looking for Council's direction on how to proceed with this service.

FISCAL IMPACT

The total approved cost for HdL's services was $34,000, with $15,000 deferred until further direction from the Council. The breakdown of the cost includes $5,000 for the Market Analysis, $5,000 for the Void Analysis, $4,000 for the Marketing Packet, $5,000 for the Community Profile, and $15,000 for the business attraction assistance billed on an hourly rate.

Given that this agreement was approved on June 4th, funding was not included in the Fiscal Year 2019-2020 General Government Division. Funding will be included in the 1st quarter update in the amount of $34,000

ATTACHMENTS

Attachment A	Market Analytics
Attachment B	Community Profile
Attachment C	Void Analysis

ATTACHMENT A

CITY OF PINOLE, CA

INSIGHT

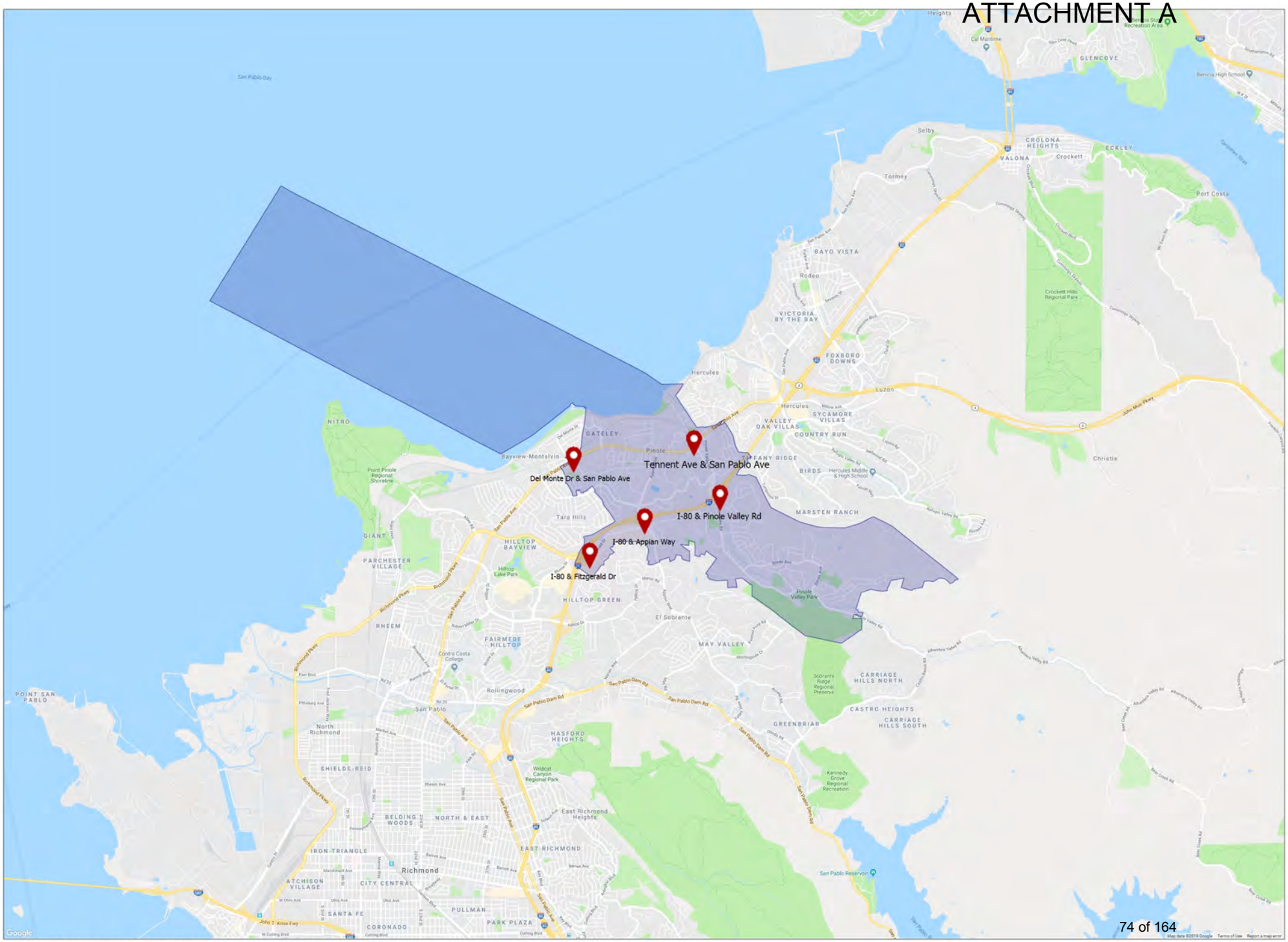
MARKET ANALYTICS

HdL ECONSolutions

Submitted by:
ECONSolutions by HdL
120 S. State College Blvd., Suite 200
Brea, CA 92821
www.hdlcompanies.com

Contact:
Barry Foster
714-879-5000
bfoster@hdlcompanies.com

ATTACHMENT A

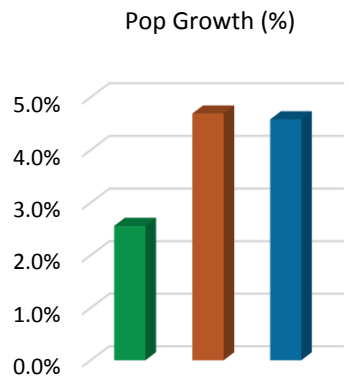


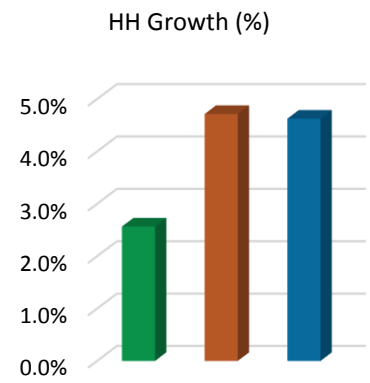
SOURCE: SiteSeer Professional © 2019 SiteSeer Technologies, LLC. All rights reserved.

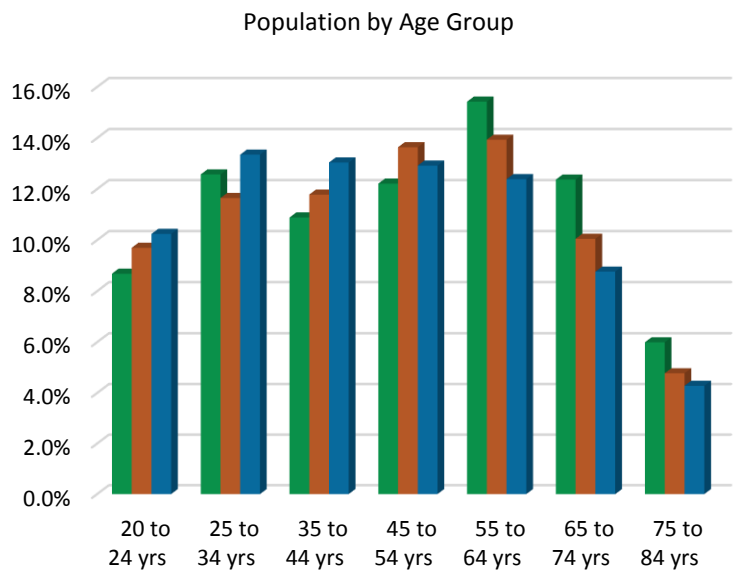
Consumer Demographic Profile

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

	City of Pinole		Contra Costa County		California	
	#	%	#	%	#	%
Market Stats						
Population	19,321	---	1,141,545	---	39,385,143	---
5 Year Projected Pop	19,816	---	1,195,116	---	41,189,636	---
Pop Growth (%)	2.6%	---	4.7%	---	4.6%	---
Households	7,106	---	409,294	---	13,335,351	---
5 Year Projected HHs	7,289	---	428,595	---	13,952,268	---
HH Growth (%)	2.6%	---	4.7%	---	4.6%	---
Census Stats						
2000 Population	19,231	---	948,818	---	33,871,648	---
2010 Population	18,523	---	1,049,025	---	37,253,956	---
Pop Growth (%)	-3.7%	---	10.6%	---	10.0%	---
2000 Households	6,815	---	344,132	---	11,502,864	---
2010 Households	6,796	---	375,364	---	12,577,498	---
HH Growth (%)	-0.3%	---	9.1%	---	9.3%	---
Total Population by Age						
Average Age	42.7		40.3		38.7	
19 yrs & under	3,824	19.8%	258,857	22.7%	9,220,681	23.4%
20 to 24 yrs	1,677	8.7%	110,706	9.7%	4,033,485	10.2%
25 to 34 yrs	2,429	12.6%	132,953	11.6%	5,257,290	13.3%
35 to 44 yrs	2,103	10.9%	134,483	11.8%	5,135,698	13.0%
45 to 54 yrs	2,359	12.2%	155,681	13.6%	5,087,912	12.9%
55 to 64 yrs	2,980	15.4%	159,034	13.9%	4,877,884	12.4%
65 to 74 yrs	2,390	12.4%	114,718	10.0%	3,451,477	8.8%
75 to 84 yrs	1,158	6.0%	54,518	4.8%	1,686,028	4.3%
85 + yrs	400	2.1%	20,595	1.8%	634,688	1.6%
Population Bases						
20-34 yrs	4,106	21.3%	243,659	21.3%	9,290,775	23.6%
45-64 yrs	5,339	27.6%	314,715	27.6%	9,965,796	25.3%
16 yrs +	15,876	82.2%	912,200	79.9%	31,164,667	79.1%
25 yrs +	13,819	71.5%	771,982	67.6%	26,130,977	66.3%
65 yrs +	3,948	20.4%	189,831	16.6%	5,772,193	14.7%
75 yrs +	1,558	8.1%	75,113	6.6%	2,320,716	5.9%
85 yrs +	400	2.1%	20,595	1.8%	634,688	1.6%







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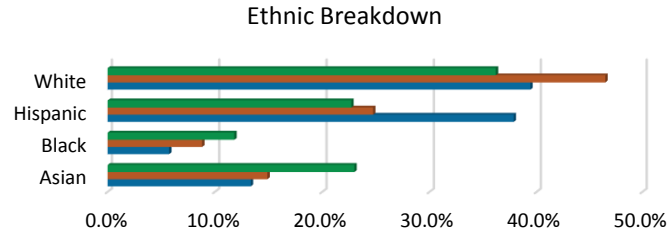
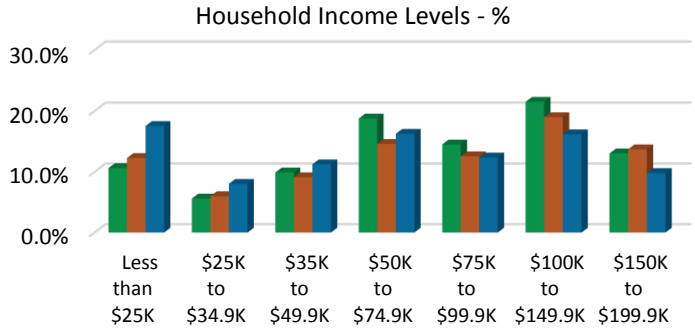
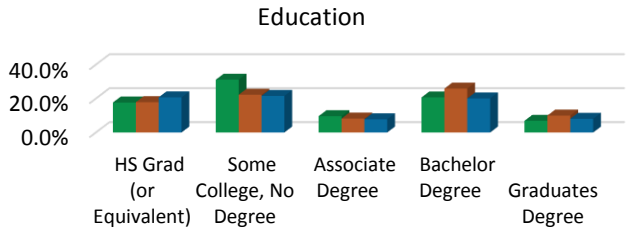
Consumer Demographic Profile

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

	City of Pinole		Contra Costa County		California	
	#	%	#	%	#	%
Population by Race						
White	6,988	36.2%	530,680	46.5%	15,517,129	39.4%
Hispanic	4,385	22.7%	282,303	24.7%	14,897,365	37.8%
Black	2,279	11.8%	100,442	8.8%	2,255,462	5.7%
Asian	4,441	23.0%	169,886	14.9%	5,251,949	13.3%
Ancestry						
American Indian (ancestry)	68	0.4%	3,474	0.3%	172,158	0.4%
Hawaiin (ancestry)	83	0.4%	5,137	0.5%	138,740	0.4%
Household Income						
Per Capita Income	$36,301	---	$43,922	---	$33,423	---
Average HH Income	$98,694	---	$122,500	---	$98,713	---
Median HH Income	$82,967	---	$89,732	---	$69,549	---
Less than $25K	755	10.6%	50,341	12.3%	2,341,731	17.6%
$25K to $34.9K	398	5.6%	24,551	6.0%	1,071,683	8.0%
$35K to $49.9K	704	9.9%	37,328	9.1%	1,498,932	11.2%
$50K to $74.9K	1,335	18.8%	59,829	14.6%	2,171,418	16.3%
$75K to $99.9K	1,032	14.5%	51,442	12.6%	1,651,735	12.4%
$100K to $149.9K	1,530	21.5%	77,780	19.0%	2,159,151	16.2%
$150K to $199.9K	927	13.0%	56,207	13.7%	1,309,280	9.8%
$200K +	425	6.0%	51,816	12.7%	1,131,421	8.5%
Education	13,819		771,982		26,130,977	
Less than 9th Grade	649	4.7%	45,179	5.9%	2,575,462	9.9%
Some HS, No Diploma	883	6.4%	39,413	5.1%	2,080,441	8.0%
HS Grad (or Equivalent)	2,447	17.7%	138,372	17.9%	5,412,729	20.7%
Some College, No Degree	4,305	31.2%	171,854	22.3%	5,637,522	21.6%
Associate Degree	1,334	9.7%	63,360	8.2%	2,037,417	7.8%
Bachelor Degree	2,860	20.7%	199,685	25.9%	5,250,500	20.1%
Graduates Degree	957	6.9%	77,185	10.0%	2,118,670	8.1%







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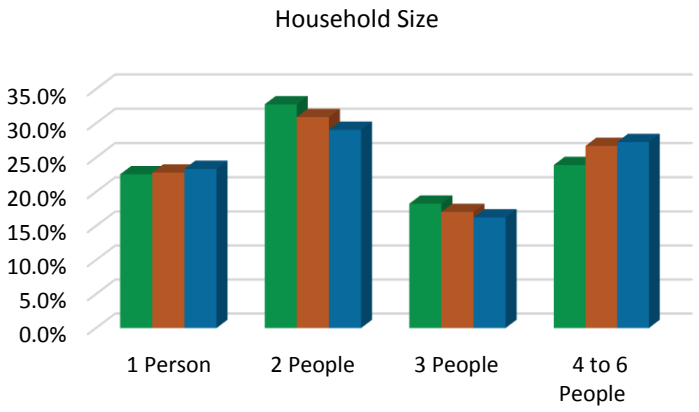
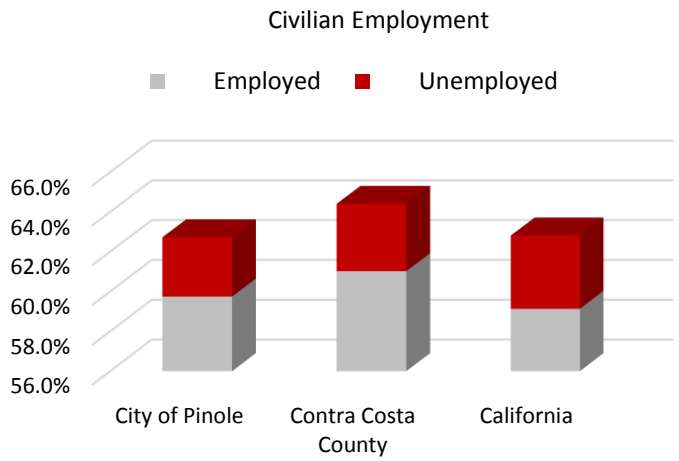
Consumer Demographic Profile

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

	City of Pinole		Contra Costa County		California	
	#	%	#	%	#	%
Family Structure	5,116		291,343		9,230,786	
Single - Male	206	4.0%	10,992	3.8%	442,095	4.8%
Single - Female	766	15.0%	25,405	8.7%	905,501	9.8%
Single Parent - Male	55	1.1%	8,552	2.9%	347,475	3.8%
Single Parent - Female	428	8.4%	24,404	8.4%	873,221	9.5%
Married w/ Children	1,167	22.8%	100,213	34.4%	2,927,095	31.7%
Married w/out Children	2,494	48.7%	121,777	41.8%	3,735,399	40.5%
Household Size						
1 Person	1,603	22.6%	93,351	22.8%	3,112,465	23.3%
2 People	2,328	32.8%	126,513	30.9%	3,874,200	29.1%
3 People	1,298	18.3%	69,825	17.1%	2,167,235	16.3%
4 to 6 People	1,699	23.9%	109,274	26.7%	3,635,465	27.3%
7+ People	177	2.5%	10,331	2.5%	545,986	4.1%
Home Ownership	7,106		409,294		13,335,351	
Owners	5,095	71.7%	274,702	67.1%	7,475,073	56.1%
Renters	2,012	28.3%	134,592	32.9%	5,860,278	43.9%
Components of Change						
Births	214	1.1%	12,597	1.1%	469,294	1.2%
Deaths	184	1.0%	9,096	0.8%	282,263	0.7%
Migration	-87	-0.5%	1,833	0.2%	-9,450	0.0%
Employment (Pop 16+)	15,876		912,200		31,164,667	
Armed Services	1	0.0%	825	0.1%	143,600	0.5%
Civilian	9,958	62.7%	587,502	64.4%	19,575,518	62.8%
Employed	9,485	59.7%	556,610	61.0%	18,427,716	59.1%
Unemployed	472	3.0%	30,892	3.4%	1,147,802	3.7%
Not in Labor Force	5,918	37.3%	323,873	35.5%	11,445,549	36.7%
Employed Population	9,485		556,610		18,427,716	
White Collar	6,353	67.0%	380,144	68.3%	11,579,452	62.8%
Blue Collar	3,132	33.0%	176,466	31.7%	6,848,264	37.2%





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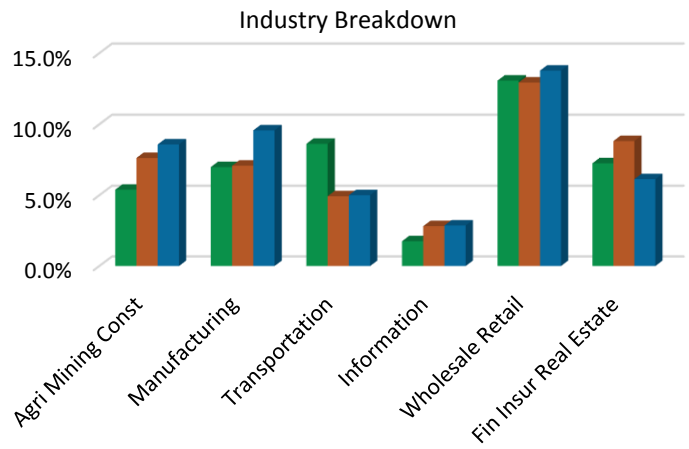
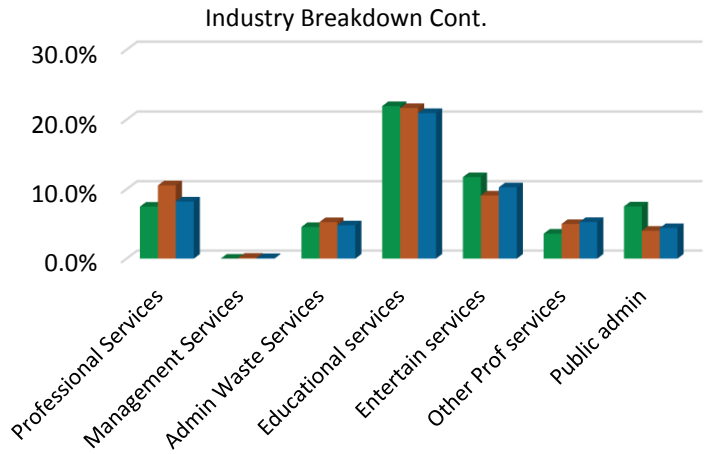
Consumer Demographic Profile

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

	City of Pinole		Contra Costa County		California	
	#	%	#	%	#	%
Employment By Occupation	9,485		556,610		18,427,716	
White Collar	6,353	67.0%	380,144	68.3%	11,579,452	62.8%
Managerial executive	1,537	16.2%	110,746	19.9%	2,852,454	15.5%
Prof specialty	2,021	21.3%	130,251	23.4%	4,129,182	22.4%
Healthcare support	134	1.4%	10,647	1.9%	347,421	1.9%
Sales	986	10.4%	61,325	11.0%	1,952,936	10.6%
Office Admin	1,675	17.7%	67,175	12.1%	2,297,459	12.5%
Blue Collar	3,132	33.0%	176,466	31.7%	6,848,264	37.2%
Protective	347	3.7%	11,827	2.1%	380,727	2.1%
Food Prep Serving	536	5.6%	27,743	5.0%	1,047,979	5.7%
Bldg Maint/Cleaning	227	2.4%	24,490	4.4%	783,894	4.3%
Personal Care	567	6.0%	24,150	4.3%	871,994	4.7%
Farming/Fishing/Forestry	0	0.0%	1,495	0.3%	314,718	1.7%
Construction	642	6.8%	42,789	7.7%	1,392,136	7.6%
Production Transp	813	8.6%	43,972	7.9%	2,056,816	11.2%
Employment By Industry	9,485		556,610		18,427,716	
Agri Mining Const	511	5.4%	42,509	7.6%	1,582,405	8.6%
Manufacturing	663	7.0%	39,465	7.1%	1,764,850	9.6%
Transportation	818	8.6%	27,443	4.9%	923,097	5.0%
Information	166	1.7%	15,680	2.8%	528,098	2.9%
Wholesale Retail	1,240	13.1%	72,042	12.9%	2,538,427	13.8%
Fin Insur Real Estate	689	7.3%	49,129	8.8%	1,131,114	6.1%
Professional Services	711	7.5%	58,843	10.6%	1,519,056	8.2%
Management Services	0	0.0%	775	0.1%	14,110	0.1%
Admin Waste Services	433	4.6%	29,291	5.3%	885,382	4.8%
Educational services	2,082	21.9%	120,564	21.7%	3,860,522	20.9%
Entertain services	1,115	11.8%	50,668	9.1%	1,895,791	10.3%
Other Prof services	342	3.6%	27,816	5.0%	972,592	5.3%
Public admin	714	7.5%	22,385	4.0%	812,272	4.4%





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Household Segmentation Profile

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date: 6/20/2019

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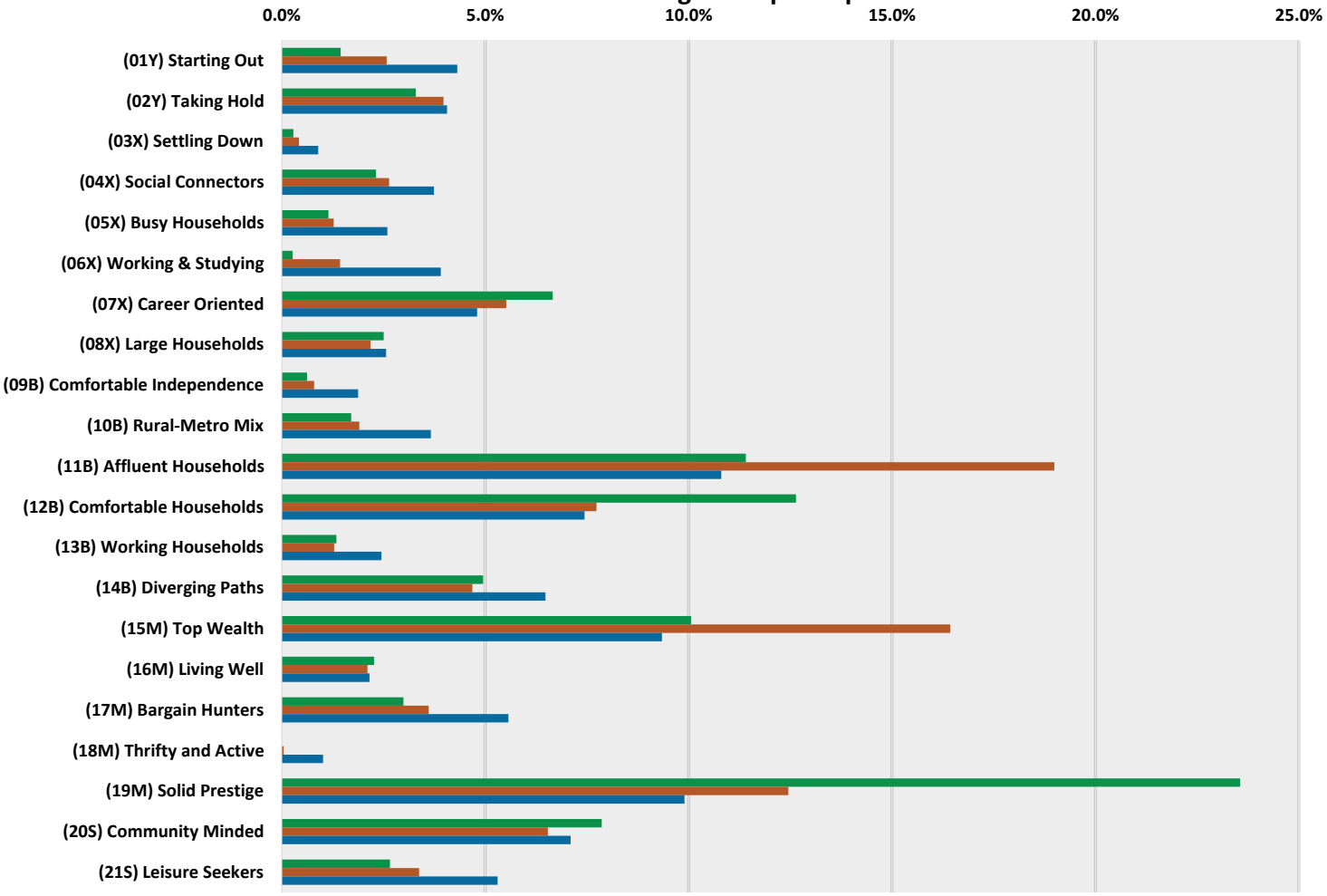
	Trade Area 1: City of Pinole	Trade Area 2: Contra Costa County	Trade Area 3: California

Household Lifestage Group Comparison



	Trade Area 1: City of Pinole		Trade Area 2: Contra Costa County		Trade Area 3: California	
Total Households	**6,897**	**100%**	**394,874**	**100%**	**13,047,519**	**100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	736	10.7%	21,184	5.4%	556,820	4.3%
2	08- Solid Surroundings	(19M) Solid Prestige	646	9.4%	17,866	4.5%	430,733	3.3%
3	04- Top Professionals	(11B) Affluent Households	564	8.2%	28,835	7.3%	654,182	5.0%
4	03- Corporate Connected	(15M) Top Wealth	505	7.3%	24,932	6.3%	567,454	4.3%
5	17- Firmly Established	(12B) Comfortable Households	453	6.6%	14,665	3.7%	501,085	3.8%
6	13- Work & Play	(12B) Comfortable Households	419	6.1%	15,885	4.0%	469,776	3.6%
7	36- Persistent & Productive	(20S) Community Minded	360	5.2%	15,379	3.9%	574,698	4.4%
8	33- Urban Diversity	(14B) Diverging Paths	279	4.0%	14,798	3.7%	622,032	4.8%
9	05- Active & Involved	(19M) Solid Prestige	243	3.5%	10,117	2.6%	303,990	2.3%
10	26- Getting Established	(07X) Career Oriented	202	2.9%	9,372	2.4%	298,925	2.3%

** Rank is based on Trade Area 1 cluster size*

Uses the Personicx household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
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Household Segmentation Profile

Market: City of Pinole, Contra Costa County, California

Date: 6/20/2019

Lifestage Group	Cluster Name	City of Pinole		Contra Costa County		California	
TOTAL HOUSEHOLDS		**6,897**	**100%**	**394,874**	**100%**	**13,047,519**	**100%**
(01Y) Starting Out		**100**	**1.4%**	**10,191**	**2.6%**	**563,119**	**4.3%**
	39- Setting Goals	18	0.3%	1,396	0.4%	94,360	0.7%
	45- Offices & Entertainment	30	0.4%	2,107	0.5%	92,780	0.7%
	57- Collegiate Crowd	32	0.5%	3,844	1.0%	191,417	1.5%
	58- Outdoor Fervor	0	0.0%	55	0.0%	37,032	0.3%
	67- First Steps	21	0.3%	2,789	0.7%	147,530	1.1%
(02Y) Taking Hold		**227**	**3.3%**	**15,699**	**4.0%**	**530,251**	**4.1%**
	18- Climbing the Ladder	33	0.5%	940	0.2%	26,559	0.2%
	21- Children First	42	0.6%	2,607	0.7%	87,682	0.7%
	24- Career Building	142	2.1%	11,370	2.9%	378,558	2.9%
	30- Out & About	11	0.2%	782	0.2%	37,452	0.3%
(03X) Settling Down		**20**	**0.3%**	**1,668**	**0.4%**	**117,136**	**0.9%**
	34- Outward Bound	0	0.0%	58	0.0%	18,060	0.1%
	41- Rural Adventure	0	0.0%	200	0.1%	19,190	0.1%
	46- Rural & Active	20	0.3%	1,410	0.4%	79,886	0.6%
(04X) Social Connectors		**160**	**2.3%**	**10,425**	**2.6%**	**488,108**	**3.7%**
	42- Creative Variety	34	0.5%	2,314	0.6%	92,338	0.7%
	52- Stylish & Striving	68	1.0%	3,501	0.9%	160,811	1.2%
	59- Mobile Mixers	58	0.8%	4,610	1.2%	234,959	1.8%
(05X) Busy Households		**79**	**1.1%**	**5,043**	**1.3%**	**338,655**	**2.6%**
	37- Firm Foundations	32	0.5%	1,827	0.5%	119,863	0.9%
	62- Movies & Sports	47	0.7%	3,216	0.8%	218,792	1.7%
(06X) Working & Studying		**19**	**0.3%**	**5,657**	**1.4%**	**510,246**	**3.9%**
	61- City Life	2	0.0%	2,739	0.7%	324,722	2.5%
	69- Productive Havens	3	0.1%	986	0.2%	57,945	0.4%
	70- Favorably Frugal	13	0.2%	1,932	0.5%	127,579	1.0%
(07X) Career Oriented		**459**	**6.7%**	**21,787**	**5.5%**	**626,520**	**4.8%**
	06- Casual Comfort	122	1.8%	7,588	1.9%	206,901	1.6%
	10- Careers & Travel	90	1.3%	3,666	0.9%	83,236	0.6%
	20- Carving Out Time	45	0.7%	1,161	0.3%	37,458	0.3%
	26- Getting Established	202	2.9%	9,372	2.4%	298,925	2.3%
(08X) Large Households		**173**	**2.5%**	**8,614**	**2.2%**	**334,606**	**2.6%**
	11- Schools & Shopping	40	0.6%	2,771	0.7%	75,530	0.6%
	12- On the Go	68	1.0%	2,682	0.7%	87,901	0.7%
	19- Country Comfort	0	0.0%	345	0.1%	60,711	0.5%
	27- Tenured Proprietors	65	0.9%	2,816	0.7%	110,464	0.8%
(09B) Comfortable Independence		**43**	**0.6%**	**3,140**	**0.8%**	**245,102**	**1.9%**
	29- City Mixers	0	0.0%	554	0.1%	141,312	1.1%
	35- Working & Active	26	0.4%	1,370	0.3%	51,813	0.4%
	56- Metro Active	17	0.2%	1,216	0.3%	51,977	0.4%
(10B) Rural-Metro Mix		**118**	**1.7%**	**7,524**	**1.9%**	**478,261**	**3.7%**
	47- Rural Parents	0	0.0%	164	0.0%	48,445	0.4%
	53- Metro Strivers	118	1.7%	7,226	1.8%	369,818	2.8%
	60- Rural & Mobile	0	0.0%	134	0.0%	59,998	0.5%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Household Segmentation Profile

Market: City of Pinole, Contra Costa County, California

Date: 6/20/2019

Lifestage Group	Cluster Name	City of Pinole		Contra Costa County		California	
TOTAL HOUSEHOLDS		**6,897**	**100%**	**394,874**	**100%**	**13,047,519**	**100%**
(11B) Affluent Households		**787**	**11.4%**	**74,994**	**19.0%**	**1,409,732**	**10.8%**
	01- Summit Estates	97	1.4%	38,809	9.8%	549,291	4.2%
	04- Top Professionals	564	8.2%	28,835	7.3%	654,182	5.0%
	07- Active Lifestyles	127	1.8%	7,350	1.9%	206,259	1.6%
(12B) Comfortable Households		**872**	**12.6%**	**30,550**	**7.7%**	**970,861**	**7.4%**
	13- Work & Play	419	6.1%	15,885	4.0%	469,776	3.6%
	17- Firmly Established	453	6.6%	14,665	3.7%	501,085	3.8%
(13B) Working Households		**93**	**1.3%**	**5,088**	**1.3%**	**319,681**	**2.5%**
	38- Occupational Mix	93	1.3%	5,018	1.3%	286,990	2.2%
	48- Farm & Home	0	0.0%	70	0.0%	32,691	0.3%
(14B) Diverging Paths		**341**	**5.0%**	**18,499**	**4.7%**	**845,607**	**6.5%**
	16- Country Enthusiasts	0	0.0%	232	0.1%	31,157	0.2%
	22- Comfortable Cornerstones	27	0.4%	1,209	0.3%	42,603	0.3%
	31- Mid-Americana	36	0.5%	1,645	0.4%	65,638	0.5%
	32- Metro Mix	0	0.0%	615	0.2%	84,177	0.6%
	33- Urban Diversity	279	4.0%	14,798	3.7%	622,032	4.8%
(15M) Top Wealth		**694**	**10.1%**	**64,884**	**16.4%**	**1,219,154**	**9.3%**
	02- Established Elite	189	2.7%	39,952	10.1%	651,700	5.0%
	03- Corporate Connected	505	7.3%	24,932	6.3%	567,454	4.3%
(16M) Living Well		**156**	**2.3%**	**8,329**	**2.1%**	**281,255**	**2.2%**
	14- Career Centered	110	1.6%	6,322	1.6%	177,112	1.4%
	15- Country Ways	0	0.0%	100	0.0%	36,108	0.3%
	23- Good Neighbors	46	0.7%	1,907	0.5%	68,035	0.5%
(17M)Bargain Hunters		**206**	**3.0%**	**14,262**	**3.6%**	**726,789**	**5.6%**
	43- Work & Causes	31	0.4%	2,132	0.5%	86,904	0.7%
	44- Open Houses	49	0.7%	2,568	0.7%	105,266	0.8%
	55- Community Life	44	0.6%	2,079	0.5%	108,460	0.8%
	63- Staying Home	74	1.1%	6,321	1.6%	366,140	2.8%
	68- Staying Healthy	9	0.1%	1,162	0.3%	60,019	0.5%
(18M) Thrifty & Active		**0**	**0.0%**	**188**	**0.0%**	**132,500**	**1.0%**
	40- Great Outdoors	0	0.0%	44	0.0%	21,967	0.2%
	50- Rural Community	0	0.0%	96	0.0%	82,505	0.6%
	54- Work & Outdoors	0	0.0%	48	0.0%	28,028	0.2%
(19M) Solid Prestige		**1,625**	**23.6%**	**49,167**	**12.5%**	**1,291,543**	**9.9%**
	05- Active & Involved	243	3.5%	10,117	2.6%	303,990	2.3%
	08- Solid Surroundings	646	9.4%	17,866	4.5%	430,733	3.3%
	09- Busy Schedules	736	10.7%	21,184	5.4%	556,820	4.3%
(20S) Community Minded		**542**	**7.9%**	**25,831**	**6.5%**	**926,348**	**7.1%**
	25- Clubs & Causes	86	1.2%	4,689	1.2%	156,992	1.2%
	28- Community Pillars	97	1.4%	5,763	1.5%	194,658	1.5%
	36- Persistent & Productive	360	5.2%	15,379	3.9%	574,698	4.4%
(21S) Leisure Seekers		**183**	**2.7%**	**13,334**	**3.4%**	**692,045**	**5.3%**
	49- Home & Garden	41	0.6%	2,482	0.6%	132,321	1.0%
	51- Role Models	50	0.7%	2,291	0.6%	107,316	0.8%
	64- Practical & Careful	20	0.3%	2,121	0.5%	143,788	1.1%
	65- Hobbies & Shopping	31	0.5%	3,189	0.8%	143,610	1.1%
	66- Helping Hands	41	0.6%	3,251	0.8%	165,010	1.3%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
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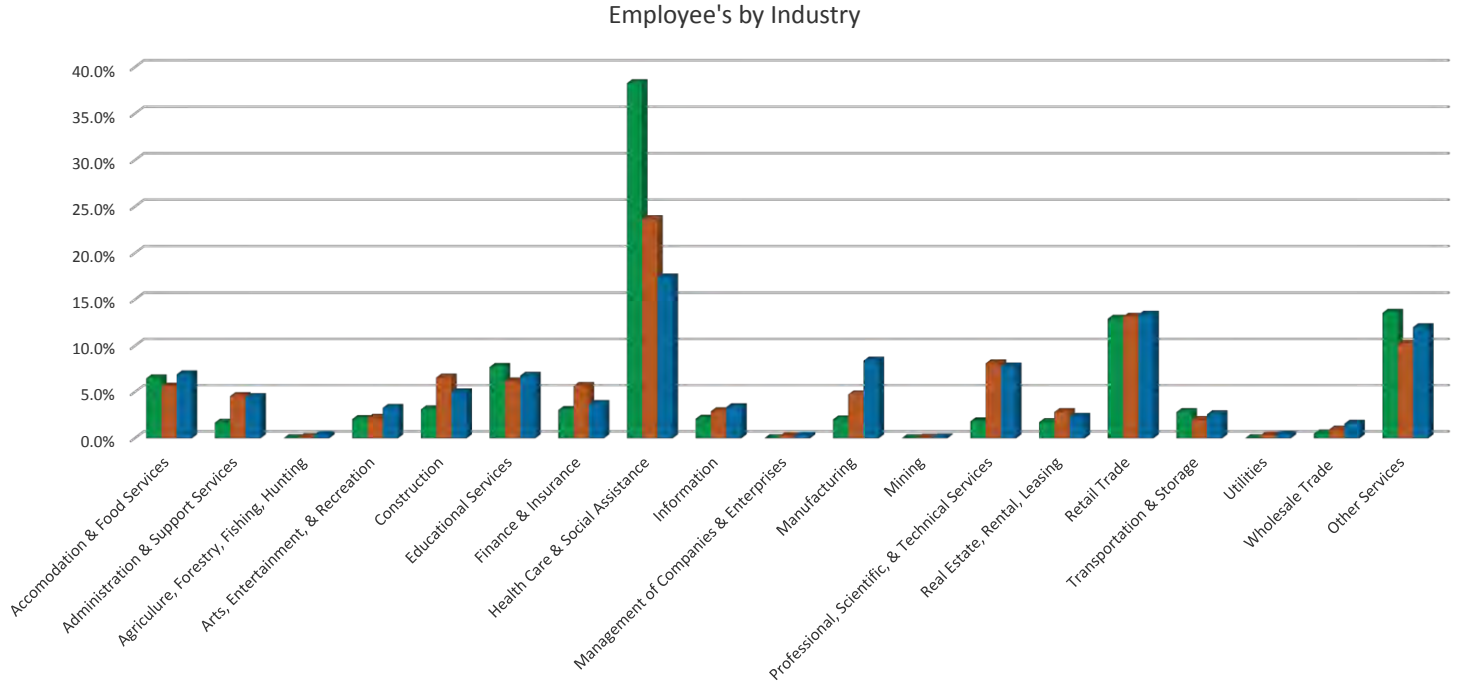
ATTACHMENT A

Employment Profile

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

	City of Pinole		Contra Costa County		California	
Daytime Population	15,333		1,128,186		43,413,683	
Student Population	3,927		290,384		11,624,763	
Median Employee Salary	55,659		53,315		50,304	
Average Employee Salary	65,096		63,813		58,897	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under $15,000 CrYr	69	1.6%	10,721	2.5%	465,314	2.7%
15,000 to 30,000 CrYr	86	2.0%	8,628	2.0%	1,726,208	10.1%
30,000 to 45,000 CrYr	1,479	33.7%	143,885	33.9%	5,001,036	29.2%
45,000 to 60,000 CrYr	851	19.4%	82,758	19.5%	3,265,225	19.1%
60,000 to 75,000 CrYr	593	13.5%	53,457	12.6%	2,355,445	13.8%
75,000 to 90,000 CrYr	439	10.0%	43,852	10.3%	1,790,742	10.5%
90,000 to 100,000 CrYr	122	2.8%	14,450	3.4%	480,927	2.8%
Over 100,000 CrYr	744	17.0%	67,035	15.8%	2,040,941	11.9%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	**349**	**100%**	**4,383**	**100%**	**26,278**	**100%**	**424,786**	**100%**	**1,016,839**	**100%**	**17,125,838**	**100%**
Accomodation & Food Services	18	5.2%	284	6.5%	1,319	5.0%	23,699	5.6%	59,077	5.8%	1,184,461	6.9%
Administration & Support Services	11	3.2%	74	1.7%	946	3.6%	19,368	4.6%	33,164	3.3%	762,537	4.5%
Agriculure, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	76	0.3%	519	0.1%	5,476	0.5%	61,040	0.4%
Arts, Entertainment, & Recreation	9	2.7%	91	2.1%	613	2.3%	9,384	2.2%	24,185	2.4%	562,571	3.3%
Construction	13	3.7%	137	3.1%	1,577	6.0%	27,891	6.6%	56,526	5.6%	850,706	5.0%
Educational Services	14	3.9%	338	7.7%	748	2.8%	26,116	6.1%	25,598	2.5%	1,158,985	6.8%
Finance & Insurance	27	7.7%	134	3.1%	1,876	7.1%	24,068	5.7%	55,077	5.4%	633,943	3.7%
Health Care & Social Assistance	103	29.5%	1,678	38.3%	5,487	20.9%	100,483	23.7%	181,139	17.8%	2,977,257	17.4%
Information	4	1.1%	92	2.1%	494	1.9%	12,396	2.9%	21,178	2.1%	574,656	3.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	17	0.1%	1,014	0.2%	755	0.1%	44,626	0.3%
Manufacturing	6	1.8%	89	2.0%	828	3.2%	20,144	4.7%	44,249	4.4%	1,439,257	8.4%
Mining	0	0.0%	0	0.0%	14	0.1%	244	0.1%	597	0.1%	14,478	0.1%
Professional, Scientific, & Technical Services	21	6.0%	80	1.8%	3,145	12.0%	34,438	8.1%	113,593	11.2%	1,331,243	7.8%
Real Estate, Rental, Leasing	19	5.5%	76	1.7%	1,221	4.6%	12,041	2.8%	44,381	4.4%	396,618	2.3%
Retail Trade	35	10.1%	567	12.9%	2,873	10.9%	55,880	13.2%	133,706	13.1%	2,291,625	13.4%
Transportation & Storage	4	1.2%	124	2.8%	320	1.2%	8,348	2.0%	13,527	1.3%	444,329	2.6%
Utilities	0	0.0%	0	0.0%	42	0.2%	1,329	0.3%	1,629	0.2%	69,492	0.4%
Wholesale Trade	5	1.5%	22	0.5%	452	1.7%	3,972	0.9%	25,785	2.5%	268,431	1.6%
Other Services	59	16.8%	595	13.6%	4,230	16.1%	43,452	10.2%	177,197	17.4%	2,059,583	12.0%

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

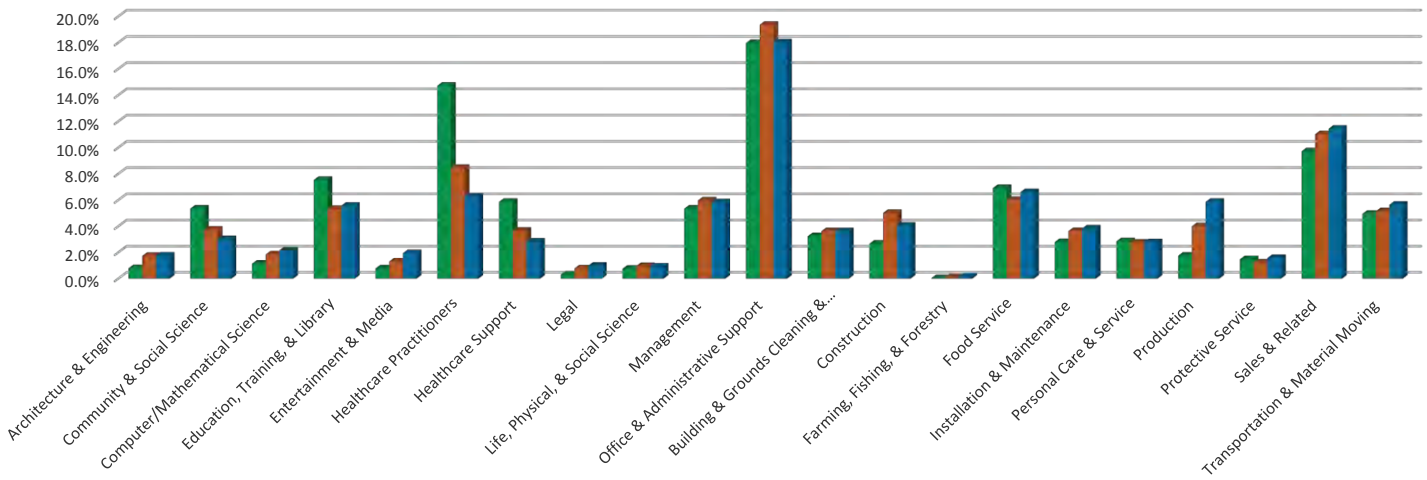
ATTACHMENT A

Employment Profile

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

Occupations	City of Pinole # of Employee's		Contra Costa County # of Employee's		California # of Employee's	
White Collar	2,777	63.3%	242,219	57.0%	9,046,130	52.8%
Architecture & Engineering	35	0.8%	7,359	1.7%	300,332	1.8%
Community & Social Science	234	5.3%	15,875	3.7%	515,209	3.0%
Computer/Mathematical Science	50	1.1%	7,843	1.8%	370,492	2.2%
Education, Training, & Library	330	7.5%	22,596	5.3%	952,719	5.6%
Entertainment & Media	34	0.8%	5,544	1.3%	332,350	1.9%
Healthcare Practitioners	645	14.7%	35,883	8.4%	1,074,365	6.3%
Healthcare Support	257	5.9%	15,506	3.7%	483,507	2.8%
Legal	14	0.3%	3,280	0.8%	168,054	1.0%
Life, Physical, & Social Science	33	0.8%	4,043	1.0%	156,844	0.9%
Management	234	5.3%	25,347	6.0%	997,950	5.8%
Office & Administrative Support	788	18.0%	82,225	19.4%	3,084,925	18.0%
Blue Collar	1,593	36.4%	180,485	42.5%	7,791,704	45.5%
Building & Grounds Cleaning & Maintenance	142	3.2%	15,370	3.6%	619,171	3.6%
Construction	117	2.7%	21,311	5.0%	691,418	4.0%
Farming, Fishing, & Forestry	1	0.0%	433	0.1%	27,222	0.2%
Food Service	303	6.9%	25,511	6.0%	1,129,699	6.6%
Installation & Maintenance	122	2.8%	15,393	3.6%	655,130	3.8%
Personal Care & Service	125	2.8%	11,651	2.7%	474,968	2.8%
Production	77	1.7%	16,964	4.0%	1,002,941	5.9%
Protective Service	65	1.5%	5,196	1.2%	268,259	1.6%
Sales & Related	426	9.7%	46,791	11.0%	1,957,801	11.4%
Transportation & Material Moving	217	4.9%	21,865	5.1%	965,095	5.6%
Military Services	13	0.3%	2,082	0.5%	288,004	1.7%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	4,383	424,786	17,125,838
2018 Q3	4,107	404,759	16,287,750
2018 Q2	4,331	417,590	16,943,106
2018 Q1	4,538	434,534	17,390,276
2017 Q4	4,808	437,442	17,558,598
2017 Q3	4,383	421,594	16,876,570
2017 Q2	4,665	440,420	17,552,984
2017 Q1	4,628	437,932	17,518,623
2016 Q4	4,668	444,090	17,837,156

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

	City of Pinole				Contra Costa County				California			
Demographics												
Population	19,321				1,141,545				39,385,143			
5-Year Population estimate	19,816				1,195,116				41,189,636			
Population Households	19,265				1,131,796				38,583,074			
Group Quarters Population	56				9,749				802,069			
Households	7,106				409,294				13,335,351			
5-Year Households estimate	7,289				428,595				13,952,268			
WorkPlace Establishments	349				26,278				1,016,839			
Workplace Employees	4,383				424,786				17,125,838			
Median Household Income	$82,967				$89,732				$69,549			
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Other Motor Vehicle Dealers	$4,436,421	$0	($4,436,421)	-100%	$262,497,155	$50,772,052	($211,725,103)	-81%	$8,234,326,487	$8,784,805,922	$550,479,435	7%
Furniture Stores	$4,005,363	$0	($4,005,363)	-100%	$239,073,461	$131,366,799	($107,706,662)	-45%	$7,711,286,668	$7,547,635,964	($163,650,704)	-2%
Lawn/Garden Equipment/Supplies Stores	$2,416,150	$0	($2,416,150)	-100%	$140,757,040	$139,989,217	($767,823)	-1%	$4,614,891,265	$5,185,458,216	$570,566,951	12%
Florists/Misc. Store Retailers	$509,760	$0	($509,760)	-100%	$29,689,306	$14,078,914	($15,610,392)	-53%	$973,550,960	$1,051,549,438	$77,998,478	8%
Used Merchandise Stores	$1,235,336	$0	($1,235,336)	-100%	$72,829,885	$42,703,777	($30,126,108)	-41%	$2,373,033,904	$2,260,240,410	($112,793,494)	-5%
Electronic Shopping/Mail Order Houses	$49,596,742	$0	($49,596,742)	-100%	$3,015,241,884	$854,406,034	($2,160,835,850)	-72%	$100,877,515,567	$82,289,386,374	($18,588,129,193)	-18%
Vending Machine Operators (Non-Store)	$2,297,159	$0	($2,297,159)	-100%	$136,168,193	$27,768,871	($108,399,322)	-80%	$4,404,241,918	$4,365,743,179	($38,498,739)	-1%
Jewelry/Luggage/Leather Goods	$2,245,290	$49,917	($2,195,373)	-98%	$132,749,855	$81,838,550	($50,911,305)	-38%	$4,356,585,517	$4,504,197,113	$147,611,596	3%
Office Supplies/Stationary/Gift	$1,822,160	$82,379	($1,739,781)	-95%	$110,462,669	$78,329,867	($32,132,802)	-29%	$3,646,110,562	$3,812,604,390	$166,493,828	5%
Grocery Stores	$38,143,947	$1,994,216	($36,149,731)	-95%	$2,236,067,639	$2,317,517,362	$81,449,723	4%	$72,229,362,812	$70,991,449,893	($1,237,912,919)	-2%
Clothing Stores	$16,430,267	$864,119	($15,566,148)	-95%	$973,206,848	$651,677,402	($321,529,446)	-33%	$31,668,843,473	$32,627,901,680	$959,058,207	3%
Shoe Stores	$2,258,446	$173,921	($2,084,525)	-92%	$135,304,193	$75,531,656	($59,772,537)	-44%	$4,332,445,485	$4,591,329,670	$258,884,185	6%
Other General Merchandise Stores	$39,057,272	$3,377,530	($35,679,741)	-91%	$2,295,045,302	$3,139,242,416	$844,197,114	37%	$74,586,530,546	$85,716,937,581	$11,130,407,035	15%
Automotive Dealers	$71,206,133	$7,047,067	($64,159,066)	-90%	$4,209,502,707	$2,751,908,435	($1,457,594,272)	-35%	$131,524,014,128	$135,988,278,312	$4,464,264,184	3%
Department Stores	$8,860,148	$1,451,737	($7,408,411)	-84%	$522,772,869	$540,616,562	$17,843,693	3%	$17,093,409,626	$21,711,201,622	$4,617,791,996	27%
Health/Personal Care Stores	$19,838,465	$6,581,336	($13,257,129)	-67%	$1,155,415,418	$1,070,474,958	($84,940,460)	-7%	$38,515,254,549	$41,548,025,889	$3,032,771,340	8%
Other Misc. Store Retailers	$5,326,782	$1,894,475	($3,432,308)	-64%	$312,882,208	$186,442,222	($126,439,986)	-40%	$10,109,961,052	$10,815,844,624	$705,883,572	7%
Special Food Services	$3,432,646	$1,322,982	($2,109,664)	-61%	$228,440,969	$159,077,916	($69,363,053)	-30%	$7,747,279,601	$8,328,307,553	$581,027,952	7%
Automotive Parts/Accessories/Tire	$5,770,547	$2,998,346	($2,772,202)	-48%	$336,898,180	$258,341,621	($78,556,559)	-23%	$11,161,877,910	$11,867,855,126	$705,977,216	6%
Specialty Food Stores	$2,262,680	$1,234,202	($1,028,478)	-45%	$132,687,175	$92,579,093	($40,108,082)	-30%	$4,271,523,294	$4,100,145,794	($171,377,500)	-4%
Sporting Goods/Hobby/Musical Instrument	$4,013,594	$2,362,870	($1,650,723)	-41%	$237,854,152	$182,103,083	($55,751,069)	-23%	$7,754,380,414	$8,112,018,362	$357,637,948	5%
Full-Service Restaurants	$15,689,758	$9,313,781	($6,375,977)	-41%	$1,108,359,592	$947,319,114	($161,040,478)	-15%	$38,722,028,966	$41,429,801,984	$2,707,773,018	7%
Direct Selling Establishments	$1,835,968	$1,228,852	($607,116)	-33%	$107,428,547	$80,594,542	($26,834,005)	-25%	$3,527,109,103	$2,905,107,059	($622,002,044)	-18%
Beer/Wine/Liquor Stores	$3,187,557	$2,233,078	($954,478)	-30%	$188,555,952	$166,148,008	($22,407,944)	-12%	$6,077,651,012	$6,463,833,201	$386,182,189	6%
Gasoline Stations	$28,833,583	$26,184,594	($2,648,989)	-9%	$1,688,369,911	$1,818,429,288	$130,059,377	8%	$53,565,091,417	$76,525,062,339	$22,959,970,922	43%
Limited-Service Eating Places	$16,442,159	$16,015,444	($426,715)	-3%	$1,093,152,799	$926,448,005	($166,704,794)	-15%	$37,081,748,567	$40,097,180,007	$3,015,431,440	8%
Home Furnishing Stores	$3,682,742	$5,553,672	$1,870,930	51%	$217,109,210	$155,632,837	($61,476,373)	-28%	$7,133,105,993	$7,564,900,479	$431,794,486	6%
Electronics/Appliance	$5,921,172	$9,544,434	$3,623,262	61%	$383,773,839	$239,666,694	($144,107,145)	-38%	$13,021,377,704	$12,478,673,403	($542,704,301)	-4%
Bar/Drinking Places (Alcoholic Beverages)	$886,681	$1,724,626	$837,945	95%	$69,075,184	$45,824,483	($23,250,701)	-34%	$2,517,224,715	$2,745,211,226	$227,986,511	9%
Book/Periodical/Music Stores	$1,139,385	$2,396,842	$1,257,457	110%	$67,881,929	$39,059,649	($28,822,280)	-42%	$2,240,435,441	$2,385,281,902	$144,846,461	6%
Building Material/Supplies Dealers	$20,369,155	$47,822,231	$27,453,075	135%	$1,193,384,738	$1,021,695,362	($171,689,376)	-14%	$39,576,088,752	$46,342,754,031	$6,766,665,279	17%
Consumer Demand/Market Supply Index	**$383,153,467**	**$153,452,650**	**250**		**$23,032,638,809**	**$18,287,584,789**	**126**		**$751,648,287,408**	**$795,138,722,743**	**95**	

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: City of Pinole
Address: City of Pinole, Contra Costa County, California
Date Report Created: 6/20/2019

By Major Product Lines	City of Pinole				Contra Costa County				California			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Jewelry (including Watches)	$3,364,382	$171,360	($3,193,021)	-95%	$198,956,497	$138,957,860	($59,998,637)	-30%	$6,554,902,822	$7,338,758,668	$783,855,846	12%
Womens/Juniors/Misses Wear	$14,307,774	$910,086	($13,397,688)	-94%	$841,315,362	$555,851,161	($285,464,201)	-34%	$27,489,496,945	$27,613,045,748	$123,548,803	0%
Footwear, including Accessories	$5,582,901	$496,887	($5,086,014)	-91%	$334,732,967	$189,666,351	($145,066,616)	-43%	$10,706,115,436	$10,217,460,591	($488,654,845)	-5%
Autos/Cars/Vans/Trucks/Motorcycles	$62,869,586	$5,900,254	($56,969,332)	-91%	$3,717,298,879	$2,330,342,290	($1,386,956,589)	-37%	$115,855,814,428	$120,130,246,188	$4,274,431,760	4%
Mens Wear	$5,525,624	$541,242	($4,984,382)	-90%	$331,199,333	$247,144,358	($84,054,975)	-25%	$10,640,111,347	$12,024,563,688	$1,384,452,341	13%
Childrens Wear/Infants/Toddlers Clothing	$2,264,659	$236,096	($2,028,563)	-90%	$137,244,801	$131,591,389	($5,653,412)	-4%	$4,470,454,198	$5,866,898,683	$1,396,444,485	31%
Groceries/Other Food Items (Off Premises)	$60,041,650	$6,965,518	($53,076,132)	-88%	$3,510,474,040	$3,456,148,503	($54,325,537)	-2%	$112,846,800,009	$110,604,387,672	($2,242,412,337)	-2%
Paper/Related Products	$1,581,040	$193,478	($1,387,562)	-88%	$91,430,628	$126,782,516	$35,351,888	39%	$3,049,548,456	$4,136,874,815	$1,087,326,359	36%
Furniture/Sleep/Outdoor/Patio Furniture	$10,331,204	$1,348,962	($8,982,243)	-87%	$616,897,982	$288,334,369	($328,563,613)	-53%	$19,900,010,066	$16,554,680,372	($3,345,329,694)	-17%
Drugs/Health Aids/Beauty Aids/Cosmetics	$44,039,994	$6,600,810	($37,439,184)	-85%	$2,562,859,317	$1,773,331,525	($789,527,792)	-31%	$85,923,015,094	$77,779,311,460	($8,143,703,634)	-9%
Pets/Pet Foods/Pet Supplies	$3,610,959	$689,646	($2,921,313)	-81%	$213,460,931	$111,782,821	($101,678,110)	-48%	$6,675,636,373	$4,892,283,008	($1,783,353,365)	-27%
Automotive Tires/Tubes/Batteries/Parts	$11,461,261	$3,194,749	($8,266,512)	-72%	$668,123,380	$439,214,288	($228,909,092)	-34%	$22,267,128,761	$20,811,188,095	($1,455,940,666)	-7%
All Other Merchandise	$14,824,748	$4,293,641	($10,531,107)	-71%	$871,397,716	$532,158,562	($339,239,154)	-39%	$28,419,481,978	$29,329,269,087	$909,787,109	3%
Retailer Services	$12,376,637	$3,627,155	($8,749,482)	-71%	$737,094,814	$489,602,051	($247,492,763)	-34%	$22,586,493,753	$24,317,804,346	$1,731,310,593	8%
Toys/Hobby Goods/Games	$1,866,912	$579,819	($1,287,093)	-69%	$109,805,519	$108,540,802	($1,264,717)	-1%	$3,648,690,523	$4,942,168,432	$1,293,477,909	35%
Optical Goods (incl Eyeglasses, Sunglasses)	$903,417	$290,205	($613,212)	-68%	$52,702,217	$69,050,843	$16,348,626	31%	$1,629,525,910	$2,213,459,475	$583,933,565	36%
Packaged Liquor/Wine/Beer	$7,030,083	$2,317,954	($4,712,129)	-67%	$415,135,481	$331,838,237	($83,297,244)	-20%	$13,299,756,649	$14,077,738,340	$777,981,691	6%
Small Electric Appliances	$809,779	$285,170	($524,609)	-65%	$47,434,030	$40,334,291	($7,099,739)	-15%	$1,552,770,909	$1,849,270,194	$296,499,285	19%
Sporting Goods (incl Bicycles/Sports Vehicles)	$3,304,336	$1,216,384	($2,087,951)	-63%	$196,841,082	$162,719,771	($34,121,311)	-17%	$6,436,080,498	$8,028,901,909	$1,592,821,411	25%
Soaps/Detergents/Household Cleaners	$1,831,012	$709,581	($1,121,431)	-61%	$106,857,349	$135,095,061	$28,237,712	26%	$3,488,716,416	$4,549,413,588	$1,060,697,172	30%
Cigars/Cigarettes/Tobacco/Accessories	$4,213,648	$1,678,979	($2,534,670)	-60%	$242,508,809	$253,293,698	$10,784,889	4%	$8,305,252,245	$10,288,435,002	$1,983,182,757	24%
Kitchenware/Home Furnishings	$4,509,176	$2,221,116	($2,288,060)	-51%	$265,946,234	$187,429,578	($78,516,656)	-30%	$8,749,736,423	$9,435,998,271	$686,261,848	8%
Computer Hardware/Software/Supplies	$6,068,478	$3,000,987	($3,067,491)	-51%	$498,977,523	$235,819,417	($263,158,106)	-53%	$18,848,236,245	$15,481,932,386	($3,366,303,859)	-18%
Audio Equipment/Musical Instruments	$2,129,276	$1,100,957	($1,028,319)	-48%	$125,750,928	$80,152,784	($45,598,144)	-36%	$4,164,230,075	$4,620,069,971	$455,839,896	11%
Sewing/Knitting Materials/Supplies	$173,656	$91,290	($82,366)	-47%	$9,716,741	$10,736,298	$1,019,557	10%	$310,053,177	$438,862,705	$128,809,528	42%
Curtains/Draperies/Slipcovers/Bed/Coverings	$1,749,844	$1,065,268	($684,577)	-39%	$104,915,866	$98,319,892	($6,595,974)	-6%	$3,303,412,647	$4,373,580,665	$1,070,168,018	32%
Alcoholic Drinks Served at the Establishment	$6,421,543	$4,466,394	($1,955,148)	-30%	$509,682,026	$331,153,037	($178,528,989)	-35%	$18,718,338,233	$16,113,196,512	($2,605,141,721)	-14%
Lawn/Garden/Farm Equipment/Supplies	$6,114,705	$4,472,506	($1,642,199)	-27%	$355,131,377	$311,681,238	($43,450,139)	-12%	$11,716,886,619	$12,664,750,777	$947,864,158	8%
Meats/Nonalcoholic Beverages	$31,716,782	$24,067,903	($7,648,879)	-24%	$2,105,133,883	$1,865,605,094	($239,528,789)	-11%	$71,345,528,677	$80,479,358,090	$9,133,829,413	13%
Televisions/VCR/Video Cameras/DVD etc	$2,422,972	$1,846,200	($576,772)	-24%	$143,282,552	$153,073,731	$9,791,179	7%	$4,733,901,685	$6,893,680,087	$2,159,778,402	46%
Automotive Fuels	$26,746,433	$23,174,280	($3,572,154)	-13%	$1,564,692,307	$1,921,577,578	$356,885,271	23%	$49,260,845,977	$72,873,338,128	$23,612,492,151	48%
Photographic Equipment/Supplies	$408,644	$399,339	($9,305)	-2%	$24,328,723	$24,182,872	($145,851)	-1%	$796,616,242	$1,158,815,543	$362,199,301	45%
Books/Periodicals	$1,536,726	$1,524,962	($11,764)	-1%	$91,255,921	$45,565,832	($45,690,089)	-50%	$3,019,977,458	$3,233,696,547	$213,719,089	7%
Household Fuels (incl Oil, LP gas, Wood, Coal)	$705,473	$1,058,977	$353,504	50%	$40,687,437	$68,392,585	$27,705,148	68%	$1,355,379,034	$2,045,135,926	$689,756,892	51%
Floor/Floor Coverings	$2,855,911	$4,885,619	$2,029,707	71%	$166,709,025	$129,681,417	($37,027,608)	-22%	$5,637,958,782	$6,280,622,361	$642,663,579	11%
Major Household Appliances	$1,510,097	$2,617,505	$1,107,408	73%	$89,443,398	$78,447,414	($10,995,984)	-12%	$2,754,942,916	$3,632,896,441	$877,953,525	32%
Automotive Lubricants (incl Oil, Greases)	$1,510,097	$2,617,505	$1,107,408	73%	$89,443,398	$78,447,414	($10,995,984)	-12%	$2,754,942,916	$3,632,896,441	$877,953,525	32%
Hardware/Tools/Plumbing/Electrical Supplies	$5,638,758	$11,652,508	$6,013,750	107%	$329,042,988	$296,019,380	($33,023,608)	-10%	$11,053,452,985	$13,405,627,339	$2,352,174,354	21%
Paints/Sundries/Wallpaper/Wall Coverings	$1,477,499	$3,529,376	$2,051,877	139%	$86,344,697	$78,530,218	($7,814,479)	-9%	$2,894,475,511	$3,557,115,548	$662,640,037	23%
Dimensional Lumber/Other Building Materials	$8,179,378	$19,806,064	$11,626,686	142%	$480,232,245	$425,265,432	($54,966,813)	-11%	$15,978,930,586	$19,445,954,246	$3,467,023,660	22%

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Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)
n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

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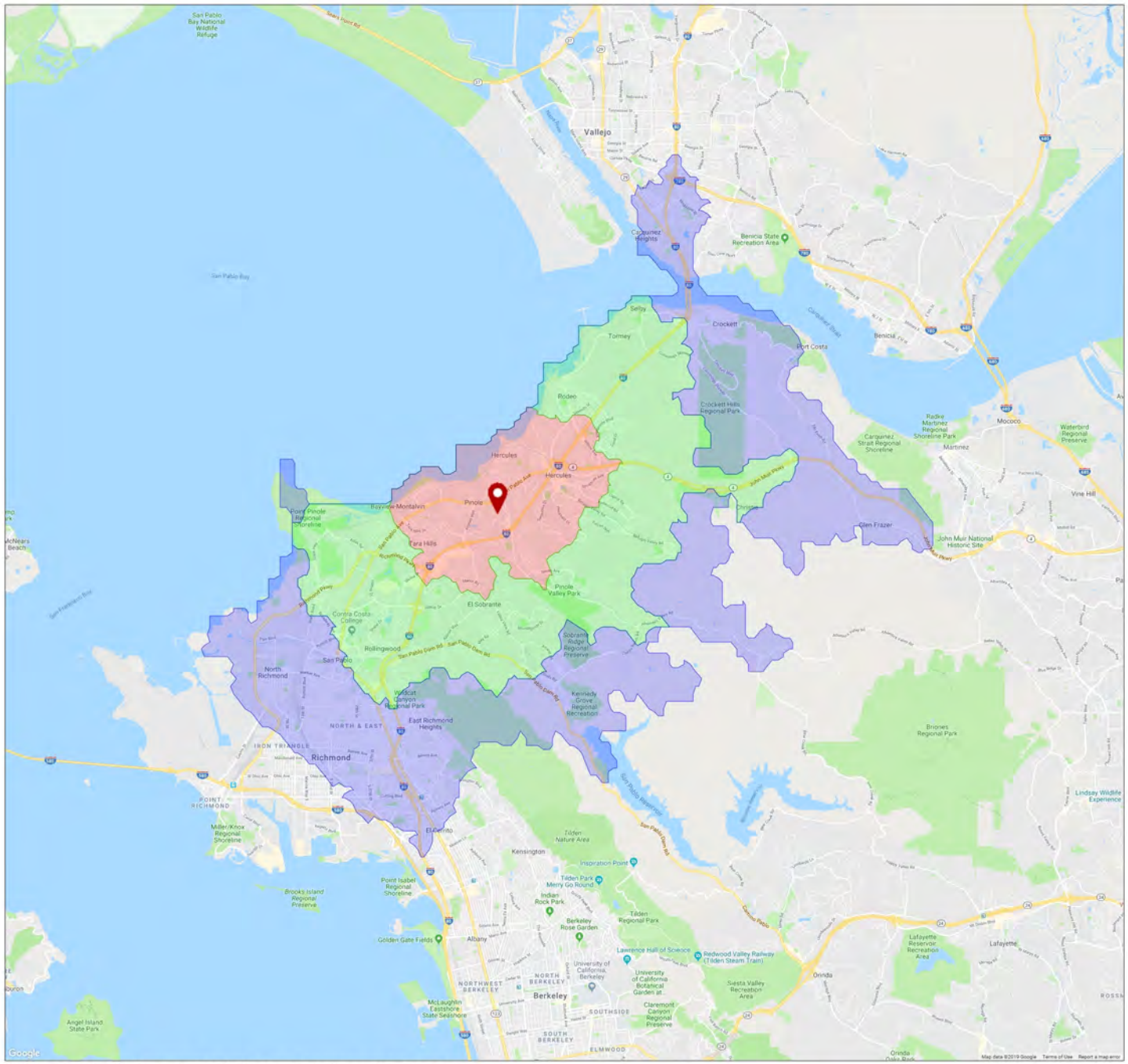
Tennent Ave and San Pablo Ave

ATTACHMENT A



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INSIGHT
MARKET ANALYTICS
Hdt2 ECONSolutions

Drive Time: 5, 10, 15 Mins

Scale In Miles:

0.0 1.3 2.6 3.9 5.2 6.5

ATTACHMENT A

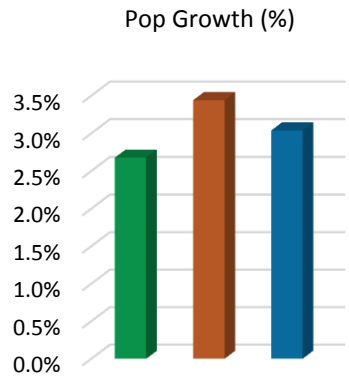
INSIGHT MARKET ANALYTICS

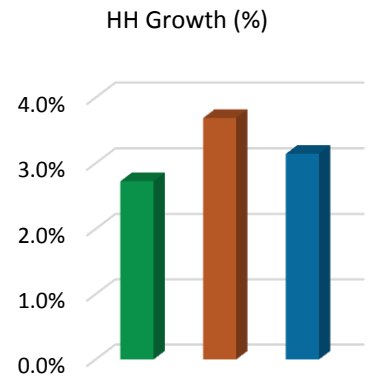
HdL ECONSolutions

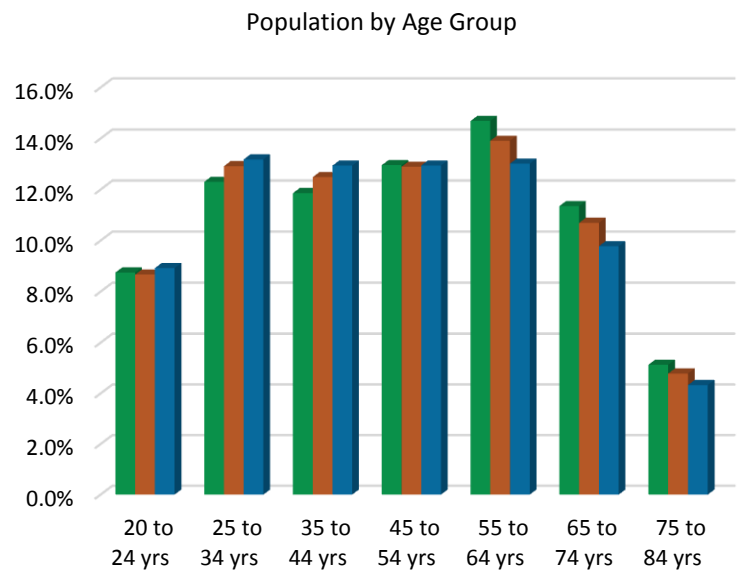
Consumer Demographic Profile

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	42,215	---	120,372	---	225,370	---
5 Year Projected Pop	43,345	---	124,516	---	232,222	---
Pop Growth (%)	2.7%	---	3.4%	---	3.0%	---
Households	14,829	---	42,296	---	77,194	---
5 Year Projected HHs	15,234	---	43,856	---	79,621	---
HH Growth (%)	2.7%	---	3.7%	---	3.1%	---
Census Stats						
2000 Population	36,782	---	103,960	---	204,329	---
2010 Population	40,242	---	112,170	---	212,429	---
Pop Growth (%)	9.4%	---	7.9%	---	4.0%	---
2000 Households	12,667	---	35,984	---	69,543	---
2010 Households	14,100	---	39,135	---	72,501	---
HH Growth (%)	11.3%	---	8.8%	---	4.3%	---
Total Population by Age						
Average Age	41.3		40.5		39.3	
19 yrs & under	9,006	21.3%	26,579	22.1%	52,821	23.4%
20 to 24 yrs	3,693	8.7%	10,431	8.7%	20,104	8.9%
25 to 34 yrs	5,192	12.3%	15,545	12.9%	29,701	13.2%
35 to 44 yrs	5,007	11.9%	15,029	12.5%	29,153	12.9%
45 to 54 yrs	5,469	13.0%	15,515	12.9%	29,164	12.9%
55 to 64 yrs	6,199	14.7%	16,742	13.9%	29,328	13.0%
65 to 74 yrs	4,791	11.3%	12,872	10.7%	22,036	9.8%
75 to 84 yrs	2,167	5.1%	5,760	4.8%	9,758	4.3%
85 + yrs	691	1.6%	1,899	1.6%	3,305	1.5%
Population Bases						
20-34 yrs	8,885	21.0%	25,976	21.6%	49,805	22.1%
45-64 yrs	11,668	27.6%	32,257	26.8%	58,493	26.0%
16 yrs +	34,114	80.8%	96,435	80.1%	178,110	79.0%
25 yrs +	29,516	69.9%	83,362	69.3%	152,445	67.6%
65 yrs +	7,649	18.1%	20,531	17.1%	35,098	15.6%
75 yrs +	2,858	6.8%	7,659	6.4%	13,062	5.8%
85 yrs +	691	1.6%	1,899	1.6%	3,305	1.5%







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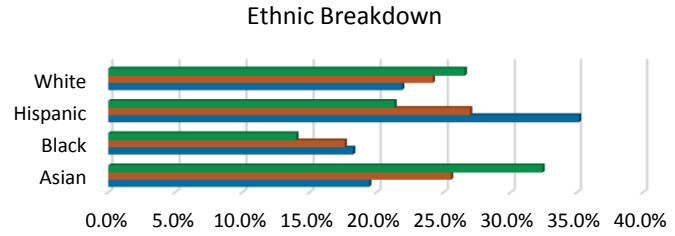
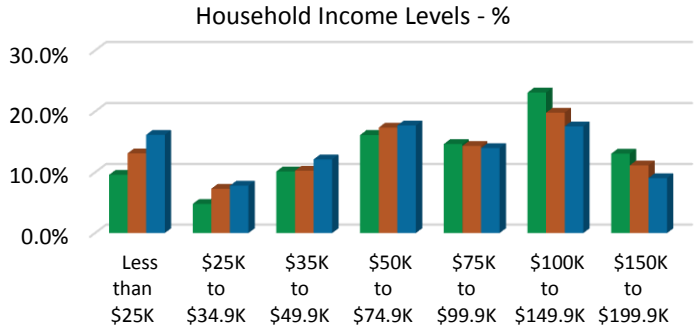
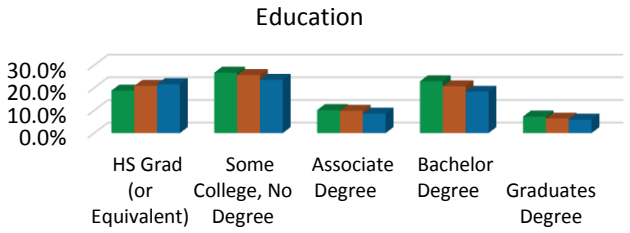
Consumer Demographic Profile

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	11,216	26.6%	29,130	24.2%	49,375	21.9%
Hispanic	9,006	21.3%	32,457	27.0%	79,250	35.2%
Black	5,916	14.0%	21,216	17.6%	41,127	18.2%
Asian	13,681	32.4%	30,768	25.6%	43,859	19.5%
Ancestry						
American Indian (ancestry)	146	0.3%	363	0.3%	703	0.3%
Hawaiin (ancestry)	175	0.4%	651	0.5%	1,229	0.5%
Household Income						
Per Capita Income	$37,169	---	$33,892	---	$30,223	---
Average HH Income	$105,811	---	$96,455	---	$88,237	---
Median HH Income	$89,526	---	$77,870	---	$68,845	---
Less than $25K	1,421	9.6%	5,557	13.1%	12,493	16.2%
$25K to $34.9K	712	4.8%	3,090	7.3%	6,026	7.8%
$35K to $49.9K	1,507	10.2%	4,344	10.3%	9,374	12.1%
$50K to $74.9K	2,396	16.2%	7,346	17.4%	13,674	17.7%
$75K to $99.9K	2,175	14.7%	6,072	14.4%	10,802	14.0%
$100K to $149.9K	3,426	23.1%	8,381	19.8%	13,565	17.6%
$150K to $199.9K	1,940	13.1%	4,721	11.2%	6,989	9.1%
$200K +	1,251	8.4%	2,786	6.6%	4,272	5.5%
Education	29,516		83,362		152,445	
Less than 9th Grade	1,649	5.6%	6,515	7.8%	17,846	11.7%
Some HS, No Diploma	1,521	5.2%	4,924	5.9%	11,425	7.5%
HS Grad (or Equivalent)	5,530	18.7%	17,345	20.8%	32,959	21.6%
Some College, No Degree	7,874	26.7%	21,359	25.6%	35,787	23.5%
Associate Degree	2,989	10.1%	8,205	9.8%	13,074	8.6%
Bachelor Degree	6,752	22.9%	17,163	20.6%	27,798	18.2%
Graduates Degree	2,139	7.2%	5,314	6.4%	8,993	5.9%







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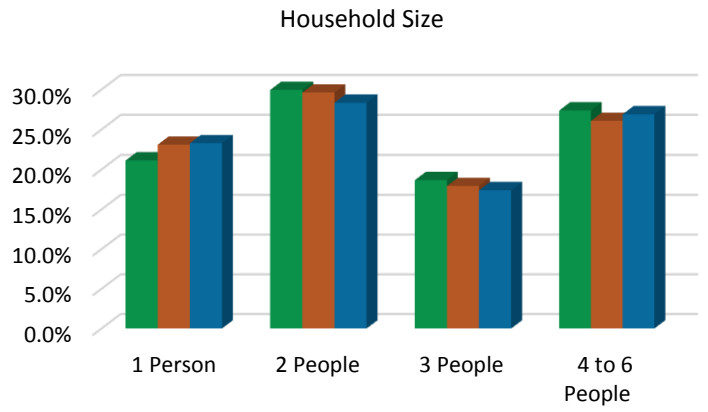
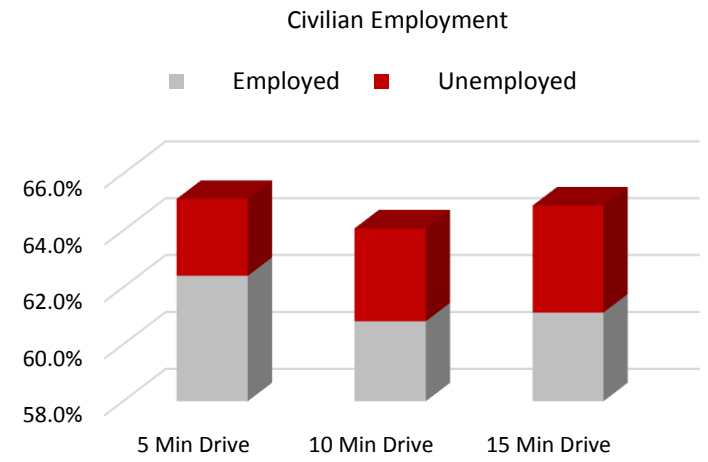
Consumer Demographic Profile

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	11,018		30,136		54,300	
Single - Male	401	3.6%	1,545	5.1%	2,921	5.4%
Single - Female	1,256	11.4%	3,846	12.8%	7,373	13.6%
Single Parent - Male	271	2.5%	830	2.8%	1,881	3.5%
Single Parent - Female	831	7.5%	2,984	9.9%	6,138	11.3%
Married w/ Children	3,187	28.9%	8,144	27.0%	14,895	27.4%
Married w/out Children	5,073	46.0%	12,787	42.4%	21,092	38.8%
Household Size						
1 Person	3,132	21.1%	9,771	23.1%	17,972	23.3%
2 People	4,441	29.9%	12,528	29.6%	21,880	28.3%
3 People	2,767	18.7%	7,582	17.9%	13,430	17.4%
4 to 6 People	4,060	27.4%	11,027	26.1%	20,769	26.9%
7+ People	430	2.9%	1,389	3.3%	3,143	4.1%
Home Ownership	14,829		42,296		77,194	
Owners	10,959	73.9%	27,908	66.0%	46,861	60.7%
Renters	3,870	26.1%	14,388	34.0%	30,333	39.3%
Components of Change						
Births	475	1.1%	1,376	1.1%	2,638	1.2%
Deaths	353	0.8%	938	0.8%	1,633	0.7%
Migration	34	0.1%	-327	-0.3%	-694	-0.3%
Employment (Pop 16+)	34,114		96,435		178,110	
Armed Services	34	0.1%	141	0.1%	215	0.1%
Civilian	22,212	65.1%	61,794	64.1%	115,554	64.9%
Employed	21,290	62.4%	58,641	60.8%	108,858	61.1%
Unemployed	922	2.7%	3,153	3.3%	6,695	3.8%
Not in Labor Force	11,869	34.8%	34,500	35.8%	62,341	35.0%
Employed Population	21,290		58,641		108,858	
White Collar	14,596	68.6%	36,819	62.8%	61,879	56.8%
Blue Collar	6,694	31.4%	21,821	37.2%	46,979	43.2%





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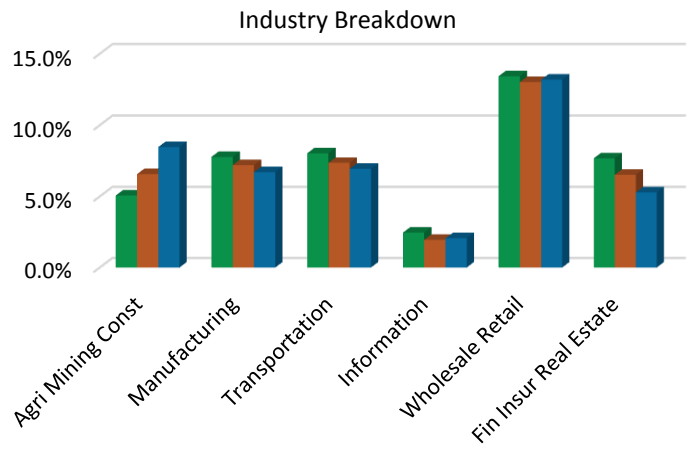
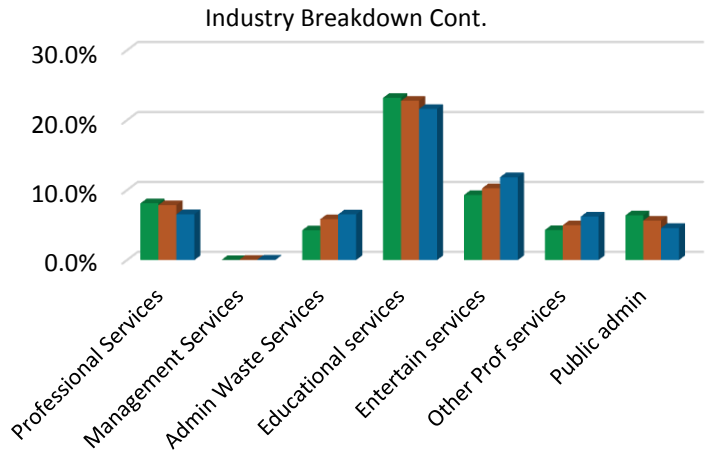
Consumer Demographic Profile

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	21,290		58,641		108,858	
White Collar	14,596	68.6%	36,819	62.8%	61,879	56.8%
Managerial executive	3,113	14.6%	8,169	13.9%	13,112	12.0%
Prof specialty	4,937	23.2%	12,059	20.6%	20,299	18.6%
Healthcare support	424	2.0%	1,430	2.4%	2,400	2.2%
Sales	2,289	10.8%	5,536	9.4%	10,232	9.4%
Office Admin	3,833	18.0%	9,624	16.4%	15,836	14.5%
Blue Collar	6,694	31.4%	21,821	37.2%	46,979	43.2%
Protective	542	2.5%	1,711	2.9%	2,652	2.4%
Food Prep Serving	1,053	4.9%	3,630	6.2%	7,946	7.3%
Bldg Maint/Cleaning	628	3.0%	2,923	5.0%	7,528	6.9%
Personal Care	988	4.6%	2,621	4.5%	5,238	4.8%
Farming/Fishing/Forestry	7	0.0%	80	0.1%	296	0.3%
Construction	1,555	7.3%	4,622	7.9%	11,032	10.1%
Production Transp	1,920	9.0%	6,234	10.6%	12,287	11.3%
Employment By Industry	21,290		58,641		108,858	
Agri Mining Const	1,079	5.1%	3,851	6.6%	9,223	8.5%
Manufacturing	1,657	7.8%	4,226	7.2%	7,308	6.7%
Transportation	1,711	8.0%	4,316	7.4%	7,560	6.9%
Information	522	2.5%	1,141	1.9%	2,237	2.1%
Wholesale Retail	2,860	13.4%	7,638	13.0%	14,362	13.2%
Fin Insur Real Estate	1,635	7.7%	3,825	6.5%	5,751	5.3%
Professional Services	1,727	8.1%	4,607	7.9%	7,125	6.5%
Management Services	0	0.0%	24	0.0%	53	0.0%
Admin Waste Services	907	4.3%	3,419	5.8%	7,098	6.5%
Educational services	4,939	23.2%	13,353	22.8%	23,509	21.6%
Entertain services	1,979	9.3%	6,013	10.3%	12,885	11.8%
Other Prof services	914	4.3%	2,921	5.0%	6,763	6.2%
Public admin	1,359	6.4%	3,308	5.6%	4,986	4.6%





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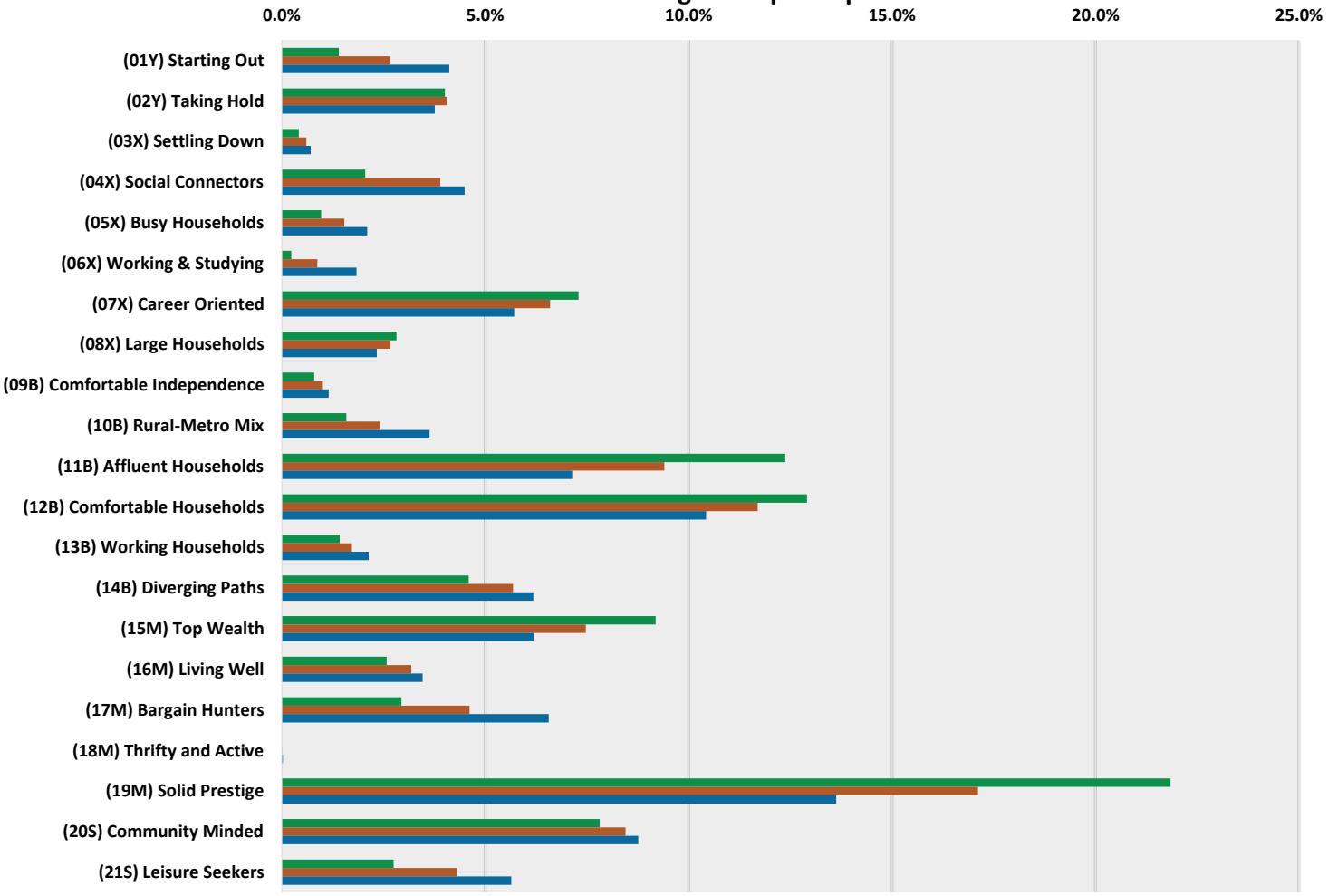
Household Segmentation Profile

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date: 6/20/2019

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive

Household Lifestage Group Comparison



	Trade Area 1: 5 Min Drive		Trade Area 2: 10 Min Drive		Trade Area 3: 15 Min Drive	
Total Households	**14,452**	**100%**	**40,102**	**100%**	**73,989**	**100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	1,346	9.3%	2,954	7.4%	4,344	5.9%
2	08- Solid Surroundings	(19M) Solid Prestige	1,317	9.1%	2,810	7.0%	4,110	5.6%
3	04- Top Professionals	(11B) Affluent Households	1,288	8.9%	2,614	6.5%	3,507	4.7%
4	03- Corporate Connected	(15M) Top Wealth	1,043	7.2%	2,187	5.5%	3,174	4.3%
5	17- Firmly Established	(12B) Comfortable Households	973	6.7%	2,364	5.9%	3,840	5.2%
6	13- Work & Play	(12B) Comfortable Households	892	6.2%	2,328	5.8%	3,878	5.2%
7	36- Persistent & Productive	(20S) Community Minded	692	4.8%	2,010	5.0%	3,824	5.2%
8	33- Urban Diversity	(14B) Diverging Paths	526	3.6%	1,794	4.5%	3,489	4.7%
9	05- Active & Involved	(19M) Solid Prestige	493	3.4%	1,099	2.7%	1,627	2.2%
10	26- Getting Established	(07X) Career Oriented	443	3.1%	1,249	3.1%	2,199	3.0%

** Rank is based on Trade Area 1 cluster size*

Uses the Personicx household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Household Segmentation Profile

Market: Tennent Ave and San Pablo Ave | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
TOTAL HOUSEHOLDS		**14,452**	**100%**	**40,102**	**100%**	**73,989**	**100%**
(01Y) Starting Out		**203**	**1.4%**	**1,069**	**2.7%**	**3,045**	**4.1%**
	39- Setting Goals	29	0.2%	141	0.4%	474	0.6%
	45- Offices & Entertainment	61	0.4%	241	0.6%	530	0.7%
	57- Collegiate Crowd	70	0.5%	372	0.9%	968	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	15	0.0%
	67- First Steps	44	0.3%	314	0.8%	1,057	1.4%
(02Y) Taking Hold		**579**	**4.0%**	**1,624**	**4.0%**	**2,780**	**3.8%**
	18- Climbing the Ladder	62	0.4%	135	0.3%	211	0.3%
	21- Children First	93	0.6%	317	0.8%	614	0.8%
	24- Career Building	393	2.7%	1,063	2.6%	1,713	2.3%
	30- Out & About	32	0.2%	110	0.3%	242	0.3%
(03X) Settling Down		**61**	**0.4%**	**243**	**0.6%**	**524**	**0.7%**
	34- Outward Bound	0	0.0%	1	0.0%	3	0.0%
	41- Rural Adventure	0	0.0%	17	0.0%	30	0.0%
	46- Rural & Active	60	0.4%	225	0.6%	491	0.7%
(04X) Social Connectors		**296**	**2.0%**	**1,563**	**3.9%**	**3,323**	**4.5%**
	42- Creative Variety	92	0.6%	335	0.8%	832	1.1%
	52- Stylish & Striving	110	0.8%	482	1.2%	1,021	1.4%
	59- Mobile Mixers	94	0.6%	746	1.9%	1,470	2.0%
(05X) Busy Households		**140**	**1.0%**	**617**	**1.5%**	**1,556**	**2.1%**
	37- Firm Foundations	67	0.5%	240	0.6%	558	0.8%
	62- Movies & Sports	73	0.5%	377	0.9%	998	1.3%
(06X) Working & Studying		**34**	**0.2%**	**350**	**0.9%**	**1,362**	**1.8%**
	61- City Life	2	0.0%	34	0.1%	277	0.4%
	69- Productive Havens	12	0.1%	82	0.2%	372	0.5%
	70- Favorably Frugal	20	0.1%	234	0.6%	713	1.0%
(07X) Career Oriented		**1,054**	**7.3%**	**2,645**	**6.6%**	**4,225**	**5.7%**
	06- Casual Comfort	330	2.3%	742	1.9%	1,003	1.4%
	10- Careers & Travel	191	1.3%	442	1.1%	670	0.9%
	20- Carving Out Time	91	0.6%	212	0.5%	352	0.5%
	26- Getting Established	443	3.1%	1,249	3.1%	2,199	3.0%
(08X) Large Households		**407**	**2.8%**	**1,072**	**2.7%**	**1,726**	**2.3%**
	11- Schools & Shopping	106	0.7%	264	0.7%	384	0.5%
	12- On the Go	146	1.0%	338	0.8%	563	0.8%
	19- Country Comfort	0	0.0%	3	0.0%	18	0.0%
	27- Tenured Proprietors	155	1.1%	467	1.2%	761	1.0%
(09B) Comfortable Independence		**115**	**0.8%**	**406**	**1.0%**	**853**	**1.2%**
	29- City Mixers	0	0.0%	1	0.0%	3	0.0%
	35- Working & Active	68	0.5%	215	0.5%	452	0.6%
	56- Metro Active	48	0.3%	190	0.5%	398	0.5%
(10B) Rural-Metro Mix		**230**	**1.6%**	**972**	**2.4%**	**2,687**	**3.6%**
	47- Rural Parents	0	0.0%	0	0.0%	22	0.0%
	53- Metro Strivers	230	1.6%	970	2.4%	2,646	3.6%
	60- Rural & Mobile	0	0.0%	2	0.0%	18	0.0%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
Hdl ECONSolutions

Household Segmentation Profile

Market: Tennent Ave and San Pablo Ave | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
TOTAL HOUSEHOLDS		**14,452**	**100%**	**40,102**	**100%**	**73,989**	**100%**
(11B) Affluent Households		**1,789**	**12.4%**	**3,771**	**9.4%**	**5,281**	**7.1%**
	01- Summit Estates	182	1.3%	493	1.2%	867	1.2%
	04- Top Professionals	1,288	8.9%	2,614	6.5%	3,507	4.7%
	07- Active Lifestyles	318	2.2%	664	1.7%	907	1.2%
(12B) Comfortable Households		**1,866**	**12.9%**	**4,692**	**11.7%**	**7,717**	**10.4%**
	13- Work & Play	892	6.2%	2,328	5.8%	3,878	5.2%
	17- Firmly Established	973	6.7%	2,364	5.9%	3,840	5.2%
(13B) Working Households		**206**	**1.4%**	**692**	**1.7%**	**1,581**	**2.1%**
	38- Occupational Mix	206	1.4%	691	1.7%	1,574	2.1%
	48- Farm & Home	0	0.0%	0	0.0%	6	0.0%
(14B) Diverging Paths		**664**	**4.6%**	**2,281**	**5.7%**	**4,572**	**6.2%**
	16- Country Enthusiasts	0	0.0%	1	0.0%	19	0.0%
	22- Comfortable Cornerstones	64	0.4%	211	0.5%	405	0.5%
	31- Mid-Americana	73	0.5%	260	0.6%	529	0.7%
	32- Metro Mix	1	0.0%	15	0.0%	130	0.2%
	33- Urban Diversity	526	3.6%	1,794	4.5%	3,489	4.7%
(15M) Top Wealth		**1,328**	**9.2%**	**2,997**	**7.5%**	**4,582**	**6.2%**
	02- Established Elite	285	2.0%	810	2.0%	1,408	1.9%
	03- Corporate Connected	1,043	7.2%	2,187	5.5%	3,174	4.3%
(16M) Living Well		**373**	**2.6%**	**1,276**	**3.2%**	**2,561**	**3.5%**
	14- Career Centered	274	1.9%	936	2.3%	1,909	2.6%
	15- Country Ways	0	0.0%	1	0.0%	6	0.0%
	23- Good Neighbors	98	0.7%	339	0.8%	646	0.9%
(17M)Bargain Hunters		**425**	**2.9%**	**1,852**	**4.6%**	**4,854**	**6.6%**
	43- Work & Causes	87	0.6%	337	0.8%	830	1.1%
	44- Open Houses	100	0.7%	390	1.0%	961	1.3%
	55- Community Life	82	0.6%	311	0.8%	686	0.9%
	63- Staying Home	134	0.9%	715	1.8%	1,958	2.6%
	68- Staying Healthy	23	0.2%	99	0.2%	421	0.6%
(18M) Thrifty & Active		**0**	**0.0%**	**1**	**0.0%**	**23**	**0.0%**
	40- Great Outdoors	0	0.0%	0	0.0%	5	0.0%
	50- Rural Community	0	0.0%	1	0.0%	10	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	8	0.0%
(19M) Solid Prestige		**3,157**	**21.8%**	**6,864**	**17.1%**	**10,082**	**13.6%**
	05- Active & Involved	493	3.4%	1,099	2.7%	1,627	2.2%
	08- Solid Surroundings	1,317	9.1%	2,810	7.0%	4,110	5.6%
	09- Busy Schedules	1,346	9.3%	2,954	7.4%	4,344	5.9%
(20S) Community Minded		**1,129**	**7.8%**	**3,387**	**8.4%**	**6,481**	**8.8%**
	25- Clubs & Causes	225	1.6%	743	1.9%	1,482	2.0%
	28- Community Pillars	211	1.5%	634	1.6%	1,174	1.6%
	36- Persistent & Productive	692	4.8%	2,010	5.0%	3,824	5.2%
(21S) Leisure Seekers		**397**	**2.7%**	**1,729**	**4.3%**	**4,173**	**5.6%**
	49- Home & Garden	84	0.6%	323	0.8%	702	0.9%
	51- Role Models	108	0.7%	388	1.0%	840	1.1%
	64- Practical & Careful	46	0.3%	257	0.6%	555	0.8%
	65- Hobbies & Shopping	76	0.5%	431	1.1%	1,175	1.6%
	66- Helping Hands	83	0.6%	331	0.8%	902	1.2%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

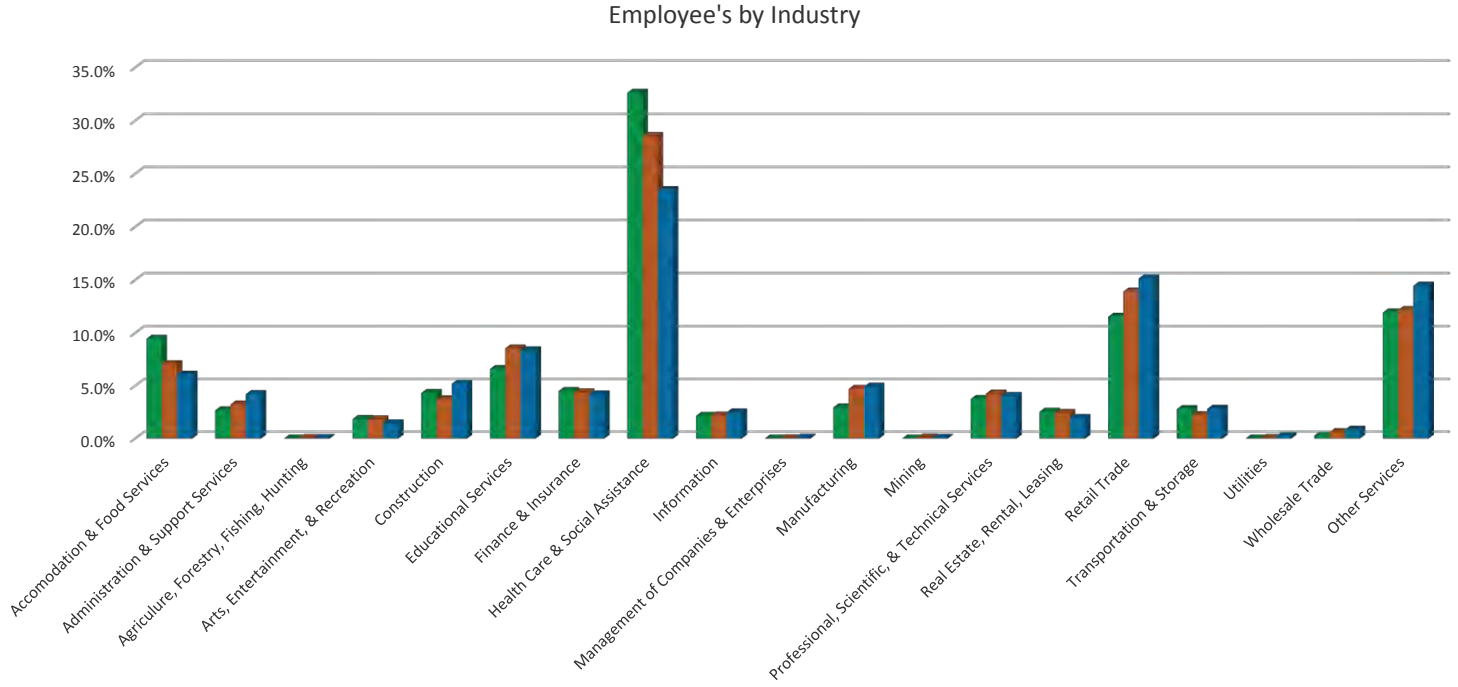
ATTACHMENT A

Employment Profile

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	31,855		102,848		183,257	
Student Population	7,083		31,842		48,388	
Median Employee Salary	53,323		52,891		51,515	
Average Employee Salary	63,398		62,387		60,653	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under $15,000 CrYr	189	1.8%	656	2.3%	1,505	2.7%
15,000 to 30,000 CrYr	276	2.6%	742	2.6%	1,775	3.2%
30,000 to 45,000 CrYr	3,665	34.6%	10,023	35.2%	19,911	35.6%
45,000 to 60,000 CrYr	2,122	20.0%	5,596	19.7%	11,172	20.0%
60,000 to 75,000 CrYr	1,407	13.3%	3,672	12.9%	6,906	12.3%
75,000 to 90,000 CrYr	1,052	9.9%	2,703	9.5%	5,468	9.8%
90,000 to 100,000 CrYr	256	2.4%	727	2.6%	1,696	3.0%
Over 100,000 CrYr	1,639	15.5%	4,331	15.2%	7,487	13.4%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	**674**	**100%**	**10,606**	**100%**	**1,769**	**100%**	**28,449**	**100%**	**3,195**	**100%**	**55,921**	**100%**
Accomodation & Food Services	53	7.9%	1,004	9.5%	120	6.8%	2,003	7.0%	203	6.4%	3,384	6.1%
Administration & Support Services	22	3.3%	284	2.7%	58	3.3%	920	3.2%	106	3.3%	2,354	4.2%
Agriculure, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	1	0.1%	14	0.0%	4	0.1%	26	0.0%
Arts, Entertainment, & Recreation	19	2.8%	197	1.9%	44	2.5%	517	1.8%	68	2.1%	809	1.4%
Construction	27	4.1%	458	4.3%	83	4.7%	1,061	3.7%	160	5.0%	2,909	5.2%
Educational Services	24	3.6%	699	6.6%	64	3.6%	2,432	8.5%	115	3.6%	4,678	8.4%
Finance & Insurance	45	6.6%	479	4.5%	110	6.2%	1,244	4.4%	156	4.9%	2,334	4.2%
Health Care & Social Assistance	177	26.2%	3,461	32.6%	402	22.7%	8,126	28.6%	634	19.9%	13,117	23.5%
Information	8	1.1%	228	2.2%	29	1.6%	621	2.2%	51	1.6%	1,386	2.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	4	0.0%	2	0.1%	48	0.1%
Manufacturing	15	2.2%	314	3.0%	51	2.9%	1,337	4.7%	109	3.4%	2,748	4.9%
Mining	0	0.0%	0	0.0%	2	0.1%	29	0.1%	3	0.1%	39	0.1%
Professional, Scientific, & Technical Services	50	7.5%	398	3.8%	142	8.0%	1,213	4.3%	234	7.3%	2,253	4.0%
Real Estate, Rental, Leasing	38	5.7%	269	2.5%	95	5.4%	689	2.4%	148	4.6%	1,093	2.0%
Retail Trade	74	10.9%	1,224	11.5%	219	12.4%	3,962	13.9%	441	13.8%	8,473	15.2%
Transportation & Storage	10	1.5%	296	2.8%	31	1.7%	629	2.2%	60	1.9%	1,579	2.8%
Utilities	0	0.0%	0	0.0%	1	0.1%	12	0.0%	4	0.1%	136	0.2%
Wholesale Trade	6	0.9%	29	0.3%	18	1.0%	172	0.6%	43	1.3%	463	0.8%
Other Services	105	15.6%	1,267	11.9%	299	16.9%	3,464	12.2%	654	20.5%	8,091	14.5%

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INSIGHT MARKET ANALYTICS

HdL ECONSolutions

ATTACHMENT A

Employment Profile

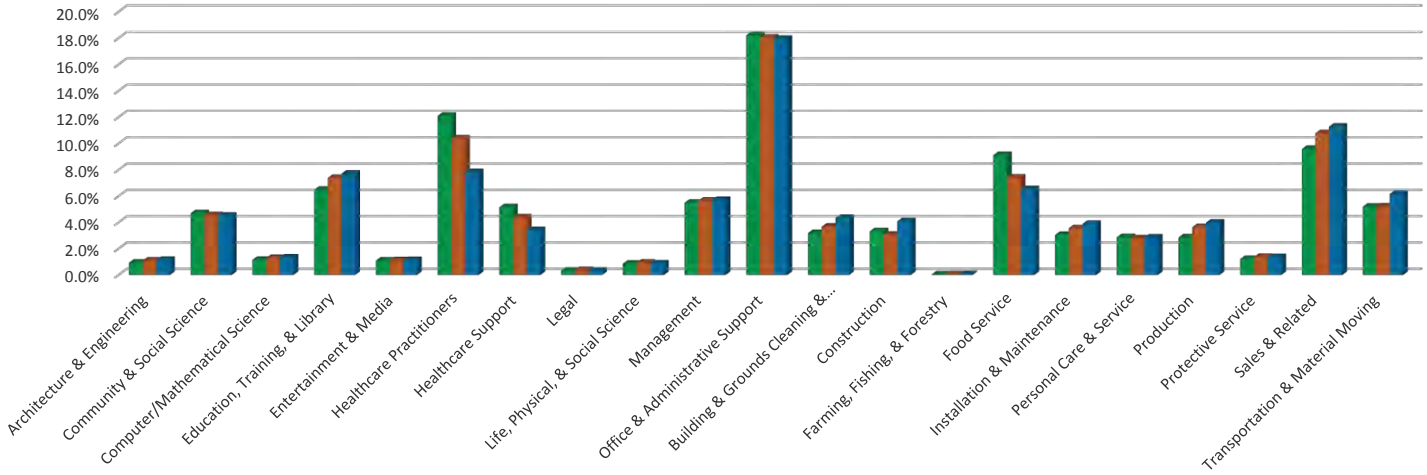
Site: Downtown Pinole

Address: Tennent Ave and San Pablo Ave | Pinole CA

Date Report Created: 6/20/2019

Occupations	5 Min Drive # of Employee's		10 Min Drive # of Employee's		15 Min Drive # of Employee's	
White Collar	6,303	59.4%	16,555	58.2%	30,868	55.2%
Architecture & Engineering	98	0.9%	307	1.1%	632	1.1%
Community & Social Science	497	4.7%	1,290	4.5%	2,514	4.5%
Computer/Mathematical Science	121	1.1%	363	1.3%	742	1.3%
Education, Training, & Library	686	6.5%	2,099	7.4%	4,309	7.7%
Entertainment & Media	115	1.1%	315	1.1%	630	1.1%
Healthcare Practitioners	1,282	12.1%	2,951	10.4%	4,373	7.8%
Healthcare Support	546	5.1%	1,241	4.4%	1,901	3.4%
Legal	33	0.3%	103	0.4%	173	0.3%
Life, Physical, & Social Science	90	0.9%	264	0.9%	480	0.9%
Management	583	5.5%	1,605	5.6%	3,184	5.7%
Office & Administrative Support	1,931	18.2%	5,129	18.0%	10,032	17.9%
Blue Collar	4,280	40.4%	11,788	41.4%	24,844	44.4%
Building & Grounds Cleaning & Maintenance	338	3.2%	1,044	3.7%	2,420	4.3%
Construction	352	3.3%	866	3.0%	2,278	4.1%
Farming, Fishing, & Forestry	3	0.0%	11	0.0%	32	0.1%
Food Service	966	9.1%	2,105	7.4%	3,641	6.5%
Installation & Maintenance	322	3.0%	1,012	3.6%	2,169	3.9%
Personal Care & Service	304	2.9%	790	2.8%	1,587	2.8%
Production	302	2.8%	1,032	3.6%	2,222	4.0%
Protective Service	128	1.2%	386	1.4%	753	1.3%
Sales & Related	1,016	9.6%	3,064	10.8%	6,299	11.3%
Transportation & Material Moving	550	5.2%	1,478	5.2%	3,443	6.2%
Military Services	23	0.2%	105	0.4%	209	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	10,606	28,449	55,921
2018 Q3	10,060	26,525	52,210
2018 Q2	10,455	27,915	54,983
2018 Q1	10,952	29,067	57,141
2017 Q4	11,290	29,583	57,816
2017 Q3	10,646	27,892	54,688
2017 Q2	11,212	29,806	58,302
2017 Q1	11,121	29,634	58,041
2016 Q4	11,183	29,839	58,579

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive				10 Min Drive				15 Min Drive			
Demographics												
Population	42,215				120,372				225,370			
5-Year Population estimate	43,345				124,516				232,222			
Population Households	42,132				119,138				223,224			
Group Quarters Population	83				1,234				2,145			
Households	14,829				42,296				77,194			
5-Year Households estimate	15,234				43,856				79,621			
WorkPlace Establishments	674				1,769				3,195			
Workplace Employees	10,606				28,449				55,921			
Median Household Income	$89,526				$77,870				$68,845			
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	$8,796,281	$0	($8,796,281)	-100%	$24,520,434	$0	($24,520,434)	-100%	$44,899,095	$6,717,620	($38,181,475)	-85%
Lawn/Garden Equipment/Supplies Stores	$5,283,555	$0	($5,283,555)	-100%	$14,717,861	$6,632,012	($8,085,849)	-55%	$27,118,261	$8,971,964	($18,146,298)	-67%
Florists/Misc. Store Retailers	$1,113,906	$0	($1,113,906)	-100%	$3,104,995	$84,813	($3,020,182)	-97%	$5,724,352	$1,164,931	($4,559,422)	-80%
Used Merchandise Stores	$2,706,098	$0	($2,706,098)	-100%	$7,544,146	$3,012,398	($4,531,748)	-60%	$13,871,305	$6,371,332	($7,499,973)	-54%
Electronic Shopping/Mail Order Houses	$109,198,735	$0	($109,198,735)	-100%	$304,216,068	$61,029,002	($243,187,066)	-80%	$563,698,564	$73,348,286	($490,350,278)	-87%
Vending Machine Operators (Non-Store)	$5,035,308	$0	($5,035,308)	-100%	$14,043,060	$3,173,585	($10,869,475)	-77%	$26,002,122	$3,173,585	($22,828,537)	-88%
Jewelry/Luggage/Leather Goods	$4,933,233	$366,122	($4,567,111)	-93%	$13,773,424	$7,277,511	($6,495,914)	-47%	$25,361,330	$10,999,682	($14,361,647)	-57%
Other Motor Vehicle Dealers	$9,782,533	$1,153,854	($8,628,679)	-88%	$27,183,991	$5,420,862	($21,763,129)	-80%	$49,641,090	$7,348,586	($42,292,504)	-85%
Grocery Stores	$83,372,280	$13,532,216	($69,840,064)	-84%	$233,065,068	$143,258,937	($89,806,131)	-39%	$431,750,416	$435,040,129	$3,289,713	1%
Shoe Stores	$4,993,316	$1,180,182	($3,813,134)	-76%	$13,865,719	$9,834,851	($4,030,868)	-29%	$25,322,078	$9,834,851	($15,487,227)	-61%
Clothing Stores	$36,116,253	$8,797,218	($27,319,035)	-76%	$100,743,615	$41,312,601	($59,431,014)	-59%	$185,073,103	$63,323,419	($121,749,684)	-66%
Other Misc. Store Retailers	$11,708,281	$3,302,297	($8,405,984)	-72%	$32,519,853	$11,901,394	($20,618,459)	-63%	$59,705,310	$29,286,186	($30,419,124)	-51%
Automotive Dealers	$157,141,924	$45,783,092	($111,358,832)	-71%	$437,208,342	$239,745,869	($197,462,473)	-45%	$798,210,582	$476,794,680	($321,415,903)	-40%
Sporting Goods/Hobby/Musical Instrument	$8,839,877	$2,963,317	($5,876,559)	-66%	$24,627,536	$11,551,628	($13,075,908)	-53%	$45,258,432	$17,270,858	($27,987,574)	-62%
Office Supplies/Stationary/Gift	$4,014,996	$1,379,674	($2,635,322)	-66%	$11,151,516	$7,708,716	($3,442,800)	-31%	$20,550,470	$16,775,458	($3,775,012)	-18%
Direct Selling Establishments	$3,995,507	$1,424,668	($2,570,839)	-64%	$11,213,184	$5,302,526	($5,910,659)	-53%	$20,838,485	$17,875,054	($2,963,431)	-14%
Automotive Parts/Accessories/Tire	$12,571,703	$6,418,181	($6,153,522)	-49%	$35,408,573	$18,393,333	($17,015,240)	-48%	$65,935,807	$40,751,285	($25,184,522)	-38%
Department Stores	$19,432,446	$10,825,784	($8,606,662)	-44%	$54,272,578	$68,868,134	$14,595,556	27%	$100,138,208	$92,070,376	($8,067,831)	-8%
Electronics/Appliance	$13,237,041	$8,186,391	($5,050,650)	-38%	$36,397,047	$19,515,025	($16,882,022)	-46%	$67,328,244	$22,029,720	($45,298,525)	-67%
Health/Personal Care Stores	$43,172,197	$26,764,467	($16,407,731)	-38%	$121,423,004	$67,969,805	($53,453,199)	-44%	$226,155,543	$111,547,341	($114,608,202)	-51%
Other General Merchandise Stores	$85,429,108	$55,188,037	($30,241,071)	-35%	$238,892,709	$158,787,161	($80,105,547)	-34%	$442,396,121	$570,039,959	$127,643,838	29%
Special Food Services	$7,759,740	$5,220,944	($2,538,796)	-33%	$21,160,354	$11,837,214	($9,323,139)	-44%	$38,932,122	$19,540,453	($19,391,669)	-50%
Home Furnishing Stores	$8,071,546	$6,467,710	($1,603,837)	-20%	$22,552,580	$9,234,430	($13,318,150)	-59%	$41,630,278	$22,975,681	($18,654,597)	-45%
Specialty Food Stores	$4,945,982	$4,116,510	($829,472)	-17%	$13,822,371	$6,712,859	($7,109,512)	-51%	$25,609,595	$19,211,997	($6,397,599)	-25%
Beer/Wine/Liquor Stores	$6,997,142	$6,104,034	($893,108)	-13%	$19,493,018	$13,749,874	($5,743,144)	-29%	$35,853,858	$25,873,260	($9,980,598)	-28%
Book/Periodical/Music Stores	$2,497,033	$2,396,842	($100,191)	-4%	$6,997,423	$4,514,333	($2,483,090)	-35%	$12,972,023	$7,787,466	($5,184,558)	-40%
Bar/Drinking Places (Alcoholic Beverages)	$2,073,018	$2,125,254	$52,236	3%	$5,547,787	$6,705,041	$1,157,254	21%	$10,387,647	$7,638,213	($2,749,434)	-26%
Full-Service Restaurants	$35,907,465	$41,724,282	$5,816,818	16%	$97,242,978	$74,527,363	($22,715,616)	-23%	$180,059,100	$96,896,932	($83,162,168)	-46%
Gasoline Stations	$63,092,207	$75,342,762	$12,250,555	19%	$176,749,876	$190,241,032	$13,491,156	8%	$326,775,755	$346,144,740	$19,368,984	6%
Limited-Service Eating Places	$37,161,492	$44,854,488	$7,692,996	21%	$101,352,207	$82,495,753	($18,856,454)	-19%	$186,473,492	$146,605,641	($39,867,851)	-21%
Building Material/Supplies Dealers	$44,568,265	$60,451,953	$15,883,689	36%	$124,684,644	$94,648,444	($30,036,200)	-24%	$230,909,520	$149,142,509	($81,767,011)	-35%
Consumer Demand/Market Supply Index	**$843,948,471**	**$436,070,279**	**194**		**$2,349,495,962**	**$1,385,446,506**	**170**		**$4,334,582,311**	**$2,862,552,194**	**151**	

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: Downtown Pinole
Address: Tennent Ave and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture/Sleep/Outdoor/Patio Furniture	$22,686,135	$3,011,402	($19,674,733)	-87%	$63,254,024	$11,764,532	($51,489,492)	-81%	$115,811,642	$30,223,914	($85,587,728)	-74%
Jewelry (including Watches)	$7,393,160	$1,192,349	($6,200,811)	-84%	$20,658,072	$11,610,752	($9,047,320)	-44%	$38,072,773	$18,558,095	($19,514,679)	-51%
Computer Hardware/Software/Supplies	$14,274,859	$3,080,474	($11,194,385)	-78%	$37,985,498	$17,472,752	($20,512,746)	-54%	$72,173,351	$23,877,334	($48,296,017)	-67%
Footwear, including Accessories	$12,345,140	$2,699,683	($9,645,457)	-78%	$34,274,396	$18,002,922	($16,271,474)	-47%	$62,573,624	$23,548,664	($39,024,960)	-62%
Pets/Pet Foods/Pet Supplies	$8,042,710	$1,892,895	($6,149,816)	-76%	$21,975,234	$6,977,405	($14,997,829)	-68%	$39,675,343	$18,211,351	($21,463,992)	-54%
Womens/Juniors/Misses Wear	$31,236,440	$7,606,913	($23,629,526)	-76%	$87,345,439	$40,898,864	($46,446,575)	-53%	$160,718,631	$65,557,606	($95,161,025)	-59%
All Other Merchandise	$32,444,256	$8,544,012	($23,900,243)	-74%	$90,416,470	$38,857,156	($51,559,314)	-57%	$166,215,088	$76,174,805	($90,040,284)	-54%
Autos/Cars/Vans/Trucks/Motorcycles	$138,859,678	$38,898,329	($99,961,349)	-72%	$386,313,642	$203,489,528	($182,824,114)	-47%	$704,578,984	$402,875,786	($301,703,198)	-43%
Mens Wear	$12,297,487	$3,527,951	($8,769,536)	-71%	$34,084,465	$18,518,978	($15,565,487)	-46%	$62,166,666	$30,879,636	($31,287,031)	-50%
Audio Equipment/Musical Instruments	$4,647,430	$1,372,528	($3,274,901)	-70%	$13,059,989	$6,130,404	($6,929,586)	-53%	$24,190,609	$9,532,313	($14,658,296)	-61%
Sporting Goods (incl Bicycles/Sports Vehicles)	$7,305,224	$2,333,035	($4,972,189)	-68%	$20,355,421	$10,898,547	($9,456,874)	-46%	$37,398,947	$19,337,719	($18,061,227)	-48%
Drugs/Health Aids/Beauty Aids/Cosmetics	$95,794,304	$32,544,428	($63,249,876)	-66%	$269,648,068	$115,741,346	($153,906,722)	-57%	$502,734,223	$228,956,700	($273,777,524)	-54%
Groceries/Other Food Items (Off Premises)	$131,144,541	$45,351,750	($85,792,791)	-65%	$366,711,033	$209,902,613	($156,808,421)	-43%	$679,571,177	$633,501,305	($46,069,872)	-7%
Automotive Tires/Tubes/Batteries/Parts	$24,943,200	$9,041,568	($15,901,632)	-64%	$70,360,904	$33,368,880	($36,992,024)	-53%	$131,257,607	$70,977,170	($60,280,437)	-46%
Retailer Services	$27,350,294	$9,994,753	($17,355,541)	-63%	$75,479,655	$40,291,214	($35,188,440)	-47%	$137,139,770	$78,234,240	($58,905,530)	-43%
Childrens Wear/Infants/Toddlers Clothing	$5,085,970	$2,009,596	($3,076,375)	-60%	$14,158,724	$10,124,216	($4,034,508)	-28%	$26,064,425	$17,812,935	($8,251,490)	-32%
Kitchenware/Home Furnishings	$9,892,960	$4,073,412	($5,819,548)	-59%	$27,595,401	$12,830,328	($14,765,073)	-54%	$50,867,984	$26,926,276	($23,941,708)	-47%
Toys/Hobby Goods/Games	$4,111,213	$1,722,178	($2,389,035)	-58%	$11,495,940	$7,691,721	($3,804,218)	-33%	$21,254,185	$15,457,890	($5,796,296)	-27%
Small Electric Appliances	$1,769,111	$767,065	($1,002,046)	-57%	$4,947,848	$2,815,849	($2,131,999)	-43%	$9,120,747	$6,378,271	($2,742,475)	-30%
Lawn/Garden/Farm Equipment/Supplies	$13,346,112	$6,352,887	($6,993,225)	-52%	$37,232,700	$19,875,178	($17,357,522)	-47%	$68,735,641	$36,345,457	($32,390,184)	-47%
Sewing/Knitting Materials/Supplies	$372,090	$179,889	($192,202)	-52%	$1,014,740	$669,360	($345,379)	-34%	$1,849,537	$1,380,406	($469,131)	-25%
Books/Periodicals	$3,362,063	$1,684,269	($1,677,794)	-50%	$9,453,808	$4,281,284	($5,172,524)	-55%	$17,562,193	$7,680,245	($9,881,948)	-56%
Packaged Liquor/Wine/Beer	$15,443,259	$7,753,547	($7,689,712)	-50%	$42,965,059	$23,652,482	($19,312,577)	-45%	$78,780,788	$55,800,134	($22,980,654)	-29%
Curtains/Draperies/Slipcovers/Bed/Coverings	$3,884,238	$2,198,723	($1,685,515)	-43%	$10,672,071	$6,858,649	($3,813,422)	-36%	$19,349,675	$15,334,108	($4,015,566)	-21%
Paper/Related Products	$3,421,996	$1,992,970	($1,429,025)	-42%	$9,637,745	$7,472,140	($2,165,605)	-22%	$17,979,531	$22,699,688	$4,720,157	26%
Televisions/VCR/Video Cameras/DVD etc	$5,312,105	$3,154,061	($2,158,045)	-41%	$14,910,597	$10,312,309	($4,598,288)	-31%	$27,625,785	$22,260,951	($5,364,834)	-19%
Photographic Equipment/Supplies	$907,912	$545,938	($361,974)	-40%	$2,525,681	$1,716,936	($808,745)	-32%	$4,636,310	$3,257,667	($1,378,643)	-30%
Soaps/Detergents/Household Cleaners	$4,006,846	$2,465,668	($1,541,178)	-38%	$11,135,738	$8,515,556	($2,620,182)	-24%	$20,602,501	$23,892,288	$3,289,787	16%
Cigars/Cigarettes/Tobacco/Accessories	$9,075,777	$6,102,400	($2,973,377)	-33%	$25,957,364	$17,846,409	($8,110,955)	-31%	$49,305,813	$44,257,542	($5,048,271)	-10%
Optical Goods (incl Eyeglasses, Sunglasses)	$1,962,201	$1,480,222	($481,979)	-25%	$5,488,959	$4,202,388	($1,286,571)	-23%	$10,137,681	$9,026,087	($1,111,594)	-11%
Major Household Appliances	$3,344,463	$3,174,413	($170,050)	-5%	$9,104,193	$6,718,815	($2,385,378)	-26%	$16,288,702	$10,423,781	($5,864,921)	-36%
Automotive Lubricants (incl Oil, Greases)	$3,344,463	$3,174,413	($170,050)	-5%	$9,104,193	$6,718,815	($2,385,378)	-26%	$16,288,702	$10,423,781	($5,864,921)	-36%
Alcoholic Drinks Served at the Establishment	$15,079,023	$14,644,586	($434,437)	-3%	$40,254,847	$28,898,065	($11,356,781)	-28%	$75,529,309	$37,401,558	($38,127,751)	-50%
Floor/Floor Coverings	$6,225,853	$6,074,187	($151,665)	-2%	$17,540,841	$9,691,041	($7,849,800)	-45%	$32,742,256	$18,968,976	($13,773,280)	-42%
Household Fuels (incl Oil, LP gas, Wood, Coal)	$1,517,015	$1,537,094	$20,079	1%	$4,294,644	$4,908,058	$613,414	14%	$8,061,005	$14,381,506	$6,320,501	78%
Meats/Nonalcoholic Beverages	$71,666,199	$80,651,696	$8,985,497	13%	$195,477,651	$154,058,988	($41,418,664)	-21%	$359,530,828	$255,963,289	($103,567,539)	-29%
Automotive Fuels	$58,558,707	$70,847,501	$12,288,793	21%	$163,982,231	$183,432,427	$19,450,196	12%	$302,705,960	$363,218,368	$60,512,409	20%
Hardware/Tools/Plumbing/Electrical Supplies	$12,240,389	$15,296,603	$3,056,214	25%	$34,488,149	$25,975,531	($8,512,618)	-25%	$64,316,035	$43,781,583	($20,534,452)	-32%
Dimensional Lumber/Other Building Materials	$17,968,409	$25,035,473	$7,067,064	39%	$50,210,807	$39,268,703	($10,942,104)	-22%	$92,983,054	$62,049,596	($30,933,458)	-33%
Paints/Sundries/Wallpaper/Wall Coverings	$3,225,946	$4,508,769	$1,282,824	40%	$9,054,992	$7,160,785	($1,894,206)	-21%	$16,833,763	$11,555,610	($5,278,154)	-31%

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Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)
n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

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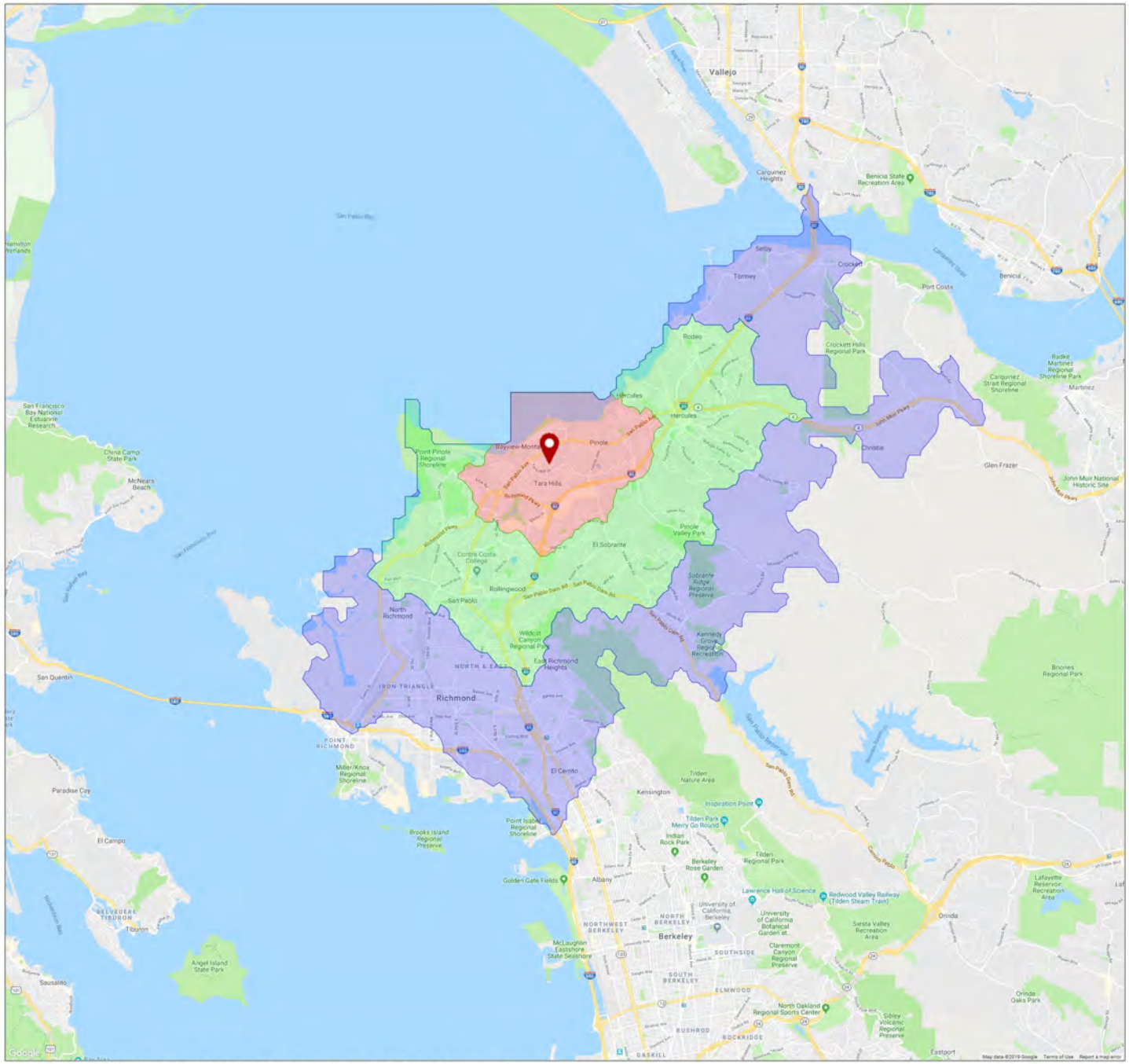
Del Monte Dr and San Pablo Ave

ATTACHMENT A



INSIGHT
MARKET ANALYTICS
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Drive Time: 5, 10, 15 Mins

Scale In Miles:

0.0 1.3 2.6 3.9 5.2 6.5

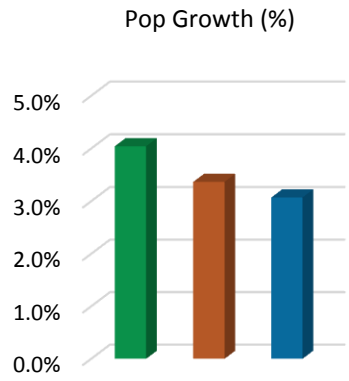
SOURCE: SiteSeer Professional © 2019 SiteSeer Technologies, LLC. All rights reserved.

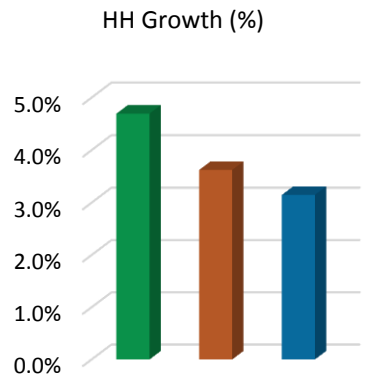
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

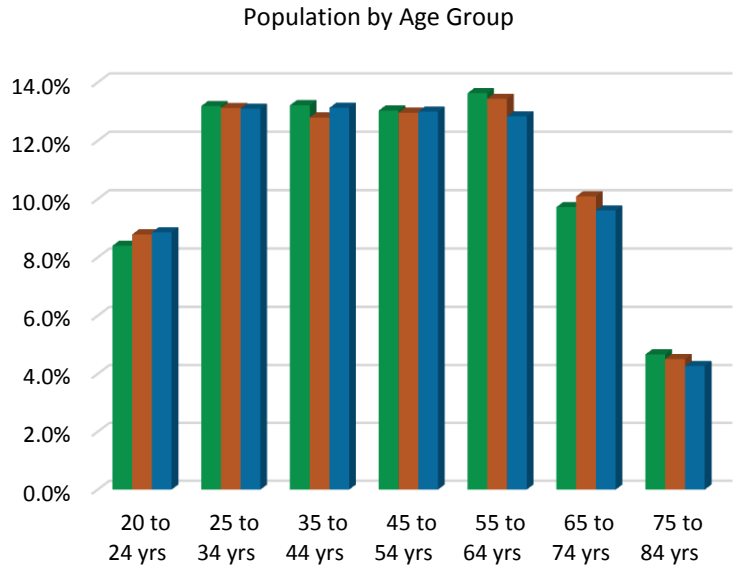
Consumer Demographic Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	35,580	---	133,816	---	236,535	---
5 Year Projected Pop	37,018	---	138,321	---	243,799	---
Pop Growth (%)	4.0%	---	3.4%	---	3.1%	---
Households	12,966	---	45,938	---	81,066	---
5 Year Projected HHs	13,575	---	47,602	---	83,618	---
HH Growth (%)	4.7%	---	3.6%	---	3.1%	---
Census Stats						
2000 Population	30,389	---	116,377	---	214,337	---
2010 Population	32,815	---	124,929	---	222,421	---
Pop Growth (%)	8.0%	---	7.3%	---	3.8%	---
2000 Households	10,756	---	39,399	---	72,937	---
2010 Households	11,751	---	42,576	---	76,002	---
HH Growth (%)	9.3%	---	8.1%	---	4.2%	---
Total Population by Age						
Average Age	39.9		39.9		39.2	
19 yrs & under	8,056	22.6%	30,458	22.8%	56,130	23.7%
20 to 24 yrs	2,988	8.4%	11,763	8.8%	20,954	8.9%
25 to 34 yrs	4,693	13.2%	17,563	13.1%	30,977	13.1%
35 to 44 yrs	4,703	13.2%	17,126	12.8%	31,054	13.1%
45 to 54 yrs	4,639	13.0%	17,345	13.0%	30,747	13.0%
55 to 64 yrs	4,851	13.6%	17,979	13.4%	30,361	12.8%
65 to 74 yrs	3,459	9.7%	13,506	10.1%	22,726	9.6%
75 to 84 yrs	1,663	4.7%	6,040	4.5%	10,101	4.3%
85 + yrs	528	1.5%	2,037	1.5%	3,485	1.5%
Population Bases						
20-34 yrs	7,681	21.6%	29,326	21.9%	51,932	22.0%
45-64 yrs	9,489	26.7%	35,324	26.4%	61,108	25.8%
16 yrs +	28,263	79.4%	106,435	79.5%	186,328	78.8%
25 yrs +	24,536	69.0%	91,596	68.4%	159,452	67.4%
65 yrs +	5,651	15.9%	21,583	16.1%	36,312	15.4%
75 yrs +	2,192	6.2%	8,077	6.0%	13,586	5.7%
85 yrs +	528	1.5%	2,037	1.5%	3,485	1.5%







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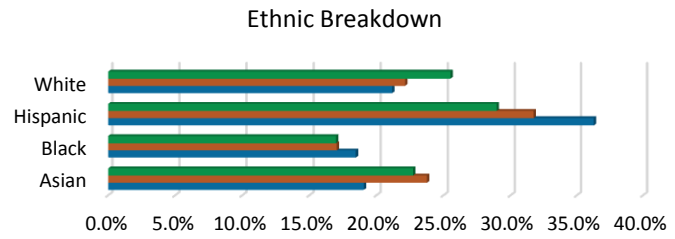
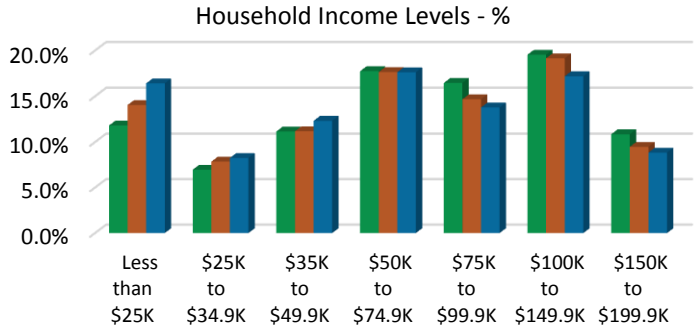
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

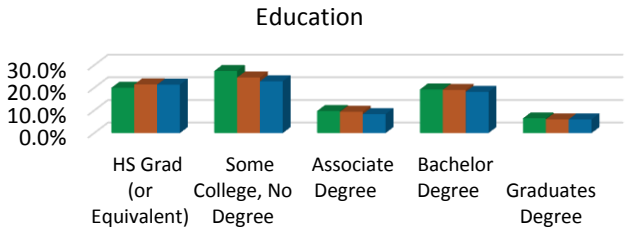
Consumer Demographic Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	9,078	25.5%	29,618	22.1%	50,095	21.2%
Hispanic	10,302	29.0%	42,462	31.7%	85,831	36.3%
Black	6,044	17.0%	22,810	17.0%	43,670	18.5%
Asian	8,085	22.7%	31,810	23.8%	45,084	19.1%
Ancestry						
American Indian (ancestry)	115	0.3%	395	0.3%	695	0.3%
Hawaiin (ancestry)	172	0.5%	706	0.5%	1,217	0.5%
Household Income						
Per Capita Income	$33,565	---	$31,286	---	$29,996	---
Average HH Income	$92,104	---	$91,136	---	$87,522	---
Median HH Income	$78,036	---	$73,775	---	$67,626	---
Less than $25K	1,531	11.8%	6,453	14.0%	13,304	16.4%
$25K to $34.9K	902	7.0%	3,604	7.8%	6,689	8.3%
$35K to $49.9K	1,447	11.2%	5,137	11.2%	9,991	12.3%
$50K to $74.9K	2,301	17.7%	8,109	17.7%	14,288	17.6%
$75K to $99.9K	2,134	16.5%	6,739	14.7%	11,168	13.8%
$100K to $149.9K	2,535	19.5%	8,798	19.2%	13,933	17.2%
$150K to $199.9K	1,407	10.8%	4,351	9.5%	7,167	8.8%
$200K +	710	5.5%	2,745	6.0%	4,526	5.6%
Education	24,536		91,596		159,452	
Less than 9th Grade	2,011	8.2%	9,247	10.1%	19,465	12.2%
Some HS, No Diploma	1,560	6.4%	6,130	6.7%	12,595	7.9%
HS Grad (or Equivalent)	4,904	20.0%	19,662	21.5%	34,077	21.4%
Some College, No Degree	6,732	27.4%	22,443	24.5%	36,455	22.9%
Associate Degree	2,390	9.7%	8,608	9.4%	13,315	8.4%
Bachelor Degree	4,725	19.3%	17,467	19.1%	28,991	18.2%
Graduates Degree	1,590	6.5%	5,525	6.0%	9,627	6.0%







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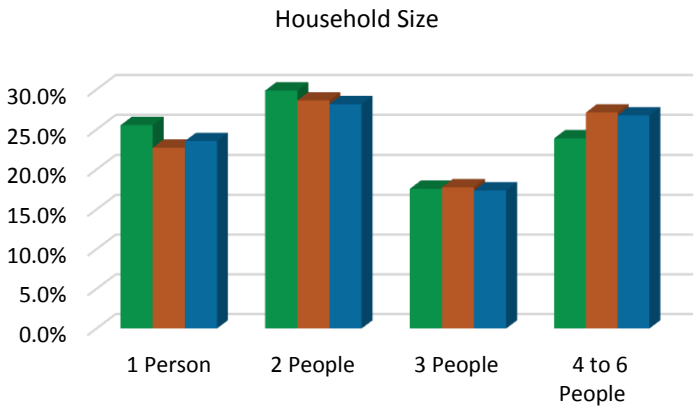
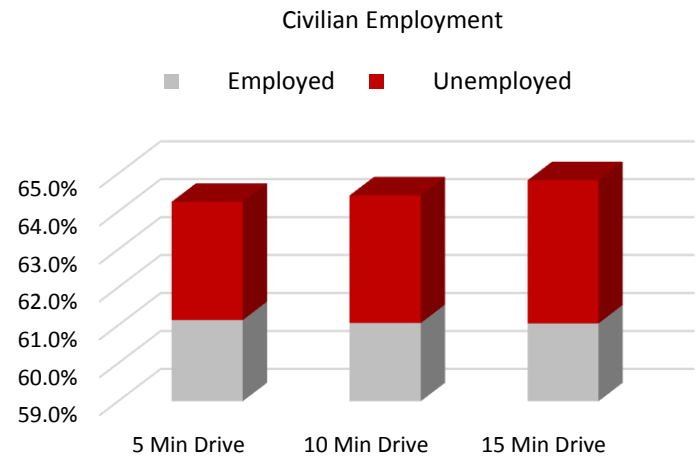
Consumer Demographic Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	8,858		32,785		56,709	
Single - Male	411	4.6%	1,774	5.4%	3,079	5.4%
Single - Female	1,042	11.8%	4,104	12.5%	7,734	13.6%
Single Parent - Male	370	4.2%	1,043	3.2%	1,891	3.3%
Single Parent - Female	779	8.8%	3,338	10.2%	6,645	11.7%
Married w/ Children	2,557	28.9%	9,169	28.0%	16,059	28.3%
Married w/out Children	3,699	41.8%	13,357	40.7%	21,302	37.6%
Household Size						
1 Person	3,312	25.5%	10,440	22.7%	19,090	23.5%
2 People	3,873	29.9%	13,153	28.6%	22,832	28.2%
3 People	2,279	17.6%	8,164	17.8%	14,080	17.4%
4 to 6 People	3,099	23.9%	12,463	27.1%	21,694	26.8%
7+ People	404	3.1%	1,718	3.7%	3,371	4.2%
Home Ownership	12,966		45,938		81,066	
Owners	8,046	62.1%	29,288	63.8%	48,275	59.5%
Renters	4,920	37.9%	16,650	36.2%	32,792	40.5%
Components of Change						
Births	415	1.2%	1,555	1.2%	2,774	1.2%
Deaths	270	0.8%	994	0.7%	1,698	0.7%
Migration	-170	-0.5%	-403	-0.3%	-873	-0.4%
Employment (Pop 16+)	28,263		106,435		186,328	
Armed Services	57	0.2%	140	0.1%	177	0.1%
Civilian	18,161	64.3%	68,572	64.4%	120,789	64.8%
Employed	17,280	61.1%	64,991	61.1%	113,757	61.1%
Unemployed	881	3.1%	3,581	3.4%	7,031	3.8%
Not in Labor Force	10,046	35.5%	37,723	35.4%	65,363	35.1%
Employed Population	17,280		64,991		113,757	
White Collar	10,636	61.6%	38,545	59.3%	64,343	56.6%
Blue Collar	6,643	38.4%	26,446	40.7%	49,414	43.4%





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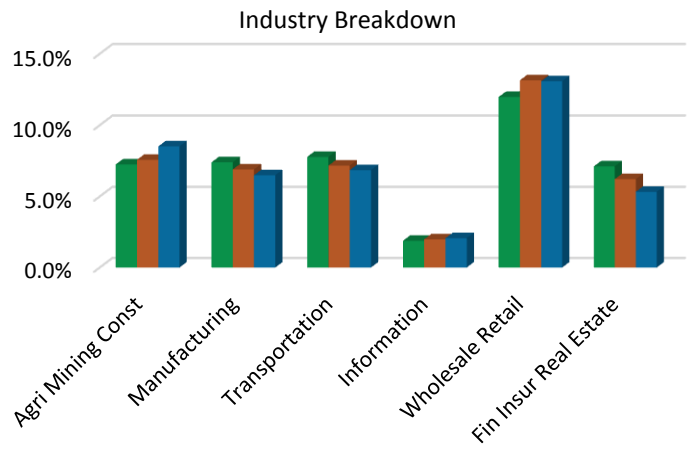
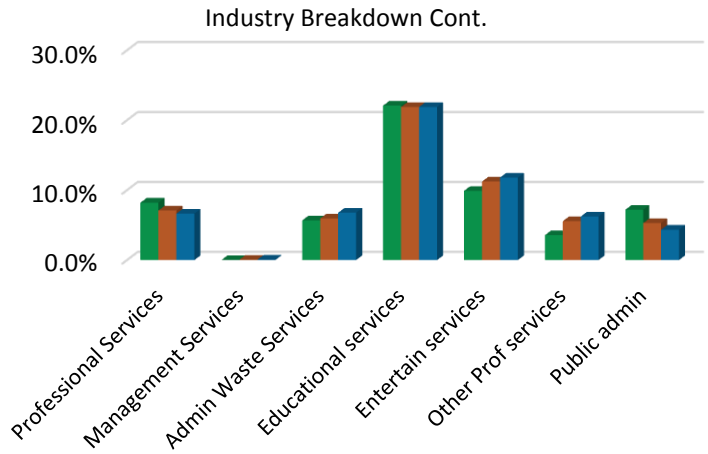
Consumer Demographic Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	17,280		64,991		113,757	
White Collar	10,636	61.6%	38,545	59.3%	64,343	56.6%
Managerial executive	2,219	12.8%	8,251	12.7%	13,572	11.9%
Prof specialty	3,432	19.9%	12,412	19.1%	21,499	18.9%
Healthcare support	376	2.2%	1,509	2.3%	2,490	2.2%
Sales	1,537	8.9%	5,960	9.2%	10,433	9.2%
Office Admin	3,072	17.8%	10,414	16.0%	16,349	14.4%
Blue Collar	6,643	38.4%	26,446	40.7%	49,414	43.4%
Protective	528	3.1%	1,777	2.7%	2,633	2.3%
Food Prep Serving	1,068	6.2%	4,516	6.9%	8,288	7.3%
Bldg Maint/Cleaning	814	4.7%	3,716	5.7%	8,238	7.2%
Personal Care	718	4.2%	3,012	4.6%	5,443	4.8%
Farming/Fishing/Forestry	5	0.0%	115	0.2%	382	0.3%
Construction	1,628	9.4%	6,004	9.2%	11,457	10.1%
Production Transp	1,882	10.9%	7,306	11.2%	12,972	11.4%
Employment By Industry	17,280		64,991		113,757	
Agri Mining Const	1,253	7.3%	4,925	7.6%	9,689	8.5%
Manufacturing	1,278	7.4%	4,484	6.9%	7,387	6.5%
Transportation	1,344	7.8%	4,659	7.2%	7,793	6.9%
Information	324	1.9%	1,290	2.0%	2,347	2.1%
Wholesale Retail	2,069	12.0%	8,544	13.1%	14,871	13.1%
Fin Insur Real Estate	1,229	7.1%	4,038	6.2%	6,057	5.3%
Professional Services	1,418	8.2%	4,598	7.1%	7,549	6.6%
Management Services	0	0.0%	24	0.0%	51	0.0%
Admin Waste Services	980	5.7%	3,865	5.9%	7,697	6.8%
Educational services	3,816	22.1%	14,223	21.9%	24,900	21.9%
Entertain services	1,710	9.9%	7,295	11.2%	13,407	11.8%
Other Prof services	614	3.6%	3,617	5.6%	7,078	6.2%
Public admin	1,244	7.2%	3,429	5.3%	4,931	4.3%





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Household Segmentation Profile

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date: 6/20/2019

INSIGHT MARKET ANALYTICS
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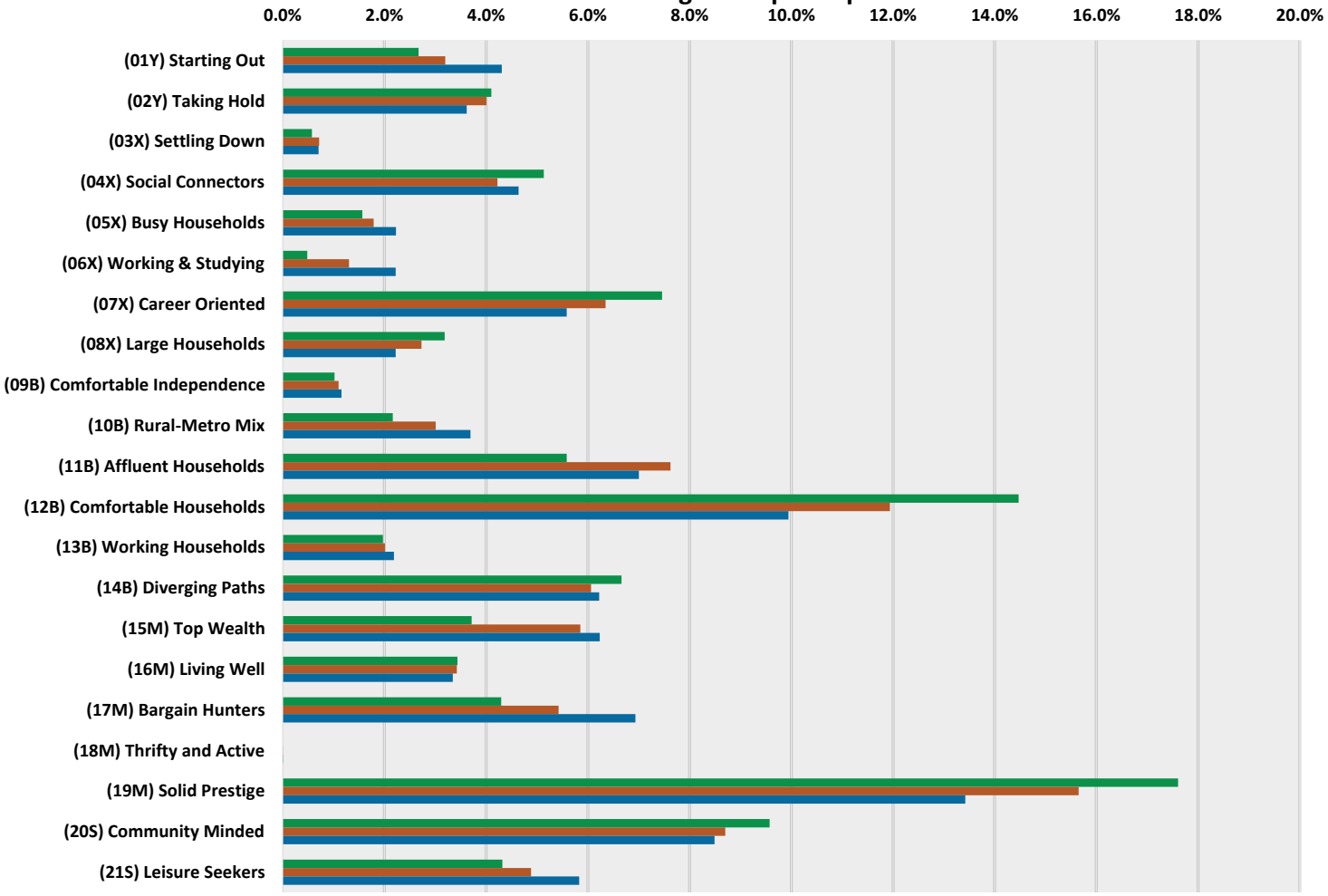
	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive

Household Lifestage Group Comparison



	Trade Area 1: 5 Min Drive		Trade Area 2: 10 Min Drive		Trade Area 3: 15 Min Drive	
Total Households	**12,020**	**100%**	**43,642**	**100%**	**77,634**	**100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	17- Firmly Established	(12B) Comfortable Households	937	7.8%	2,667	6.1%	3,801	4.9%
2	08- Solid Surroundings	(19M) Solid Prestige	921	7.7%	2,839	6.5%	4,261	5.5%
3	09- Busy Schedules	(19M) Solid Prestige	885	7.4%	2,899	6.6%	4,498	5.8%
4	13- Work & Play	(12B) Comfortable Households	802	6.7%	2,544	5.8%	3,920	5.0%
5	33- Urban Diversity	(14B) Diverging Paths	655	5.5%	2,044	4.7%	3,717	4.8%
6	36- Persistent & Productive	(20S) Community Minded	647	5.4%	2,203	5.0%	3,954	5.1%
7	26- Getting Established	(07X) Career Oriented	486	4.0%	1,364	3.1%	2,288	2.9%
8	04- Top Professionals	(11B) Affluent Households	439	3.6%	2,306	5.3%	3,598	4.6%
9	03- Corporate Connected	(15M) Top Wealth	387	3.2%	1,939	4.4%	3,303	4.3%
10	59- Mobile Mixers	(04X) Social Connectors	369	3.1%	840	1.9%	1,582	2.0%

** Rank is based on Trade Area 1 cluster size*

Uses the Personicx household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
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Household Segmentation Profile

Market: Del Monte Dr and San Pablo Ave | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
TOTAL HOUSEHOLDS		**12,020**	**100%**	**43,642**	**100%**	**77,634**	**100%**
(01Y) Starting Out		**321**	**2.7%**	**1,394**	**3.2%**	**3,344**	**4.3%**
	39- Setting Goals	42	0.3%	197	0.5%	556	0.7%
	45- Offices & Entertainment	74	0.6%	284	0.7%	577	0.7%
	57- Collegiate Crowd	119	1.0%	452	1.0%	1,038	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	0	0.0%
	67- First Steps	86	0.7%	462	1.1%	1,173	1.5%
(02Y) Taking Hold		**494**	**4.1%**	**1,748**	**4.0%**	**2,808**	**3.6%**
	18- Climbing the Ladder	48	0.4%	151	0.3%	216	0.3%
	21- Children First	93	0.8%	356	0.8%	598	0.8%
	24- Career Building	311	2.6%	1,106	2.5%	1,749	2.3%
	30- Out & About	41	0.3%	135	0.3%	244	0.3%
(03X) Settling Down		**69**	**0.6%**	**314**	**0.7%**	**547**	**0.7%**
	34- Outward Bound	0	0.0%	1	0.0%	1	0.0%
	41- Rural Adventure	4	0.0%	17	0.0%	26	0.0%
	46- Rural & Active	65	0.5%	296	0.7%	520	0.7%
(04X) Social Connectors		**617**	**5.1%**	**1,844**	**4.2%**	**3,603**	**4.6%**
	42- Creative Variety	102	0.8%	439	1.0%	900	1.2%
	52- Stylish & Striving	146	1.2%	565	1.3%	1,121	1.4%
	59- Mobile Mixers	369	3.1%	840	1.9%	1,582	2.0%
(05X) Busy Households		**188**	**1.6%**	**781**	**1.8%**	**1,731**	**2.2%**
	37- Firm Foundations	78	0.6%	304	0.7%	605	0.8%
	62- Movies & Sports	110	0.9%	477	1.1%	1,126	1.4%
(06X) Working & Studying		**58**	**0.5%**	**570**	**1.3%**	**1,727**	**2.2%**
	61- City Life	5	0.0%	115	0.3%	438	0.6%
	69- Productive Havens	18	0.1%	140	0.3%	464	0.6%
	70- Favorably Frugal	35	0.3%	315	0.7%	824	1.1%
(07X) Career Oriented		**897**	**7.5%**	**2,771**	**6.3%**	**4,335**	**5.6%**
	06- Casual Comfort	202	1.7%	720	1.6%	1,005	1.3%
	10- Careers & Travel	128	1.1%	446	1.0%	687	0.9%
	20- Carving Out Time	81	0.7%	242	0.6%	354	0.5%
	26- Getting Established	486	4.0%	1,364	3.1%	2,288	2.9%
(08X) Large Households		**383**	**3.2%**	**1,192**	**2.7%**	**1,723**	**2.2%**
	11- Schools & Shopping	76	0.6%	274	0.6%	389	0.5%
	12- On the Go	122	1.0%	373	0.9%	562	0.7%
	19- Country Comfort	0	0.0%	1	0.0%	7	0.0%
	27- Tenured Proprietors	185	1.5%	544	1.2%	765	1.0%
(09B) Comfortable Independence		**123**	**1.0%**	**480**	**1.1%**	**897**	**1.2%**
	29- City Mixers	1	0.0%	1	0.0%	4	0.0%
	35- Working & Active	70	0.6%	254	0.6%	478	0.6%
	56- Metro Active	52	0.4%	225	0.5%	415	0.5%
(10B) Rural-Metro Mix		**260**	**2.2%**	**1,312**	**3.0%**	**2,865**	**3.7%**
	47- Rural Parents	0	0.0%	0	0.0%	3	0.0%
	53- Metro Strivers	258	2.1%	1,310	3.0%	2,857	3.7%
	60- Rural & Mobile	2	0.0%	2	0.0%	5	0.0%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
Hdl ECONSolutions

Household Segmentation Profile

Market: Del Monte Dr and San Pablo Ave | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
TOTAL HOUSEHOLDS		**12,020**	**100%**	**43,642**	**100%**	**77,634**	**100%**
(11B) Affluent Households		**671**	**5.6%**	**3,327**	**7.6%**	**5,436**	**7.0%**
	01- Summit Estates	28	0.2%	358	0.8%	943	1.2%
	04- Top Professionals	439	3.6%	2,306	5.3%	3,598	4.6%
	07- Active Lifestyles	204	1.7%	663	1.5%	895	1.2%
(12B) Comfortable Households		**1,739**	**14.5%**	**5,211**	**11.9%**	**7,721**	**9.9%**
	13- Work & Play	802	6.7%	2,544	5.8%	3,920	5.0%
	17- Firmly Established	937	7.8%	2,667	6.1%	3,801	4.9%
(13B) Working Households		**237**	**2.0%**	**877**	**2.0%**	**1,698**	**2.2%**
	38- Occupational Mix	237	2.0%	877	2.0%	1,698	2.2%
	48- Farm & Home	0	0.0%	0	0.0%	1	0.0%
(14B) Diverging Paths		**801**	**6.7%**	**2,647**	**6.1%**	**4,832**	**6.2%**
	16- Country Enthusiasts	0	0.0%	0	0.0%	4	0.0%
	22- Comfortable Cornerstones	66	0.5%	261	0.6%	393	0.5%
	31- Mid-Americana	75	0.6%	300	0.7%	549	0.7%
	32- Metro Mix	4	0.0%	41	0.1%	169	0.2%
	33- Urban Diversity	655	5.5%	2,044	4.7%	3,717	4.8%
(15M) Top Wealth		**446**	**3.7%**	**2,554**	**5.9%**	**4,842**	**6.2%**
	02- Established Elite	59	0.5%	615	1.4%	1,539	2.0%
	03- Corporate Connected	387	3.2%	1,939	4.4%	3,303	4.3%
(16M) Living Well		**413**	**3.4%**	**1,494**	**3.4%**	**2,598**	**3.3%**
	14- Career Centered	297	2.5%	1,091	2.5%	1,979	2.5%
	15- Country Ways	0	0.0%	0	0.0%	3	0.0%
	23- Good Neighbors	116	1.0%	403	0.9%	616	0.8%
(17M)Bargain Hunters		**516**	**4.3%**	**2,366**	**5.4%**	**5,385**	**6.9%**
	43- Work & Causes	95	0.8%	442	1.0%	893	1.2%
	44- Open Houses	116	1.0%	485	1.1%	1,034	1.3%
	55- Community Life	96	0.8%	395	0.9%	747	1.0%
	63- Staying Home	188	1.6%	902	2.1%	2,199	2.8%
	68- Staying Healthy	21	0.2%	143	0.3%	512	0.7%
(18M) Thrifty & Active		**0**	**0.0%**	**0**	**0.0%**	**8**	**0.0%**
	40- Great Outdoors	0	0.0%	0	0.0%	2	0.0%
	50- Rural Community	0	0.0%	0	0.0%	3	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	3	0.0%
(19M) Solid Prestige		**2,116**	**17.6%**	**6,830**	**15.7%**	**10,418**	**13.4%**
	05- Active & Involved	310	2.6%	1,092	2.5%	1,659	2.1%
	08- Solid Surroundings	921	7.7%	2,839	6.5%	4,261	5.5%
	09- Busy Schedules	885	7.4%	2,899	6.6%	4,498	5.8%
(20S) Community Minded		**1,151**	**9.6%**	**3,797**	**8.7%**	**6,592**	**8.5%**
	25- Clubs & Causes	262	2.2%	885	2.0%	1,461	1.9%
	28- Community Pillars	242	2.0%	709	1.6%	1,176	1.5%
	36- Persistent & Productive	647	5.4%	2,203	5.0%	3,954	5.1%
(21S) Leisure Seekers		**519**	**4.3%**	**2,130**	**4.9%**	**4,525**	**5.8%**
	49- Home & Garden	98	0.8%	392	0.9%	698	0.9%
	51- Role Models	132	1.1%	472	1.1%	883	1.1%
	64- Practical & Careful	75	0.6%	283	0.6%	560	0.7%
	65- Hobbies & Shopping	120	1.0%	537	1.2%	1,317	1.7%
	66- Helping Hands	93	0.8%	447	1.0%	1,067	1.4%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS

HdL ECONSolutions

ATTACHMENT A

Employment Profile

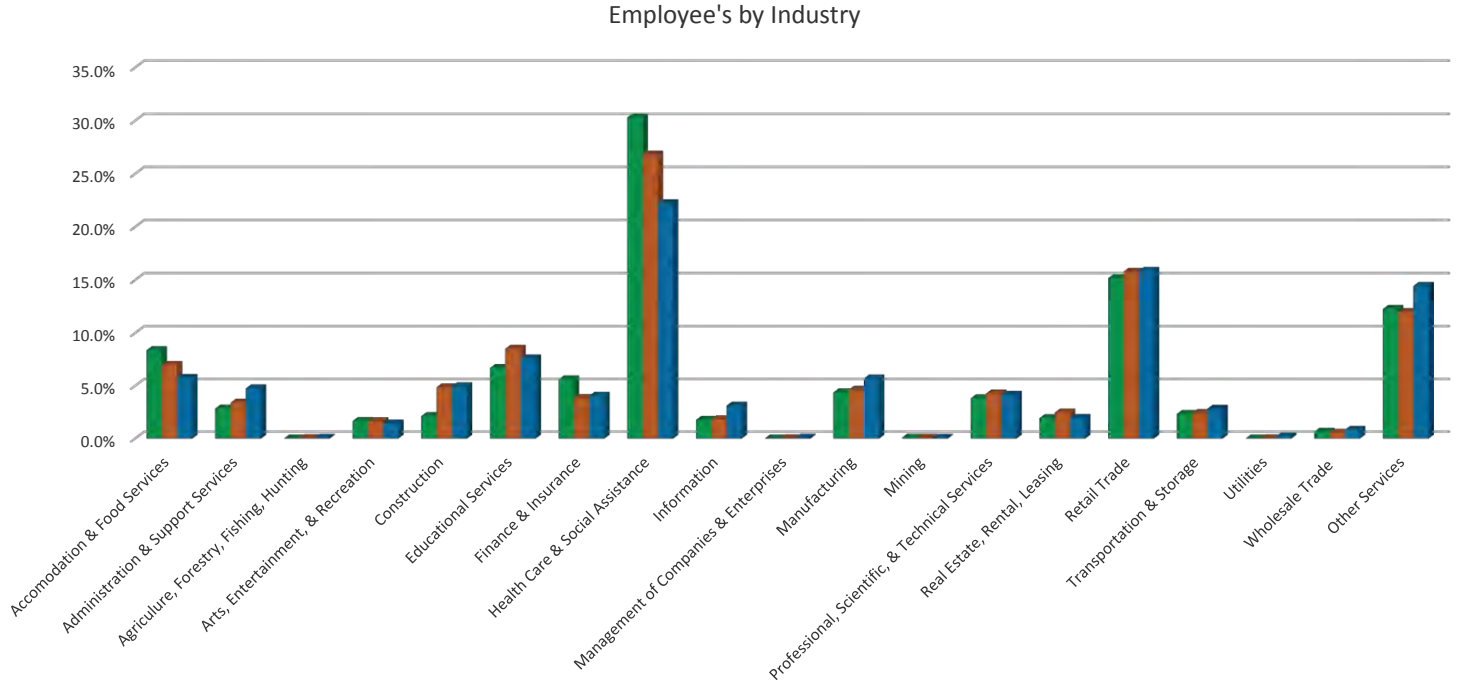
Site: Del Monte Dr and San Pablo Ave

Address: Del Monte Dr and San Pablo Ave | Pinole CA

Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	28,103		115,157		195,166	
Student Population	5,968		34,885		49,682	
Median Employee Salary	52,126		52,051		51,333	
Average Employee Salary	62,565		61,244		60,570	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under $15,000 CrYr	221	2.3%	870	2.6%	1,694	2.7%
15,000 to 30,000 CrYr	218	2.3%	854	2.6%	1,704	2.7%
30,000 to 45,000 CrYr	3,487	36.3%	12,090	36.3%	22,713	36.4%
45,000 to 60,000 CrYr	1,857	19.3%	6,428	19.3%	12,365	19.8%
60,000 to 75,000 CrYr	1,188	12.4%	4,199	12.6%	7,684	12.3%
75,000 to 90,000 CrYr	860	9.0%	3,192	9.6%	5,994	9.6%
90,000 to 100,000 CrYr	257	2.7%	867	2.6%	1,878	3.0%
Over 100,000 CrYr	1,515	15.8%	4,764	14.3%	8,379	13.4%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	**655**	**100%**	**9,603**	**100%**	**2,047**	**100%**	**33,263**	**100%**	**3,487**	**100%**	**62,411**	**100%**
Accomodation & Food Services	48	7.4%	804	8.4%	137	6.7%	2,319	7.0%	214	6.1%	3,585	5.7%
Administration & Support Services	19	3.0%	273	2.8%	69	3.4%	1,127	3.4%	113	3.2%	2,963	4.7%
Agriculure, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	2	0.1%	10	0.0%	5	0.2%	42	0.1%
Arts, Entertainment, & Recreation	17	2.6%	160	1.7%	47	2.3%	545	1.6%	75	2.2%	890	1.4%
Construction	19	2.9%	204	2.1%	101	5.0%	1,615	4.9%	171	4.9%	3,094	5.0%
Educational Services	23	3.6%	642	6.7%	73	3.6%	2,829	8.5%	120	3.5%	4,737	7.6%
Finance & Insurance	49	7.5%	539	5.6%	116	5.6%	1,276	3.8%	161	4.6%	2,527	4.0%
Health Care & Social Assistance	151	23.1%	2,910	30.3%	443	21.6%	8,915	26.8%	679	19.5%	13,869	22.2%
Information	7	1.1%	170	1.8%	29	1.4%	606	1.8%	56	1.6%	1,944	3.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	3	0.0%	2	0.1%	48	0.1%
Manufacturing	16	2.5%	420	4.4%	62	3.0%	1,535	4.6%	130	3.7%	3,553	5.7%
Mining	0	0.1%	8	0.1%	2	0.1%	29	0.1%	3	0.1%	39	0.1%
Professional, Scientific, & Technical Services	55	8.4%	366	3.8%	151	7.4%	1,418	4.3%	255	7.3%	2,589	4.1%
Real Estate, Rental, Leasing	35	5.3%	185	1.9%	112	5.5%	815	2.5%	161	4.6%	1,213	1.9%
Retail Trade	88	13.4%	1,457	15.2%	275	13.4%	5,249	15.8%	494	14.2%	9,896	15.9%
Transportation & Storage	9	1.4%	224	2.3%	36	1.7%	800	2.4%	63	1.8%	1,762	2.8%
Utilities	0	0.0%	0	0.0%	0	0.0%	6	0.0%	4	0.1%	134	0.2%
Wholesale Trade	8	1.3%	62	0.6%	22	1.1%	180	0.5%	49	1.4%	512	0.8%
Other Services	109	16.6%	1,179	12.3%	369	18.0%	3,985	12.0%	731	20.9%	9,013	14.4%

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INSIGHT MARKET ANALYTICS

HdL ECONSolutions

ATTACHMENT A

Employment Profile

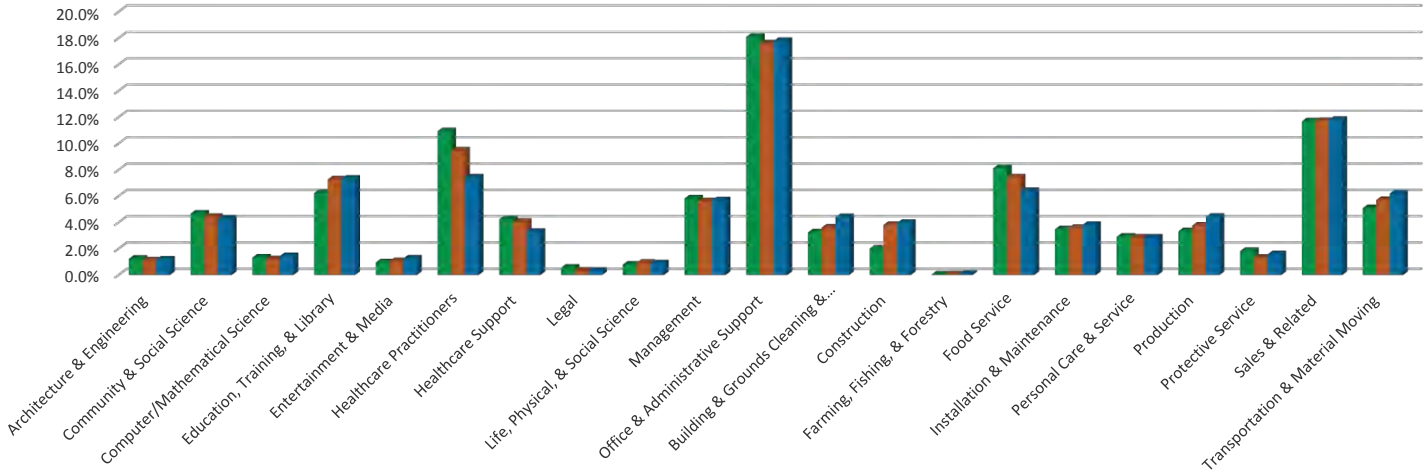
Site: Del Monte Dr and San Pablo Ave

Address: Del Monte Dr and San Pablo Ave | Pinole CA

Date Report Created: 6/20/2019

Occupations	5 Min Drive # of Employee's		10 Min Drive # of Employee's		15 Min Drive # of Employee's	
White Collar	5,575	58.1%	18,612	56.0%	33,814	54.2%
Architecture & Engineering	118	1.2%	365	1.1%	730	1.2%
Community & Social Science	448	4.7%	1,466	4.4%	2,679	4.3%
Computer/Mathematical Science	127	1.3%	397	1.2%	893	1.4%
Education, Training, & Library	598	6.2%	2,417	7.3%	4,569	7.3%
Entertainment & Media	91	0.9%	347	1.0%	779	1.2%
Healthcare Practitioners	1,050	10.9%	3,147	9.5%	4,628	7.4%
Healthcare Support	407	4.2%	1,342	4.0%	2,044	3.3%
Legal	53	0.5%	107	0.3%	194	0.3%
Life, Physical, & Social Science	75	0.8%	306	0.9%	542	0.9%
Management	559	5.8%	1,863	5.6%	3,542	5.7%
Office & Administrative Support	1,738	18.1%	5,850	17.6%	11,097	17.8%
Blue Collar	4,001	41.7%	14,551	43.7%	28,358	45.4%
Building & Grounds Cleaning & Maintenance	311	3.2%	1,200	3.6%	2,741	4.4%
Construction	193	2.0%	1,266	3.8%	2,470	4.0%
Farming, Fishing, & Forestry	2	0.0%	13	0.0%	51	0.1%
Food Service	780	8.1%	2,465	7.4%	3,988	6.4%
Installation & Maintenance	334	3.5%	1,191	3.6%	2,372	3.8%
Personal Care & Service	278	2.9%	944	2.8%	1,772	2.8%
Production	319	3.3%	1,247	3.8%	2,761	4.4%
Protective Service	175	1.8%	437	1.3%	978	1.6%
Sales & Related	1,122	11.7%	3,891	11.7%	7,361	11.8%
Transportation & Material Moving	488	5.1%	1,895	5.7%	3,866	6.2%
Military Services	27	0.3%	101	0.3%	238	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	9,603	33,263	62,411
2018 Q3	9,097	31,016	58,712
2018 Q2	9,492	32,727	61,387
2018 Q1	9,916	34,058	63,821
2017 Q4	10,216	34,603	64,464
2017 Q3	9,680	32,671	61,280
2017 Q2	10,177	34,885	64,948
2017 Q1	10,101	34,689	64,671
2016 Q4	10,179	34,955	65,201

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive				10 Min Drive				15 Min Drive			
Demographics												
Population	35,580				133,816				236,535			
5-Year Population estimate	37,018				138,321				243,799			
Population Households	35,277				132,384				234,380			
Group Quarters Population	303				1,432				2,156			
Households	12,966				45,938				81,066			
5-Year Households estimate	13,575				47,602				83,618			
WorkPlace Establishments	655				2,047				3,487			
Workplace Employees	9,603				33,263				62,411			
Median Household Income	$78,036				$73,775				$67,626			
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	$7,233,198	$0	($7,233,198)	-100%	$26,965,423	$0	($26,965,423)	-100%	$47,051,814	$6,717,620	($40,334,194)	-86%
Lawn/Garden Equipment/Supplies Stores	$4,364,579	$0	($4,364,579)	-100%	$16,231,414	$7,061,045	($9,170,369)	-56%	$28,431,203	$15,386,578	($13,044,624)	-46%
Florists/Misc. Store Retailers	$920,663	$0	($920,663)	-100%	$3,425,354	$212,032	($3,213,322)	-94%	$6,001,946	$1,107,773	($4,894,173)	-82%
Electronic Shopping/Mail Order Houses	$91,006,776	$0	($91,006,776)	-100%	$337,004,524	$40,898,496	($296,106,028)	-88%	$593,573,099	$108,357,616	($485,215,483)	-82%
Vending Machine Operators (Non-Store)	$4,177,926	$0	($4,177,926)	-100%	$15,524,684	$3,173,585	($12,351,099)	-80%	$27,322,879	$3,173,585	($24,149,294)	-88%
Other Motor Vehicle Dealers	$8,029,346	$524,370	($7,504,975)	-93%	$29,891,055	$5,140,543	($24,750,512)	-83%	$51,968,855	$7,841,623	($44,127,231)	-85%
Grocery Stores	$69,179,514	$22,798,921	($46,380,593)	-67%	$257,587,641	$255,529,553	($2,058,088)	-1%	$453,210,323	$519,722,000	$66,511,678	15%
Other Misc. Store Retailers	$9,631,610	$4,006,010	($5,625,600)	-58%	$35,784,717	$18,159,207	($17,625,510)	-49%	$62,582,197	$31,011,420	($31,570,777)	-50%
Direct Selling Establishments	$3,325,240	$1,665,056	($1,660,184)	-50%	$12,416,507	$9,865,186	($2,551,320)	-21%	$21,876,791	$22,194,079	$317,288	1%
Automotive Parts/Accessories/Tire	$10,518,578	$5,324,061	($5,194,517)	-49%	$39,263,827	$23,769,581	($15,494,246)	-39%	$69,186,907	$47,729,314	($21,457,593)	-31%
Used Merchandise Stores	$2,231,843	$1,150,701	($1,081,142)	-48%	$8,309,848	$3,271,160	($5,038,688)	-61%	$14,543,021	$7,235,765	($7,307,256)	-50%
Health/Personal Care Stores	$36,070,820	$20,521,019	($15,549,801)	-43%	$134,595,296	$75,483,219	($59,112,078)	-44%	$237,413,228	$147,005,867	($90,407,361)	-38%
Electronics/Appliance	$11,045,412	$6,909,659	($4,135,753)	-37%	$40,411,549	$20,230,167	($20,181,382)	-50%	$71,344,449	$22,608,645	($48,735,804)	-68%
Jewelry/Luggage/Leather Goods	$4,075,842	$2,703,936	($1,371,905)	-34%	$15,189,989	$7,665,128	($7,524,860)	-50%	$26,584,845	$11,754,223	($14,830,622)	-56%
Beer/Wine/Liquor Stores	$5,781,887	$4,291,927	($1,489,960)	-26%	$21,485,337	$18,281,110	($3,204,226)	-15%	$37,592,102	$25,290,801	($12,301,301)	-33%
Clothing Stores	$29,844,873	$22,416,403	($7,428,469)	-25%	$111,029,139	$46,201,469	($64,827,670)	-58%	$194,055,000	$89,962,718	($104,092,283)	-54%
Special Food Services	$6,461,212	$4,967,040	($1,494,172)	-23%	$23,480,372	$14,749,180	($8,731,192)	-37%	$41,334,402	$19,274,002	($22,060,400)	-53%
Sporting Goods/Hobby/Musical Instrument	$7,301,204	$6,070,001	($1,231,203)	-17%	$27,140,176	$10,754,427	($16,385,749)	-60%	$47,445,797	$20,025,147	($27,420,650)	-58%
Other General Merchandise Stores	$70,928,396	$62,261,076	($8,667,319)	-12%	$264,074,430	$251,921,508	($12,152,922)	-5%	$464,366,927	$716,149,672	$251,782,745	54%
Specialty Food Stores	$4,102,878	$3,675,935	($426,943)	-10%	$15,276,210	$8,689,104	($6,587,106)	-43%	$26,886,234	$22,537,293	($4,348,941)	-16%
Automotive Dealers	$129,206,831	$117,777,186	($11,429,645)	-9%	$481,025,341	$241,483,774	($239,541,567)	-50%	$835,336,814	$512,682,791	($322,654,024)	-39%
Home Furnishing Stores	$6,679,774	$6,175,907	($503,867)	-8%	$24,890,579	$13,300,407	($11,590,172)	-47%	$43,671,655	$34,028,705	($9,642,950)	-22%
Limited-Service Eating Places	$30,941,233	$29,563,318	($1,377,914)	-4%	$112,459,093	$94,971,245	($17,487,848)	-16%	$197,960,444	$167,997,053	($29,963,391)	-15%
Office Supplies/Stationary/Gift	$3,324,622	$3,301,572	($23,051)	-1%	$12,314,615	$10,069,588	($2,245,027)	-18%	$21,615,171	$18,725,229	($2,889,942)	-13%
Full-Service Restaurants	$30,256,244	$33,748,431	$3,492,187	12%	$108,612,034	$82,702,027	($25,910,007)	-24%	$192,614,831	$110,367,737	($82,247,094)	-43%
Gasoline Stations	$52,443,881	$60,591,006	$8,147,126	16%	$195,459,041	$221,920,361	$26,461,320	14%	$342,582,683	$355,164,413	$12,581,730	4%
Shoe Stores	$4,102,614	$5,108,759	$1,006,145	25%	$15,240,473	$9,834,851	($5,405,622)	-35%	$26,525,200	$9,904,484	($16,620,717)	-63%
Building Material/Supplies Dealers	$37,010,464	$47,253,543	$10,243,079	28%	$137,838,982	$99,758,912	($38,080,071)	-28%	$242,242,813	$158,066,044	($84,176,769)	-35%
Department Stores	$16,095,737	$20,919,871	$4,824,134	30%	$59,908,491	$89,157,453	$29,248,962	49%	$105,054,011	$99,403,090	($5,650,921)	-5%
Book/Periodical/Music Stores	$2,077,226	$2,768,464	$691,238	33%	$7,737,320	$6,143,109	($1,594,211)	-21%	$13,620,841	$7,697,673	($5,923,168)	-43%
Bar/Drinking Places (Alcoholic Beverages)	$1,782,181	$2,994,471	$1,212,290	68%	$6,267,025	$6,611,260	$344,235	5%	$11,255,200	$7,849,398	($3,405,802)	-30%
Consumer Demand/Market Supply Index	**$700,152,602**	**$499,488,646**	**140**		**$2,596,840,485**	**$1,697,008,686**	**153**		**$4,555,251,680**	**$3,326,972,356**	**137**	

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: Del Monte Dr and San Pablo Ave
Address: Del Monte Dr and San Pablo Ave | Pinole CA
Date Report Created: 6/20/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture/Sleep/Outdoor/Patio Furniture	$18,655,972	$3,664,985	($14,990,987)	-80%	$69,558,467	$13,894,834	($55,663,633)	-80%	$121,360,158	$36,960,640	($84,399,518)	-70%
Computer Hardware/Software/Supplies	$12,427,380	$2,964,183	($9,463,197)	-76%	$43,318,233	$15,525,447	($27,792,785)	-64%	$78,917,703	$30,624,194	($48,293,509)	-61%
Pets/Pet Foods/Pet Supplies	$6,499,436	$2,251,795	($4,247,641)	-65%	$23,982,309	$10,328,642	($13,653,667)	-57%	$41,507,071	$21,253,682	($20,253,390)	-49%
Drugs/Health Aids/Beauty Aids/Cosmetics	$80,128,189	$30,980,303	($49,147,886)	-61%	$299,060,683	$139,086,697	($159,973,986)	-53%	$527,822,086	$293,272,167	($234,549,919)	-44%
All Other Merchandise	$26,746,698	$11,562,300	($15,184,398)	-57%	$99,567,490	$46,230,449	($53,337,041)	-54%	$174,245,689	$90,117,083	($84,128,605)	-48%
Audio Equipment/Musical Instruments	$3,871,409	$1,697,314	($2,174,095)	-56%	$14,444,018	$6,537,555	($7,906,463)	-55%	$25,390,594	$11,436,823	($13,953,771)	-55%
Lawn/Garden/Farm Equipment/Supplies	$11,048,414	$5,437,341	($5,611,073)	-51%	$41,101,337	$23,177,486	($17,923,851)	-44%	$72,076,694	$45,997,287	($26,079,408)	-36%
Groceries/Other Food Items (Off Premises)	$108,783,179	$54,691,584	($54,091,595)	-50%	$405,254,158	$341,582,777	($63,671,381)	-16%	$713,280,614	$766,762,398	$53,481,783	7%
Packaged Liquor/Wine/Beer	$12,723,840	$6,626,539	($6,097,301)	-48%	$47,281,755	$34,054,531	($13,227,224)	-28%	$82,528,180	$62,543,843	($19,984,338)	-24%
Automotive Tires/Tubes/Batteries/Parts	$20,917,448	$12,043,465	($8,873,982)	-42%	$78,089,568	$38,854,888	($39,234,680)	-50%	$137,749,415	$81,504,995	($56,244,420)	-41%
Kitchenware/Home Furnishings	$8,178,192	$4,869,706	($3,308,486)	-40%	$30,440,173	$16,008,402	($14,431,771)	-47%	$53,371,721	$34,517,986	($18,853,734)	-35%
Small Electric Appliances	$1,464,922	$899,309	($565,613)	-39%	$5,460,014	$3,691,585	($1,768,429)	-32%	$9,562,178	$7,981,883	($1,580,295)	-17%
Womens/Juniors/Misses Wear	$25,882,520	$16,753,028	($9,129,492)	-35%	$96,333,634	$47,495,255	($48,838,379)	-51%	$168,583,790	$85,816,855	($82,766,934)	-49%
Jewelry (including Watches)	$6,114,555	$4,052,372	($2,062,183)	-34%	$22,794,210	$12,814,648	($9,979,563)	-44%	$39,911,199	$21,530,993	($18,380,206)	-46%
Sporting Goods (incl Bicycles/Sports Vehicles)	$6,032,241	$4,019,611	($2,012,630)	-33%	$22,427,732	$11,404,777	($11,022,955)	-49%	$39,196,688	$23,686,480	($15,510,207)	-40%
Books/Periodicals	$2,801,698	$2,020,345	($781,353)	-28%	$10,457,488	$5,405,076	($5,052,411)	-48%	$18,430,456	$8,411,442	($10,019,014)	-54%
Mens Wear	$10,074,200	$7,299,890	($2,774,310)	-28%	$37,455,781	$21,773,774	($15,682,007)	-42%	$65,077,615	$39,487,122	($25,590,493)	-39%
Photographic Equipment/Supplies	$747,602	$554,853	($192,749)	-26%	$2,783,211	$2,046,637	($736,574)	-26%	$4,855,596	$3,880,084	($975,512)	-20%
Cigars/Cigarettes/Tobacco/Accessories	$7,741,203	$5,790,829	($1,950,374)	-25%	$29,036,687	$24,711,934	($4,324,753)	-15%	$51,877,327	$51,007,733	($869,594)	-2%
Televisions/VCR/Video Cameras/DVD etc	$4,421,989	$3,342,996	($1,078,992)	-24%	$16,493,155	$12,929,108	($3,564,047)	-22%	$28,979,332	$26,990,308	($1,989,024)	-7%
Retailer Services	$22,215,349	$17,231,255	($4,984,094)	-22%	$82,707,285	$42,997,271	($39,710,013)	-48%	$143,582,120	$86,728,950	($56,853,170)	-40%
Toys/Hobby Goods/Games	$3,421,516	$2,670,654	($750,862)	-22%	$12,712,550	$9,326,035	($3,386,514)	-27%	$22,307,409	$18,861,464	($3,445,945)	-15%
Footwear, including Accessories	$10,141,058	$7,944,821	($2,196,237)	-22%	$37,667,239	$19,264,086	($18,403,153)	-49%	$65,544,870	$27,663,234	($37,881,636)	-58%
Curtains/Draperies/Slipcovers/Bed/Coverings	$3,143,501	$2,542,611	($600,890)	-19%	$11,662,375	$9,051,015	($2,611,360)	-22%	$20,256,032	$19,378,652	($877,380)	-4%
Soaps/Detergents/Household Cleaners	$3,309,721	$2,768,464	($541,257)	-16%	$12,290,137	$12,878,823	$588,687	5%	$21,623,037	$28,962,150	$7,339,112	34%
Paper/Related Products	$2,864,834	$2,425,071	($439,763)	-15%	$10,684,790	$11,630,239	$945,449	9%	$18,886,224	$27,910,703	$9,024,480	48%
Optical Goods (incl Eyeglasses, Sunglasses)	$1,625,085	$1,381,458	($243,627)	-15%	$6,056,957	$5,197,939	($859,018)	-14%	$10,618,423	$11,600,098	$981,675	9%
Autos/Cars/Vans/Trucks/Motorcycles	$114,169,626	$98,829,530	($15,340,097)	-13%	$424,955,777	$204,768,524	($220,187,253)	-52%	$737,164,052	$433,231,681	($303,932,371)	-41%
Childrens Wear/Infants/Toddlers Clothing	$4,215,462	$3,972,485	($242,977)	-6%	$15,625,471	$12,583,261	($3,042,210)	-19%	$27,367,526	$22,424,608	($4,942,918)	-18%
Sewing/Knitting Materials/Supplies	$305,772	$294,550	($11,222)	-4%	$1,114,260	$766,942	($347,319)	-31%	$1,937,104	$1,676,360	($260,744)	-13%
Alcoholic Drinks Served at the Establishment	$13,012,634	$12,905,888	($106,745)	-1%	$45,573,530	$31,483,466	($14,090,064)	-31%	$82,041,667	$41,750,759	($40,290,908)	-49%
Floor/Floor Coverings	$5,213,031	$5,229,473	$16,441	0%	$19,465,570	$11,669,460	($7,796,110)	-40%	$34,388,835	$24,026,246	($10,362,589)	-30%
Meats/Nonalcoholic Beverages	$59,641,353	$60,191,009	$549,657	1%	$216,845,491	$179,526,295	($37,319,196)	-17%	$381,587,670	$290,941,391	($90,646,280)	-24%
Major Household Appliances	$2,674,549	$2,761,267	$86,717	3%	$9,901,693	$7,456,920	($2,444,773)	-25%	$17,021,753	$11,472,103	($5,549,649)	-33%
Automotive Lubricants (incl Oil, Greases)	$2,674,549	$2,761,267	$86,717	3%	$9,901,693	$7,456,920	($2,444,773)	-25%	$17,021,753	$11,472,103	($5,549,649)	-33%
Hardware/Tools/Plumbing/Electrical Supplies	$10,249,812	$12,263,344	$2,013,532	20%	$38,242,329	$28,241,500	($10,000,829)	-26%	$67,521,395	$47,919,478	($19,601,916)	-29%
Automotive Fuels	$48,628,996	$58,896,053	$10,267,057	21%	$181,251,357	$222,176,663	$40,925,306	23%	$317,191,924	$386,240,587	$69,048,663	22%
Household Fuels (incl Oil, LP gas, Wood, Coal)	$1,271,486	$1,589,285	$317,799	25%	$4,777,215	$8,123,978	$3,346,763	70%	$8,466,591	$17,401,073	$8,934,483	106%
Dimensional Lumber/Other Building Materials	$14,915,027	$19,592,410	$4,677,383	31%	$55,513,271	$41,473,477	($14,039,794)	-25%	$97,540,730	$65,904,841	($31,635,889)	-32%
Paints/Sundries/Wallpaper/Wall Coverings	$2,692,278	$3,549,173	$856,896	32%	$10,034,193	$7,635,453	($2,398,740)	-24%	$17,666,843	$12,349,941	($5,316,902)	-30%

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Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)
n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

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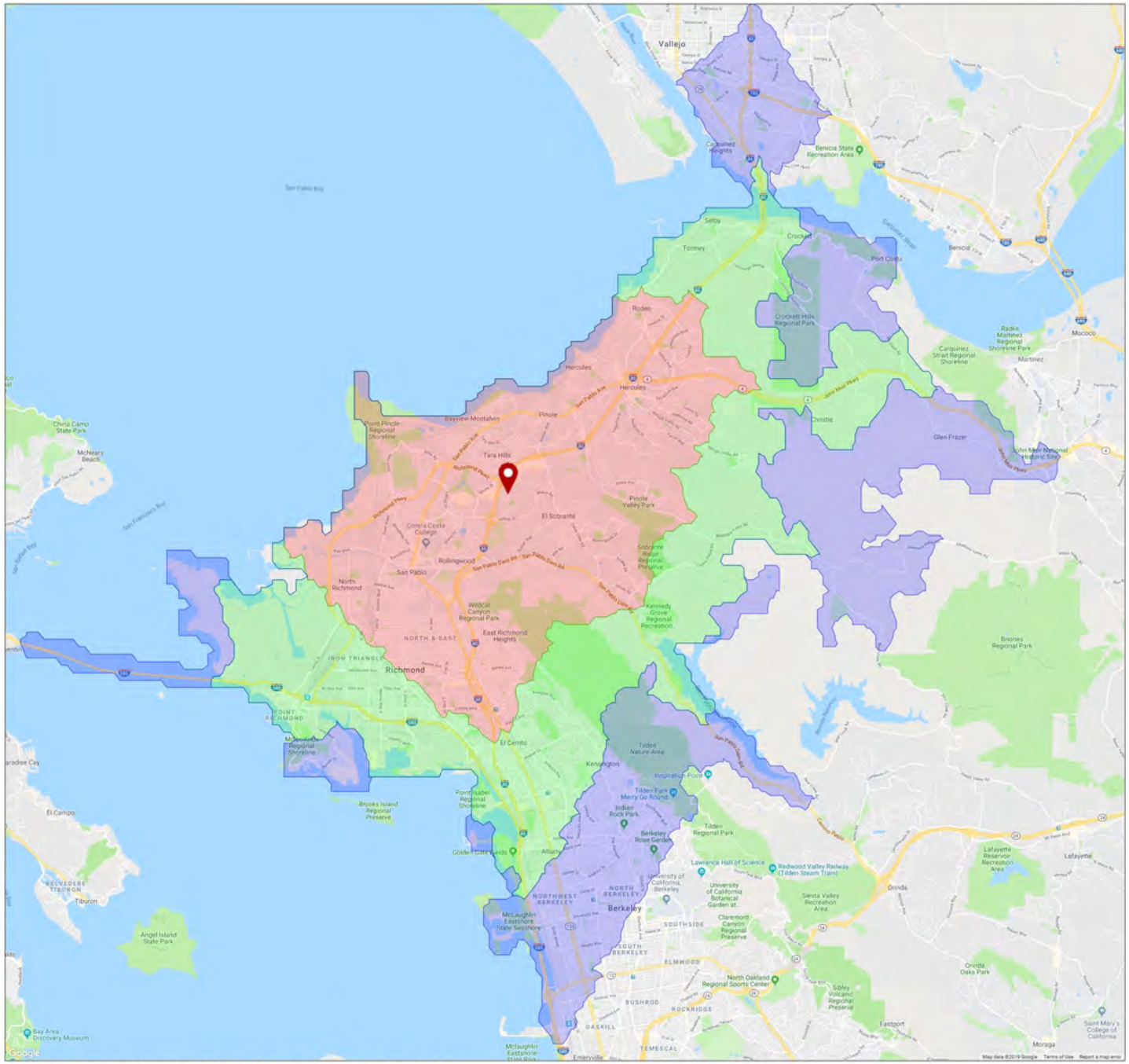
I-80 and Fitzgerald Dr

ATTACHMENT A



INSIGHT
MARKET ANALYTICS
Hdt2 ECONSolutions

Drive Time: 10, 15, 20 Mins

Scale In Miles:

0.0 1.3 2.6 3.9 5.2 6.5

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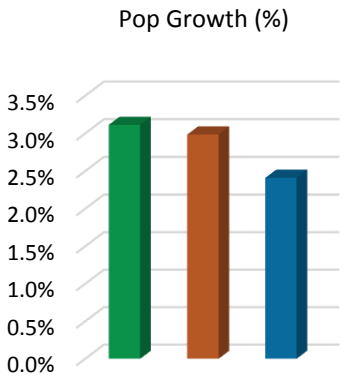
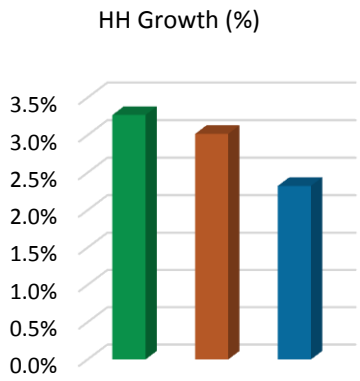
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

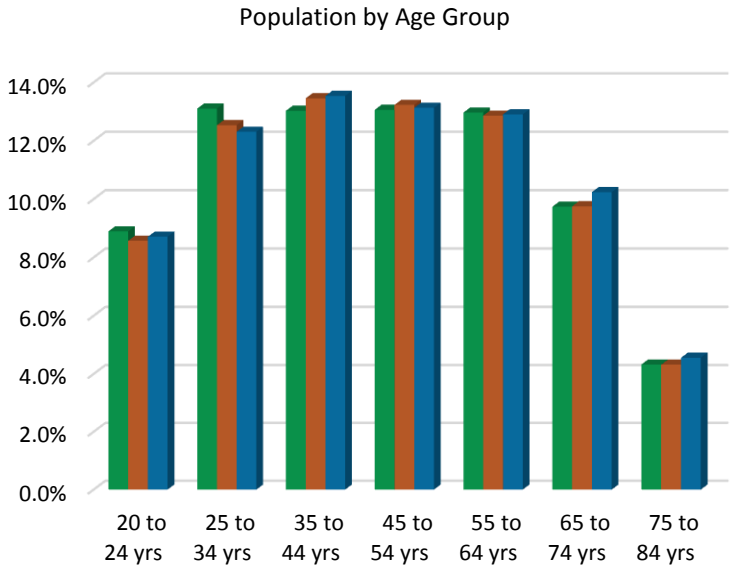
Consumer Demographic Profile

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	189,757	---	273,509	---	377,454	---
5 Year Projected Pop	195,666	---	281,674	---	386,553	---
Pop Growth (%)	3.1%	---	3.0%	---	2.4%	---
Households	64,264	---	96,766	---	141,307	---
5 Year Projected HHs	66,364	---	99,685	---	144,590	---
HH Growth (%)	3.3%	---	3.0%	---	2.3%	---
Census Stats						
2000 Population	169,171	---	246,542	---	342,058	---
2010 Population	178,161	---	256,799	---	354,883	---
Pop Growth (%)	5.3%	---	4.2%	---	3.7%	---
2000 Households	56,994	---	87,305	---	127,607	---
2010 Households	60,028	---	90,639	---	132,469	---
HH Growth (%)	5.3%	---	3.8%	---	3.8%	---
Total Population by Age						
Average Age	39.3		39.4		39.9	
19 yrs & under	44,433	23.4%	65,024	23.8%	87,018	23.1%
20 to 24 yrs	16,877	8.9%	23,439	8.6%	32,874	8.7%
25 to 34 yrs	24,862	13.1%	34,279	12.5%	46,455	12.3%
35 to 44 yrs	24,722	13.0%	36,806	13.5%	51,098	13.5%
45 to 54 yrs	24,786	13.1%	36,180	13.2%	49,556	13.1%
55 to 64 yrs	24,609	13.0%	35,178	12.9%	48,710	12.9%
65 to 74 yrs	18,479	9.7%	26,673	9.8%	38,646	10.2%
75 to 84 yrs	8,210	4.3%	11,817	4.3%	17,214	4.6%
85 + yrs	2,780	1.5%	4,112	1.5%	5,883	1.6%
Population Bases						
20-34 yrs	41,739	22.0%	57,719	21.1%	79,329	21.0%
45-64 yrs	49,395	26.0%	71,359	26.1%	98,266	26.0%
16 yrs +	149,973	79.0%	215,197	78.7%	299,111	79.2%
25 yrs +	128,447	67.7%	185,045	67.7%	257,562	68.2%
65 yrs +	29,469	15.5%	42,602	15.6%	61,743	16.4%
75 yrs +	10,990	5.8%	15,929	5.8%	23,096	6.1%
85 yrs +	2,780	1.5%	4,112	1.5%	5,883	1.6%







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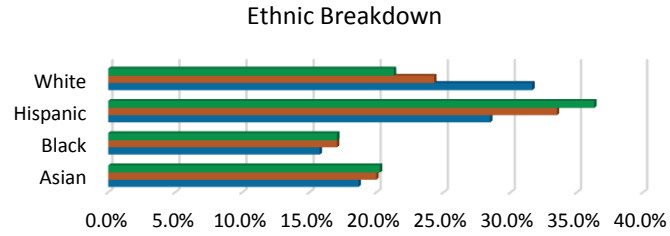
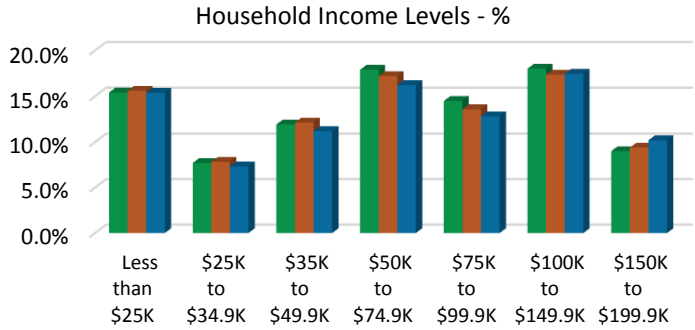
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

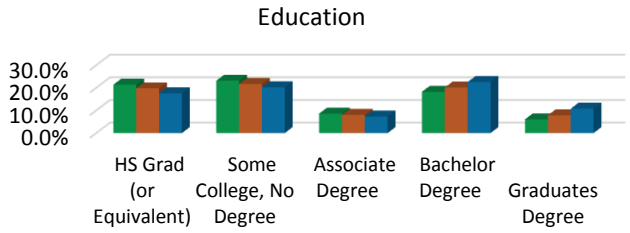
Consumer Demographic Profile

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	40,405	21.3%	66,474	24.3%	119,417	31.6%
Hispanic	68,911	36.3%	91,602	33.5%	107,473	28.5%
Black	32,386	17.1%	46,645	17.1%	59,505	15.8%
Asian	38,458	20.3%	54,673	20.0%	70,472	18.7%
Ancestry						
American Indian (ancestry)	555	0.3%	803	0.3%	1,122	0.3%
Hawaiin (ancestry)	949	0.5%	1,313	0.5%	1,723	0.5%
Household Income						
Per Capita Income	$30,190	---	$32,673	---	$37,839	---
Average HH Income	$89,146	---	$92,352	---	$101,076	---
Median HH Income	$70,242	---	$70,400	---	$74,749	---
Less than $25K	9,902	15.4%	15,100	15.6%	21,739	15.4%
$25K to $34.9K	4,944	7.7%	7,574	7.8%	10,355	7.3%
$35K to $49.9K	7,663	11.9%	11,741	12.1%	15,821	11.2%
$50K to $74.9K	11,503	17.9%	16,646	17.2%	22,939	16.2%
$75K to $99.9K	9,307	14.5%	13,145	13.6%	18,112	12.8%
$100K to $149.9K	11,574	18.0%	16,802	17.4%	24,664	17.5%
$150K to $199.9K	5,782	9.0%	9,075	9.4%	14,402	10.2%
$200K +	3,589	5.6%	6,684	6.9%	13,274	9.4%
Education	128,447		185,045		257,562	
Less than 9th Grade	15,827	12.3%	20,341	11.0%	22,440	8.7%
Some HS, No Diploma	9,548	7.4%	13,523	7.3%	15,979	6.2%
HS Grad (or Equivalent)	27,469	21.4%	36,491	19.7%	45,244	17.6%
Some College, No Degree	29,688	23.1%	40,050	21.6%	52,033	20.2%
Associate Degree	11,003	8.6%	14,853	8.0%	18,824	7.3%
Bachelor Degree	23,406	18.2%	37,159	20.1%	58,084	22.6%
Graduates Degree	7,728	6.0%	14,468	7.8%	27,779	10.8%







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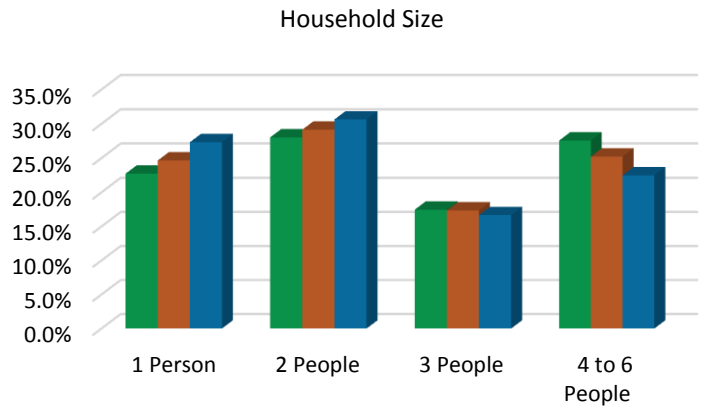
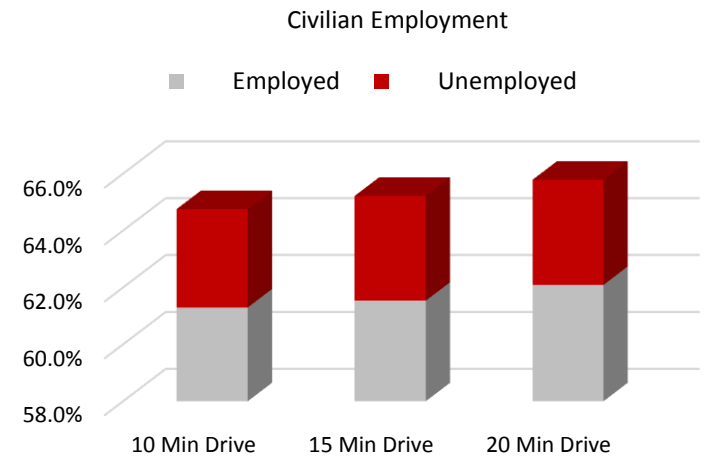
Consumer Demographic Profile

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	45,814		66,366		90,314	
Single - Male	2,471	5.4%	3,424	5.2%	4,397	4.9%
Single - Female	5,939	13.0%	8,607	13.0%	11,106	12.3%
Single Parent - Male	1,495	3.3%	2,215	3.3%	3,036	3.4%
Single Parent - Female	4,941	10.8%	7,429	11.2%	9,540	10.6%
Married w/ Children	13,035	28.5%	19,505	29.4%	26,141	28.9%
Married w/out Children	17,933	39.1%	25,186	38.0%	36,093	40.0%
Household Size						
1 Person	14,600	22.7%	23,844	24.6%	38,590	27.3%
2 People	18,005	28.0%	28,202	29.1%	43,283	30.6%
3 People	11,226	17.5%	16,802	17.4%	23,548	16.7%
4 to 6 People	17,714	27.6%	24,399	25.2%	31,768	22.5%
7+ People	2,719	4.2%	3,519	3.6%	4,117	2.9%
Home Ownership	64,264		96,766		141,307	
Owners	39,935	62.1%	56,436	58.3%	80,740	57.1%
Renters	24,328	37.9%	40,330	41.7%	60,566	42.9%
Components of Change						
Births	2,213	1.2%	3,109	1.1%	4,235	1.1%
Deaths	1,370	0.7%	1,993	0.7%	2,864	0.8%
Migration	-608	-0.3%	-759	-0.3%	-721	-0.2%
Employment (Pop 16+)	149,973		215,197		299,111	
Armed Services	156	0.1%	208	0.1%	307	0.1%
Civilian	97,110	64.8%	140,343	65.2%	196,776	65.8%
Employed	91,928	61.3%	132,418	61.5%	185,716	62.1%
Unemployed	5,182	3.5%	7,925	3.7%	11,061	3.7%
Not in Labor Force	52,707	35.1%	74,645	34.7%	102,027	34.1%
Employed Population	91,928		132,418		185,716	
White Collar	52,207	56.8%	78,965	59.6%	120,597	64.9%
Blue Collar	39,720	43.2%	53,453	40.4%	65,119	35.1%





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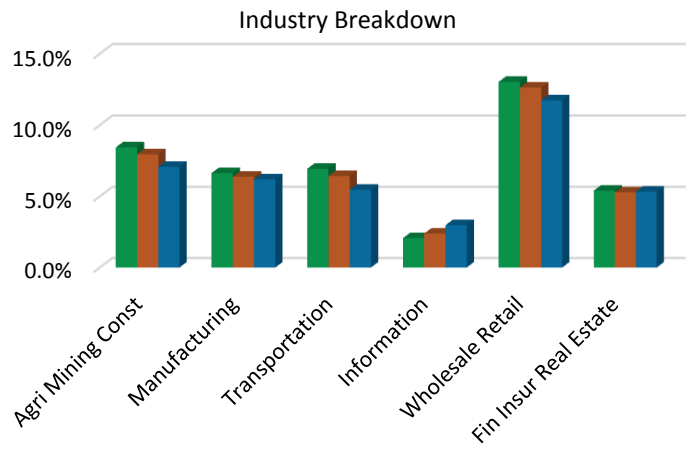
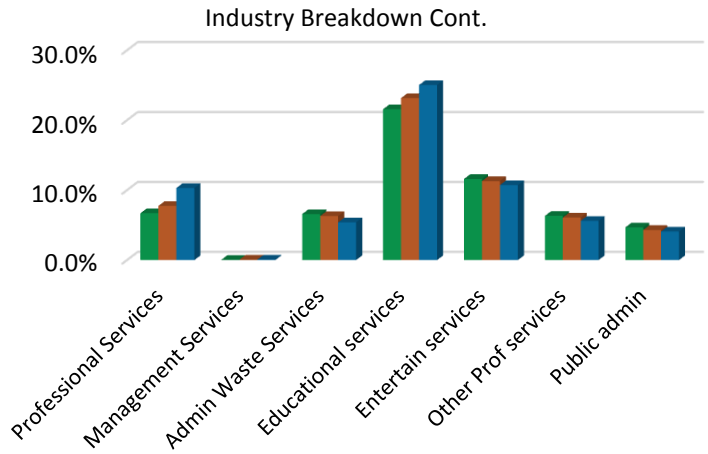
Consumer Demographic Profile

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	91,928		132,418		185,716	
White Collar	52,207	56.8%	78,965	59.6%	120,597	64.9%
Managerial executive	11,161	12.1%	17,315	13.1%	27,706	14.9%
Prof specialty	17,221	18.7%	29,107	22.0%	50,841	27.4%
Healthcare support	2,002	2.2%	2,741	2.1%	3,488	1.9%
Sales	8,452	9.2%	11,997	9.1%	16,046	8.6%
Office Admin	13,370	14.5%	17,806	13.4%	22,516	12.1%
Blue Collar	39,720	43.2%	53,453	40.4%	65,119	35.1%
Protective	2,197	2.4%	2,782	2.1%	3,605	1.9%
Food Prep Serving	6,708	7.3%	8,945	6.8%	11,120	6.0%
Bldg Maint/Cleaning	6,510	7.1%	8,880	6.7%	9,966	5.4%
Personal Care	4,309	4.7%	6,243	4.7%	8,410	4.5%
Farming/Fishing/Forestry	259	0.3%	416	0.3%	518	0.3%
Construction	9,365	10.2%	12,179	9.2%	14,582	7.9%
Production Transp	10,372	11.3%	14,009	10.6%	16,919	9.1%
Employment By Industry	91,928		132,418		185,716	
Agri Mining Const	7,761	8.4%	10,540	8.0%	13,164	7.1%
Manufacturing	6,103	6.6%	8,450	6.4%	11,517	6.2%
Transportation	6,384	6.9%	8,522	6.4%	10,159	5.5%
Information	1,897	2.1%	3,163	2.4%	5,521	3.0%
Wholesale Retail	11,978	13.0%	16,733	12.6%	21,816	11.7%
Fin Insur Real Estate	4,972	5.4%	6,994	5.3%	9,920	5.3%
Professional Services	6,164	6.7%	10,254	7.7%	19,139	10.3%
Management Services	36	0.0%	68	0.1%	109	0.1%
Admin Waste Services	6,044	6.6%	8,342	6.3%	10,010	5.4%
Educational services	19,826	21.6%	30,664	23.2%	46,477	25.0%
Entertain services	10,658	11.6%	14,947	11.3%	19,896	10.7%
Other Prof services	5,805	6.3%	8,052	6.1%	10,408	5.6%
Public admin	4,299	4.7%	5,689	4.3%	7,579	4.1%





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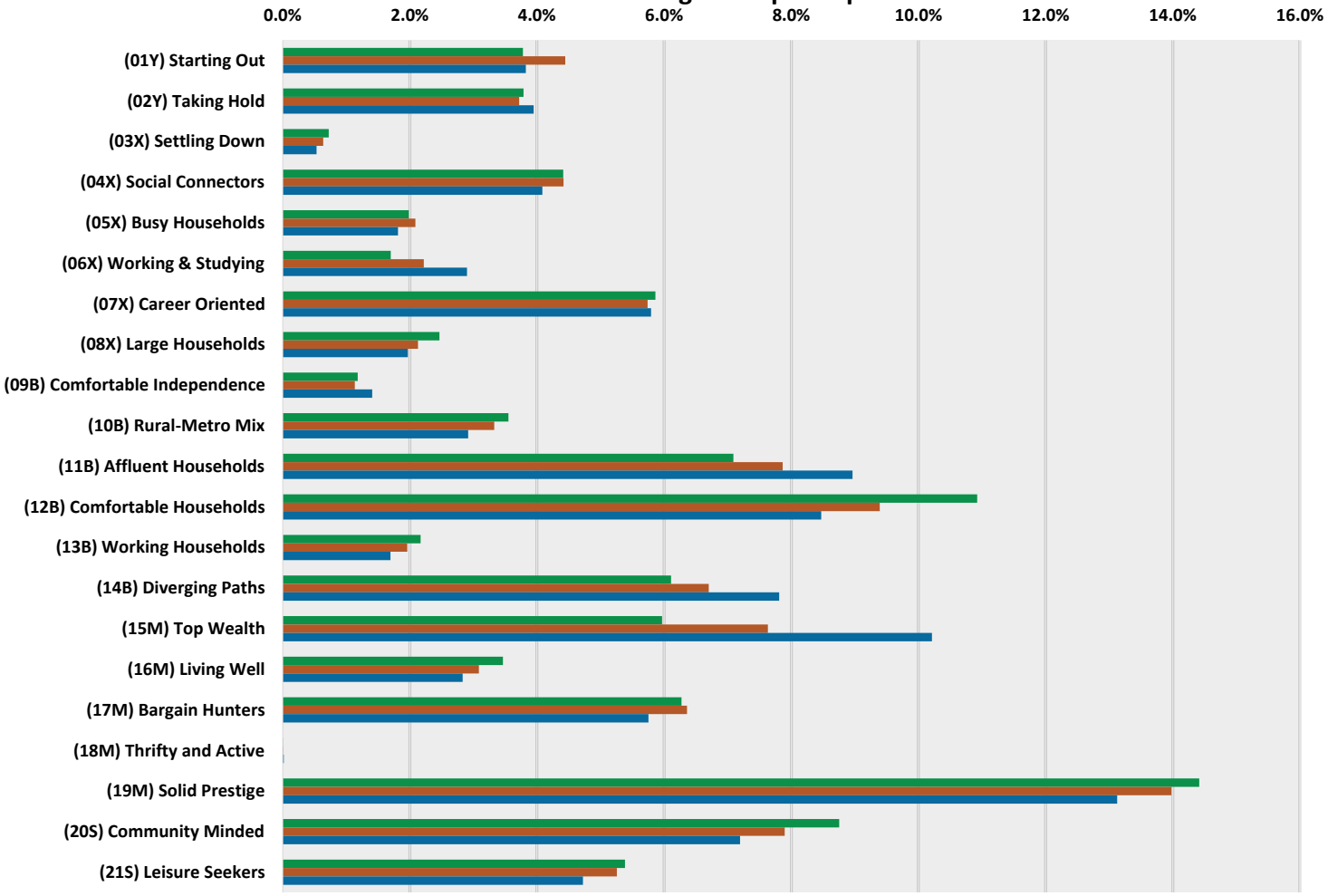
Household Segmentation Profile

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date: 6/20/2019

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

	Trade Area 1: 10 Min Drive	Trade Area 2: 15 Min Drive	Trade Area 3: 20 Min Drive

Household Lifestage Group Comparison



	Trade Area 1: 10 Min Drive		Trade Area 2: 15 Min Drive		Trade Area 3: 20 Min Drive	
Total Households	**61,329**	**100%**	**92,645**	**100%**	**135,139**	**100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	3,819	6.2%	5,697	6.1%	7,990	5.9%
2	08- Solid Surroundings	(19M) Solid Prestige	3,635	5.9%	5,188	5.6%	6,865	5.1%
3	17- Firmly Established	(12B) Comfortable Households	3,385	5.5%	4,161	4.5%	5,334	3.9%
4	13- Work & Play	(12B) Comfortable Households	3,314	5.4%	4,540	4.9%	6,112	4.5%
5	36- Persistent & Productive	(20S) Community Minded	3,169	5.2%	4,423	4.8%	5,785	4.3%
6	04- Top Professionals	(11B) Affluent Households	3,012	4.9%	4,740	5.1%	6,739	5.0%
7	33- Urban Diversity	(14B) Diverging Paths	2,840	4.6%	4,898	5.3%	8,463	6.3%
8	03- Corporate Connected	(15M) Top Wealth	2,690	4.4%	4,627	5.0%	7,196	5.3%
9	53- Metro Strivers	(10B) Rural-Metro Mix	2,174	3.5%	3,077	3.3%	3,901	2.9%
10	26- Getting Established	(07X) Career Oriented	1,837	3.0%	2,818	3.0%	4,418	3.3%

** Rank is based on Trade Area 1 cluster size*

Uses the Personicx household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Household Segmentation Profile

Market: I-80 and Fitzgerald Dr | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
TOTAL HOUSEHOLDS		**61,329**	**100%**	**92,645**	**100%**	**135,139**	**100%**
(01Y) Starting Out		**2,316**	**3.8%**	**4,117**	**4.4%**	**5,168**	**3.8%**
	39- Setting Goals	364	0.6%	622	0.7%	721	0.5%
	45- Offices & Entertainment	435	0.7%	708	0.8%	980	0.7%
	57- Collegiate Crowd	734	1.2%	1,426	1.5%	1,827	1.4%
	58- Outdoor Fervor	0	0.0%	0	0.0%	15	0.0%
	67- First Steps	783	1.3%	1,361	1.5%	1,625	1.2%
(02Y) Taking Hold		**2,323**	**3.8%**	**3,447**	**3.7%**	**5,338**	**3.9%**
	18- Climbing the Ladder	190	0.3%	240	0.3%	299	0.2%
	21- Children First	493	0.8%	655	0.7%	881	0.7%
	24- Career Building	1,432	2.3%	2,293	2.5%	3,830	2.8%
	30- Out & About	208	0.3%	259	0.3%	327	0.2%
(03X) Settling Down		**444**	**0.7%**	**591**	**0.6%**	**718**	**0.5%**
	34- Outward Bound	1	0.0%	1	0.0%	3	0.0%
	41- Rural Adventure	21	0.0%	28	0.0%	35	0.0%
	46- Rural & Active	421	0.7%	562	0.6%	680	0.5%
(04X) Social Connectors		**2,707**	**4.4%**	**4,091**	**4.4%**	**5,521**	**4.1%**
	42- Creative Variety	713	1.2%	984	1.1%	1,222	0.9%
	52- Stylish & Striving	824	1.3%	1,389	1.5%	1,947	1.4%
	59- Mobile Mixers	1,170	1.9%	1,718	1.9%	2,352	1.7%
(05X) Busy Households		**1,215**	**2.0%**	**1,933**	**2.1%**	**2,454**	**1.8%**
	37- Firm Foundations	476	0.8%	663	0.7%	828	0.6%
	62- Movies & Sports	739	1.2%	1,269	1.4%	1,625	1.2%
(06X) Working & Studying		**1,043**	**1.7%**	**2,058**	**2.2%**	**3,919**	**2.9%**
	61- City Life	221	0.4%	649	0.7%	2,237	1.7%
	69- Productive Havens	285	0.5%	496	0.5%	578	0.4%
	70- Favorably Frugal	538	0.9%	913	1.0%	1,104	0.8%
(07X) Career Oriented		**3,594**	**5.9%**	**5,317**	**5.7%**	**7,833**	**5.8%**
	06- Casual Comfort	865	1.4%	1,231	1.3%	1,707	1.3%
	10- Careers & Travel	576	0.9%	895	1.0%	1,265	0.9%
	20- Carving Out Time	316	0.5%	373	0.4%	443	0.3%
	26- Getting Established	1,837	3.0%	2,818	3.0%	4,418	3.3%
(08X) Large Households		**1,513**	**2.5%**	**1,974**	**2.1%**	**2,662**	**2.0%**
	11- Schools & Shopping	338	0.6%	465	0.5%	676	0.5%
	12- On the Go	487	0.8%	661	0.7%	888	0.7%
	19- Country Comfort	2	0.0%	10	0.0%	25	0.0%
	27- Tenured Proprietors	686	1.1%	838	0.9%	1,073	0.8%
(09B) Comfortable Independence		**724**	**1.2%**	**1,053**	**1.1%**	**1,902**	**1.4%**
	29- City Mixers	2	0.0%	55	0.1%	591	0.4%
	35- Working & Active	384	0.6%	534	0.6%	711	0.5%
	56- Metro Active	338	0.6%	464	0.5%	600	0.4%
(10B) Rural-Metro Mix		**2,177**	**3.6%**	**3,084**	**3.3%**	**3,944**	**2.9%**
	47- Rural Parents	0	0.0%	3	0.0%	24	0.0%
	53- Metro Strivers	2,174	3.5%	3,077	3.3%	3,901	2.9%
	60- Rural & Mobile	3	0.0%	5	0.0%	19	0.0%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Household Segmentation Profile

Market: I-80 and Fitzgerald Dr | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	10 Min Drive		15 Min Drive		20 Min Drive	
TOTAL HOUSEHOLDS		**61,329**	**100%**	**92,645**	**100%**	**135,139**	**100%**
(11B) Affluent Households		**4,348**	**7.1%**	**7,287**	**7.9%**	**12,114**	**9.0%**
	01- Summit Estates	553	0.9%	1,462	1.6%	3,879	2.9%
	04- Top Professionals	3,012	4.9%	4,740	5.1%	6,739	5.0%
	07- Active Lifestyles	782	1.3%	1,085	1.2%	1,496	1.1%
(12B) Comfortable Households		**6,699**	**10.9%**	**8,701**	**9.4%**	**11,447**	**8.5%**
	13- Work & Play	3,314	5.4%	4,540	4.9%	6,112	4.5%
	17- Firmly Established	3,385	5.5%	4,161	4.5%	5,334	3.9%
(13B) Working Households		**1,330**	**2.2%**	**1,817**	**2.0%**	**2,289**	**1.7%**
	38- Occupational Mix	1,330	2.2%	1,817	2.0%	2,283	1.7%
	48- Farm & Home	0	0.0%	1	0.0%	7	0.0%
(14B) Diverging Paths		**3,747**	**6.1%**	**6,207**	**6.7%**	**10,557**	**7.8%**
	16- Country Enthusiasts	0	0.0%	4	0.0%	20	0.0%
	22- Comfortable Cornerstones	340	0.6%	411	0.4%	514	0.4%
	31- Mid-Americana	448	0.7%	593	0.6%	720	0.5%
	32- Metro Mix	119	0.2%	301	0.3%	840	0.6%
	33- Urban Diversity	2,840	4.6%	4,898	5.3%	8,463	6.3%
(15M) Top Wealth		**3,659**	**6.0%**	**7,071**	**7.6%**	**13,804**	**10.2%**
	02- Established Elite	970	1.6%	2,444	2.6%	6,607	4.9%
	03- Corporate Connected	2,690	4.4%	4,627	5.0%	7,196	5.3%
(16M) Living Well		**2,124**	**3.5%**	**2,858**	**3.1%**	**3,828**	**2.8%**
	14- Career Centered	1,570	2.6%	2,221	2.4%	3,021	2.2%
	15- Country Ways	0	0.0%	3	0.0%	8	0.0%
	23- Good Neighbors	554	0.9%	633	0.7%	800	0.6%
(17M)Bargain Hunters		**3,848**	**6.3%**	**5,892**	**6.4%**	**7,773**	**5.8%**
	43- Work & Causes	701	1.1%	975	1.1%	1,278	0.9%
	44- Open Houses	771	1.3%	1,118	1.2%	1,522	1.1%
	55- Community Life	581	0.9%	777	0.8%	925	0.7%
	63- Staying Home	1,480	2.4%	2,470	2.7%	3,357	2.5%
	68- Staying Healthy	315	0.5%	553	0.6%	691	0.5%
(18M) Thrifty & Active		**1**	**0.0%**	**10**	**0.0%**	**26**	**0.0%**
	40- Great Outdoors	0	0.0%	2	0.0%	5	0.0%
	50- Rural Community	0	0.0%	5	0.0%	12	0.0%
	54- Work & Outdoors	0	0.0%	3	0.0%	8	0.0%
(19M) Solid Prestige		**8,843**	**14.4%**	**12,950**	**14.0%**	**17,742**	**13.1%**
	05- Active & Involved	1,389	2.3%	2,065	2.2%	2,886	2.1%
	08- Solid Surroundings	3,635	5.9%	5,188	5.6%	6,865	5.1%
	09- Busy Schedules	3,819	6.2%	5,697	6.1%	7,990	5.9%
(20S) Community Minded		**5,369**	**8.8%**	**7,315**	**7.9%**	**9,720**	**7.2%**
	25- Clubs & Causes	1,226	2.0%	1,580	1.7%	2,086	1.5%
	28- Community Pillars	974	1.6%	1,312	1.4%	1,850	1.4%
	36- Persistent & Productive	3,169	5.2%	4,423	4.8%	5,785	4.3%
(21S) Leisure Seekers		**3,302**	**5.4%**	**4,871**	**5.3%**	**6,381**	**4.7%**
	49- Home & Garden	569	0.9%	758	0.8%	1,106	0.8%
	51- Role Models	705	1.1%	944	1.0%	1,172	0.9%
	64- Practical & Careful	404	0.7%	614	0.7%	846	0.6%
	65- Hobbies & Shopping	900	1.5%	1,409	1.5%	1,712	1.3%
	66- Helping Hands	725	1.2%	1,146	1.2%	1,545	1.1%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS

HdL ECONSolutions

ATTACHMENT A

Employment Profile

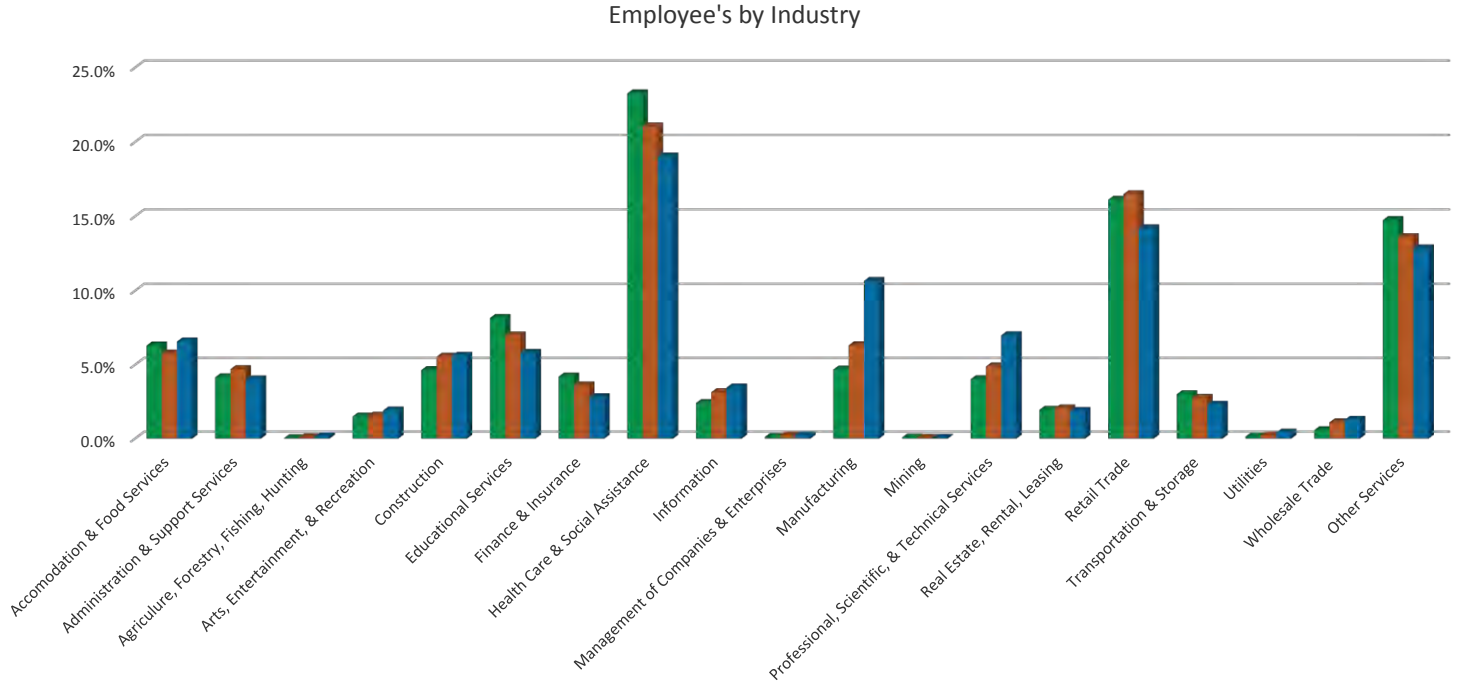
Site: I-80 and Fitzgerald Dr

Address: I-80 and Fitzgerald Dr | Pinole CA

Date Report Created: 6/20/2019

	10 Min Drive		15 Min Drive		20 Min Drive	
Daytime Population	156,789		231,532		337,386	
Student Population	43,057		57,203		75,741	
Median Employee Salary	51,306		51,349		52,175	
Average Employee Salary	60,437		60,736		61,965	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under $15,000 CrYr	1,296	2.7%	2,255	2.9%	3,580	2.8%
15,000 to 30,000 CrYr	1,300	2.7%	2,005	2.6%	3,960	3.1%
30,000 to 45,000 CrYr	17,338	36.6%	28,456	36.2%	44,571	34.8%
45,000 to 60,000 CrYr	9,395	19.8%	15,486	19.7%	24,529	19.1%
60,000 to 75,000 CrYr	5,812	12.3%	9,579	12.2%	15,459	12.1%
75,000 to 90,000 CrYr	4,495	9.5%	7,626	9.7%	12,428	9.7%
90,000 to 100,000 CrYr	1,368	2.9%	2,422	3.1%	4,375	3.4%
Over 100,000 CrYr	6,363	13.4%	10,705	13.6%	19,285	15.0%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	**2,777**	**100%**	**47,368**	**100%**	**4,588**	**100%**	**78,534**	**100%**	**8,024**	**100%**	**128,187**	**100%**
Accomodation & Food Services	182	6.5%	2,982	6.3%	286	6.2%	4,515	5.7%	513	6.4%	8,421	6.6%
Administration & Support Services	90	3.3%	1,967	4.2%	136	3.0%	3,689	4.7%	230	2.9%	5,133	4.0%
Agriculure, Forestry, Fishing, Hunting	2	0.1%	10	0.0%	10	0.2%	78	0.1%	20	0.2%	174	0.1%
Arts, Entertainment, & Recreation	61	2.2%	706	1.5%	100	2.2%	1,218	1.6%	181	2.3%	2,431	1.9%
Construction	133	4.8%	2,197	4.6%	238	5.2%	4,346	5.5%	385	4.8%	7,182	5.6%
Educational Services	100	3.6%	3,867	8.2%	146	3.2%	5,484	7.0%	227	2.8%	7,435	5.8%
Finance & Insurance	140	5.1%	1,987	4.2%	199	4.3%	2,820	3.6%	298	3.7%	3,595	2.8%
Health Care & Social Assistance	547	19.7%	11,019	23.3%	892	19.5%	16,522	21.0%	1,445	18.0%	24,369	19.0%
Information	45	1.6%	1,140	2.4%	76	1.7%	2,465	3.1%	186	2.3%	4,422	3.4%
Management of Companies & Enterprises	2	0.1%	48	0.1%	3	0.1%	161	0.2%	6	0.1%	274	0.2%
Manufacturing	90	3.3%	2,215	4.7%	181	3.9%	4,954	6.3%	333	4.2%	13,656	10.7%
Mining	2	0.1%	35	0.1%	3	0.1%	39	0.0%	4	0.0%	55	0.0%
Professional, Scientific, & Technical Services	196	7.1%	1,905	4.0%	380	8.3%	3,837	4.9%	905	11.3%	8,957	7.0%
Real Estate, Rental, Leasing	128	4.6%	922	1.9%	192	4.2%	1,598	2.0%	323	4.0%	2,393	1.9%
Retail Trade	396	14.3%	7,631	16.1%	639	13.9%	12,946	16.5%	1,076	13.4%	18,181	14.2%
Transportation & Storage	51	1.8%	1,423	3.0%	78	1.7%	2,165	2.8%	138	1.7%	2,926	2.3%
Utilities	2	0.1%	62	0.1%	6	0.1%	165	0.2%	9	0.1%	505	0.4%
Wholesale Trade	31	1.1%	269	0.6%	80	1.8%	861	1.1%	150	1.9%	1,625	1.3%
Other Services	576	20.7%	6,984	14.7%	942	20.5%	10,674	13.6%	1,594	19.9%	16,451	12.8%

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INSIGHT MARKET ANALYTICS

HdL ECONSolutions

Employment Profile

Site: I-80 and Fitzgerald Dr

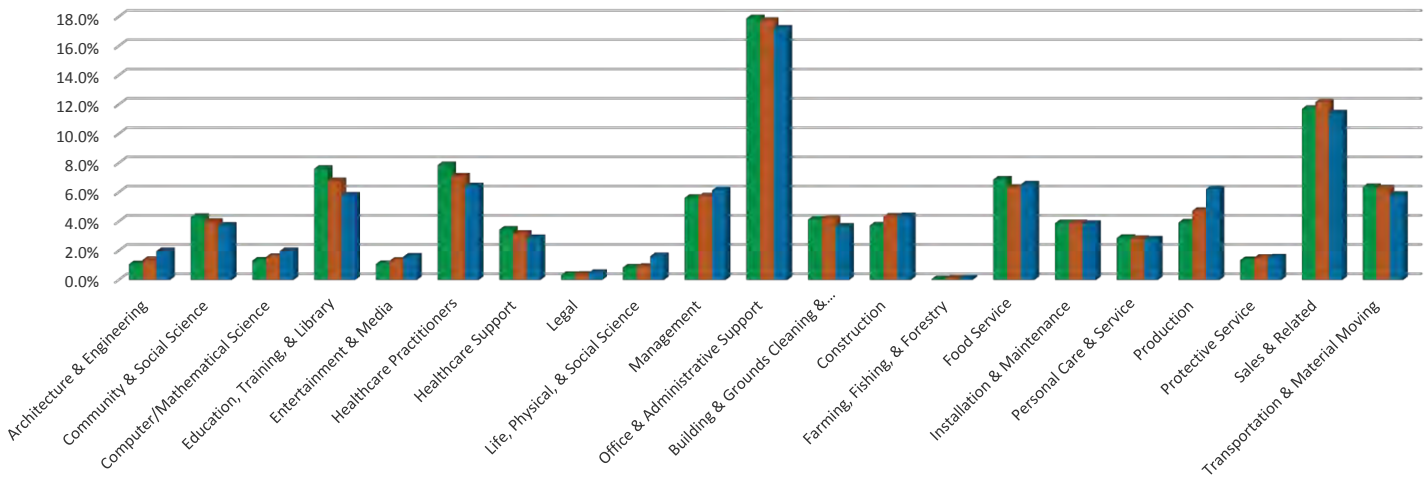
Address: I-80 and Fitzgerald Dr | Pinole CA

Date Report Created: 6/20/2019

ATTACHMENT A

Occupations	10 Min Drive # of Employee's		15 Min Drive # of Employee's		20 Min Drive # of Employee's	
White Collar	25,941	54.8%	41,833	53.3%	68,225	53.2%
Architecture & Engineering	509	1.1%	1,075	1.4%	2,524	2.0%
Community & Social Science	2,041	4.3%	3,128	4.0%	4,758	3.7%
Computer/Mathematical Science	625	1.3%	1,235	1.6%	2,529	2.0%
Education, Training, & Library	3,603	7.6%	5,317	6.8%	7,394	5.8%
Entertainment & Media	515	1.1%	1,028	1.3%	2,041	1.6%
Healthcare Practitioners	3,721	7.9%	5,563	7.1%	8,215	6.4%
Healthcare Support	1,630	3.4%	2,481	3.2%	3,676	2.9%
Legal	157	0.3%	268	0.3%	613	0.5%
Life, Physical, & Social Science	403	0.9%	697	0.9%	2,080	1.6%
Management	2,660	5.6%	4,494	5.7%	7,867	6.1%
Office & Administrative Support	8,473	17.9%	13,909	17.7%	22,020	17.2%
Blue Collar	21,265	44.9%	36,360	46.3%	59,253	46.2%
Building & Grounds Cleaning & Maintenance	1,958	4.1%	3,289	4.2%	4,672	3.6%
Construction	1,765	3.7%	3,407	4.3%	5,595	4.4%
Farming, Fishing, & Forestry	26	0.1%	76	0.1%	132	0.1%
Food Service	3,255	6.9%	4,954	6.3%	8,380	6.5%
Installation & Maintenance	1,840	3.9%	3,052	3.9%	4,918	3.8%
Personal Care & Service	1,360	2.9%	2,206	2.8%	3,545	2.8%
Production	1,861	3.9%	3,715	4.7%	7,963	6.2%
Protective Service	643	1.4%	1,187	1.5%	1,968	1.5%
Sales & Related	5,543	11.7%	9,552	12.2%	14,604	11.4%
Transportation & Material Moving	3,016	6.4%	4,922	6.3%	7,476	5.8%
Military Services	162	0.3%	342	0.4%	709	0.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	47,368	78,534	128,187
2018 Q3	44,303	74,261	122,327
2018 Q2	46,530	77,315	126,073
2018 Q1	48,360	80,170	129,280
2017 Q4	49,004	80,814	130,602
2017 Q3	46,426	77,057	125,605
2017 Q2	49,421	81,214	130,655
2017 Q1	49,178	80,908	130,530
2016 Q4	49,556	81,588	132,041

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

	10 Min Drive				15 Min Drive				20 Min Drive			
Demographics												
Population	189,757				273,509				377,454			
5-Year Population estimate	195,666				281,674				386,553			
Population Households	187,995				271,127				373,902			
Group Quarters Population	1,762				2,382				3,552			
Households	64,264				96,766				141,307			
5-Year Households estimate	66,364				99,685				144,590			
WorkPlace Establishments	2,777				4,588				8,024			
Workplace Employees	47,368				78,534				128,187			
Median Household Income	$70,242				$70,400				$74,749			
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Electronic Shopping/Mail Order Houses	$475,847,159	$42,143,986	($433,703,174)	-91%	$692,073,720	$142,510,734	($549,562,986)	-79%	$970,633,960	$250,150,009	($720,483,951)	-74%
Vending Machine Operators (Non-Store)	$21,931,769	$3,173,585	($18,758,184)	-86%	$31,731,954	$3,173,585	($28,558,369)	-90%	$44,114,842	$3,173,585	($40,941,257)	-93%
Other Motor Vehicle Dealers	$41,953,555	$6,797,690	($35,155,864)	-84%	$60,416,316	$9,928,462	($50,487,854)	-84%	$84,048,977	$17,079,594	($66,969,383)	-80%
Furniture Stores	$37,938,357	$6,717,620	($31,220,737)	-82%	$54,718,738	$8,459,430	($46,259,308)	-85%	$76,180,298	$42,457,676	($33,722,621)	-44%
Florists/Misc. Store Retailers	$4,830,823	$974,257	($3,856,566)	-80%	$6,959,992	$3,058,605	($3,901,387)	-56%	$9,646,589	$7,894,717	($1,751,872)	-18%
Clothing Stores	$156,353,081	$57,346,319	($99,006,761)	-63%	$225,397,800	$97,006,645	($128,391,155)	-57%	$313,036,044	$199,431,174	($113,604,870)	-36%
Electronics/Appliance	$56,906,077	$21,102,121	($35,803,957)	-63%	$84,101,534	$30,503,530	($53,598,004)	-64%	$120,665,021	$50,504,237	($70,160,784)	-58%
Lawn/Garden Equipment/Supplies Stores	$22,885,604	$8,603,691	($14,281,913)	-62%	$32,970,388	$17,958,911	($15,011,477)	-46%	$45,697,965	$27,238,167	($18,459,798)	-40%
Sporting Goods/Hobby/Musical Instrument	$38,220,416	$15,038,981	($23,181,436)	-61%	$55,111,193	$27,075,216	($28,035,977)	-51%	$76,559,091	$84,995,131	$8,436,040	11%
Shoe Stores	$21,413,158	$9,834,851	($11,578,307)	-54%	$30,876,603	$15,137,704	($15,738,899)	-51%	$43,007,832	$33,028,214	($9,979,618)	-23%
Used Merchandise Stores	$11,708,117	$5,610,156	($6,097,961)	-52%	$16,893,917	$9,465,954	($7,427,963)	-44%	$23,486,843	$12,488,794	($10,998,049)	-47%
Other Misc. Store Retailers	$50,374,717	$24,362,203	($26,012,514)	-52%	$72,652,906	$38,677,160	($33,975,746)	-47%	$100,871,258	$61,742,617	($39,128,641)	-39%
Home Furnishing Stores	$35,122,686	$17,051,353	($18,071,333)	-51%	$50,677,060	$48,258,585	($2,418,476)	-5%	$70,309,181	$79,093,340	$8,784,160	12%
Health/Personal Care Stores	$190,664,014	$97,744,160	($92,919,853)	-49%	$274,820,559	$198,252,685	($76,567,874)	-28%	$379,837,663	$295,652,465	($84,185,198)	-22%
Jewelry/Luggage/Leather Goods	$21,404,304	$10,995,998	($10,408,306)	-49%	$30,866,552	$13,285,782	($17,580,770)	-57%	$42,861,991	$19,757,907	($23,104,085)	-54%
Special Food Services	$32,967,368	$17,433,056	($15,534,312)	-47%	$48,972,437	$23,937,142	($25,035,296)	-51%	$70,879,738	$44,425,302	($26,454,437)	-37%
Book/Periodical/Music Stores	$10,941,149	$6,240,626	($4,700,523)	-43%	$15,805,868	$9,807,279	($5,998,589)	-38%	$21,977,105	$27,766,083	$5,788,978	26%
Building Material/Supplies Dealers	$194,775,526	$117,023,303	($77,752,223)	-40%	$280,782,020	$212,601,883	($68,180,137)	-24%	$388,834,409	$304,390,101	($84,444,307)	-22%
Full-Service Restaurants	$152,564,086	$93,400,589	($59,163,497)	-39%	$230,423,480	$143,355,529	($87,067,951)	-38%	$340,322,229	$281,269,260	($59,052,969)	-17%
Automotive Parts/Accessories/Tire	$55,604,001	$35,984,606	($19,619,396)	-35%	$80,092,076	$60,359,289	($19,732,787)	-25%	$110,691,252	$88,146,940	($22,544,312)	-20%
Automotive Dealers	$674,883,066	$437,571,137	($237,311,928)	-35%	$970,756,901	$850,079,622	($120,677,279)	-12%	$1,349,415,460	$1,168,141,621	($181,273,839)	-13%
Bar/Drinking Places (Alcoholic Beverages)	$8,809,733	$6,665,603	($2,144,130)	-24%	$13,682,819	$10,069,525	($3,613,293)	-26%	$20,875,539	$17,010,096	($3,865,443)	-19%
Beer/Wine/Liquor Stores	$30,266,819	$23,567,652	($6,699,167)	-22%	$43,702,879	$34,639,867	($9,063,013)	-21%	$60,804,287	$60,781,089	($23,199)	0%
Office Supplies/Stationary/Gift	$17,351,702	$14,114,749	($3,236,953)	-19%	$25,216,404	$24,912,677	($303,727)	-1%	$35,382,516	$33,240,805	($2,141,711)	-6%
Limited-Service Eating Places	$157,905,369	$130,473,907	($27,431,461)	-17%	$234,497,426	$209,429,020	($25,068,405)	-11%	$339,262,305	$322,689,983	($16,572,322)	-5%
Specialty Food Stores	$21,592,953	$18,274,086	($3,318,867)	-15%	$31,169,072	$25,933,348	($5,235,724)	-17%	$43,171,803	$32,548,758	($10,623,045)	-25%
Direct Selling Establishments	$17,568,286	$17,871,738	$303,452	2%	$25,353,019	$32,151,550	$6,798,531	27%	$35,126,383	$37,887,936	$2,761,553	8%
Department Stores	$84,520,432	$92,043,129	$7,522,697	9%	$121,921,977	$116,400,726	($5,521,250)	-5%	$169,167,185	$135,479,849	($33,687,336)	-20%
Gasoline Stations	$275,854,323	$304,275,166	$28,420,842	10%	$397,111,278	$390,175,403	($6,935,876)	-2%	$549,724,083	$581,894,449	$32,170,366	6%
Grocery Stores	$364,068,442	$408,360,669	$44,292,227	12%	$525,411,368	$621,587,310	$96,175,943	18%	$727,753,959	$743,187,773	$15,433,814	2%
Other General Merchandise Stores	$373,138,383	$507,100,771	$133,962,389	36%	$538,515,218	$991,238,652	$452,723,435	84%	$746,439,164	$1,146,420,042	$399,980,878	54%
Consumer Demand/Market Supply Index	**$3,660,365,475**	**$2,557,897,759**	**143**		**$5,303,683,473**	**$4,419,431,811**	**120**		**$7,410,784,973**	**$6,209,967,715**	**119**	

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: I-80 and Fitzgerald Dr
Address: I-80 and Fitzgerald Dr | Pinole CA
Date Report Created: 6/20/2019

By Major Product Lines	10 Min Drive				15 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture/Sleep/Outdoor/Patio Furniture	$97,863,866	$26,142,618	($71,721,248)	-73%	$141,136,756	$48,883,713	($92,253,043)	-65%	$196,493,509	$96,244,664	($100,248,845)	-51%
Computer Hardware/Software/Supplies	$61,161,814	$18,077,432	($43,084,383)	-70%	$96,685,606	$40,816,692	($55,868,914)	-58%	$149,935,123	$65,804,405	($84,130,718)	-56%
Audio Equipment/Musical Instruments	$20,421,143	$8,165,107	($12,256,035)	-60%	$29,450,452	$14,946,970	($14,503,482)	-49%	$40,822,900	$24,878,496	($15,944,404)	-39%
Footwear, including Accessories	$52,919,256	$21,923,300	($30,995,956)	-59%	$76,312,150	$36,313,547	($39,998,603)	-52%	$106,316,093	$68,438,190	($37,877,904)	-36%
Books/Periodicals	$14,806,957	$6,194,321	($8,612,636)	-58%	$21,353,158	$10,921,321	($10,431,837)	-49%	$29,622,371	$24,038,800	($5,583,571)	-19%
Womens/Juniors/Misses Wear	$135,775,525	$59,132,501	($76,643,024)	-56%	$195,713,477	$100,362,160	($95,351,317)	-49%	$271,631,797	$169,726,751	($101,905,046)	-38%
All Other Merchandise	$140,279,464	$64,396,160	($75,883,304)	-54%	$202,405,350	$117,544,319	($84,861,032)	-42%	$281,377,296	$173,627,779	($107,749,517)	-38%
Drugs/Health Aids/Beauty Aids/Cosmetics	$423,823,210	$199,594,388	($224,228,822)	-53%	$610,809,605	$388,846,797	($221,962,808)	-36%	$843,818,658	$533,317,720	($310,500,938)	-37%
Pets/Pet Foods/Pet Supplies	$33,506,408	$15,840,423	($17,665,985)	-53%	$48,316,824	$27,621,847	($20,694,978)	-43%	$67,340,028	$37,120,933	($30,219,095)	-45%
Sporting Goods (incl Bicycles/Sports Vehicles)	$31,577,063	$16,497,689	($15,079,374)	-48%	$45,532,440	$31,698,371	($13,834,069)	-30%	$63,278,758	$64,099,172	$820,413	1%
Kitchenware/Home Furnishings	$42,919,349	$22,638,175	($20,281,174)	-47%	$61,965,986	$45,816,367	($16,149,619)	-26%	$86,031,334	$67,651,699	($18,379,635)	-21%
Mens Wear	$52,542,920	$27,857,353	($24,685,567)	-47%	$75,646,327	$47,663,073	($27,983,253)	-37%	$105,278,647	$77,928,877	($27,349,770)	-26%
Floor/Floor Coverings	$27,597,383	$14,667,294	($12,930,089)	-47%	$39,789,320	$33,250,339	($6,538,981)	-16%	$54,962,391	$51,191,841	($3,770,550)	-7%
Lawn/Garden/Farm Equipment/Supplies	$58,001,436	$31,383,578	($26,617,858)	-46%	$83,539,482	$59,715,700	($23,823,782)	-29%	$115,692,992	$85,899,668	($29,793,324)	-26%
Jewelry (including Watches)	$32,129,594	$17,441,930	($14,687,663)	-46%	$46,328,532	$25,615,865	($20,712,666)	-45%	$64,307,489	$38,182,284	($26,125,205)	-41%
Alcoholic Drinks Served at the Establishment	$64,071,382	$35,243,715	($28,827,668)	-45%	$100,046,367	$53,977,014	($46,069,353)	-46%	$153,561,702	$102,025,815	($51,535,887)	-34%
Automotive Tires/Tubes/Batteries/Parts	$110,675,945	$63,114,459	($47,561,487)	-43%	$159,389,887	$114,818,995	($44,570,892)	-28%	$220,124,607	$161,439,632	($58,684,975)	-27%
Retailer Services	$115,858,599	$70,432,871	($45,425,728)	-39%	$167,273,057	$132,158,763	($35,114,294)	-21%	$233,530,238	$186,315,137	($47,215,101)	-20%
Autos/Cars/Vans/Trucks/Motorcycles	$595,886,356	$369,708,126	($226,178,230)	-38%	$856,705,777	$716,702,932	($140,002,845)	-16%	$1,190,870,597	$986,697,432	($204,173,165)	-17%
Dimensional Lumber/Other Building Materials	$78,429,035	$48,699,584	($29,729,451)	-38%	$113,065,639	$88,643,296	($24,422,343)	-22%	$156,538,649	$127,061,163	($29,477,486)	-19%
Paints/Sundries/Wallpaper/Wall Coverings	$14,201,270	$9,129,234	($5,072,035)	-36%	$20,454,522	$16,618,370	($3,836,152)	-19%	$28,273,094	$23,585,635	($4,687,459)	-17%
Hardware/Tools/Plumbing/Electrical Supplies	$54,218,617	$35,075,665	($19,142,952)	-35%	$78,157,297	$64,362,722	($13,794,574)	-18%	$108,069,262	$89,846,852	($18,222,410)	-17%
Major Household Appliances	$13,781,981	$8,949,775	($4,832,206)	-35%	$19,874,439	$15,296,543	($4,577,896)	-23%	$27,804,328	$21,763,278	($6,041,051)	-22%
Automotive Lubricants (incl Oil, Greases)	$13,781,981	$8,949,775	($4,832,206)	-35%	$19,874,439	$15,296,543	($4,577,896)	-23%	$27,804,328	$21,763,278	($6,041,051)	-22%
Small Electric Appliances	$7,703,437	$5,538,059	($2,165,379)	-28%	$11,092,293	$10,656,414	($435,880)	-4%	$15,378,527	$13,753,124	($1,625,402)	-11%
Childrens Wear/Infants/Toddlers Clothing	$22,028,818	$16,331,469	($5,697,348)	-26%	$31,824,213	$27,147,314	($4,676,898)	-15%	$44,131,760	$40,688,465	($3,443,295)	-8%
Photographic Equipment/Supplies	$3,913,442	$2,911,562	($1,001,880)	-26%	$5,634,449	$5,248,687	($385,763)	-7%	$7,820,130	$6,992,492	($827,638)	-11%
Toys/Hobby Goods/Games	$17,942,574	$13,598,330	($4,344,244)	-24%	$25,864,274	$24,883,034	($981,240)	-4%	$35,803,642	$38,926,066	$3,122,424	9%
Packaged Liquor/Wine/Beer	$66,524,362	$50,758,065	($15,766,297)	-24%	$95,965,556	$80,993,536	($14,972,020)	-16%	$133,504,928	$114,189,478	($19,315,450)	-14%
Meats/Nonalcoholic Beverages	$304,454,794	$233,462,114	($70,992,680)	-23%	$451,899,231	$367,347,257	($84,551,974)	-19%	$653,408,353	$603,433,018	($49,975,335)	-8%
Sewing/Knitting Materials/Supplies	$1,564,681	$1,212,609	($352,072)	-23%	$2,252,083	$2,276,902	$24,819	1%	$3,123,478	$4,414,027	$1,290,549	41%
Curtains/Draperies/Slipcovers/Bed/Coverings	$16,325,086	$13,208,318	($3,116,768)	-19%	$23,622,790	$25,898,884	$2,276,095	10%	$33,024,068	$35,088,218	$2,064,150	6%
Televisions/VCR/Video Cameras/DVD etc	$23,316,265	$19,806,117	($3,510,148)	-15%	$33,580,607	$36,596,432	$3,015,825	9%	$46,503,234	$47,275,551	$772,318	2%
Optical Goods (incl Eyeglasses, Sunglasses)	$8,546,944	$7,962,540	($584,404)	-7%	$12,331,088	$15,703,387	$3,372,299	27%	$17,155,389	$21,322,501	$4,167,112	24%
Cigars/Cigarettes/Tobacco/Accessories	$41,476,608	$39,234,869	($2,241,739)	-5%	$59,765,005	$64,834,081	$5,069,076	8%	$81,984,980	$85,460,998	$3,476,019	4%
Groceries/Other Food Items (Off Premises)	$572,927,628	$581,717,713	$8,790,085	2%	$826,486,316	$972,441,693	$145,955,378	18%	$1,143,555,576	$1,162,356,411	$18,800,835	2%
Soaps/Detergents/Household Cleaners	$17,367,626	$21,544,310	$4,176,684	24%	$25,058,859	$38,035,410	$12,976,551	52%	$34,676,086	$45,527,611	$10,851,525	31%
Automotive Fuels	$255,614,071	$320,525,199	$64,911,128	25%	$367,684,391	$443,975,514	$76,291,123	21%	$508,880,743	$627,882,775	$119,002,033	23%
Paper/Related Products	$15,152,586	$20,516,408	$5,363,822	35%	$21,852,567	$37,143,694	$15,291,127	70%	$30,185,368	$43,885,792	$13,700,423	45%
Household Fuels (incl Oil, LP gas, Wood, Coal)	$6,786,185	$13,998,257	$7,212,072	106%	$9,787,510	$24,401,420	$14,613,910	149%	$13,518,960	$29,564,792	$16,045,831	119%

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Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)
n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

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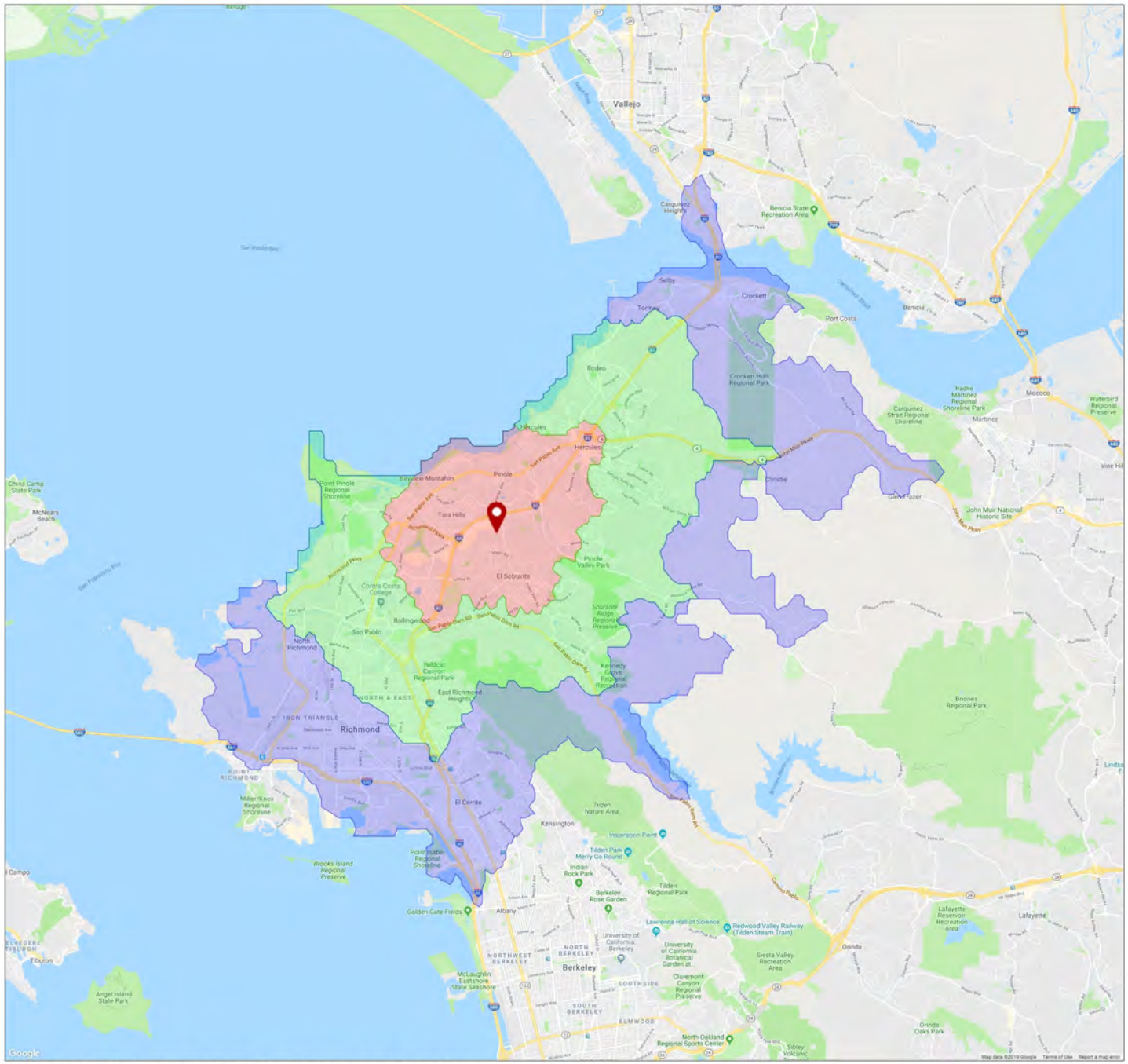
I-80 and Appian Way

ATTACHMENT A



INSIGHT
MARKET ANALYTICS
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Drive Time: 5, 10, 15 Mins

Scale In Miles:

0.0 1.3 2.6 3.9 5.2 6.5

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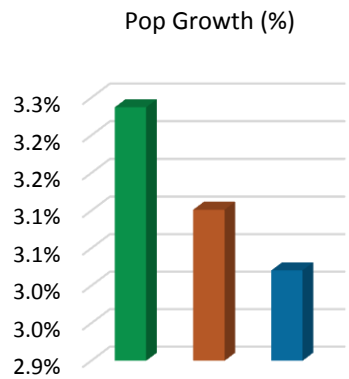
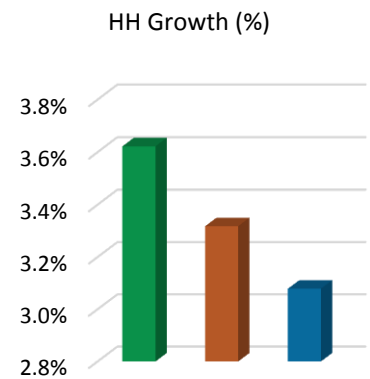
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

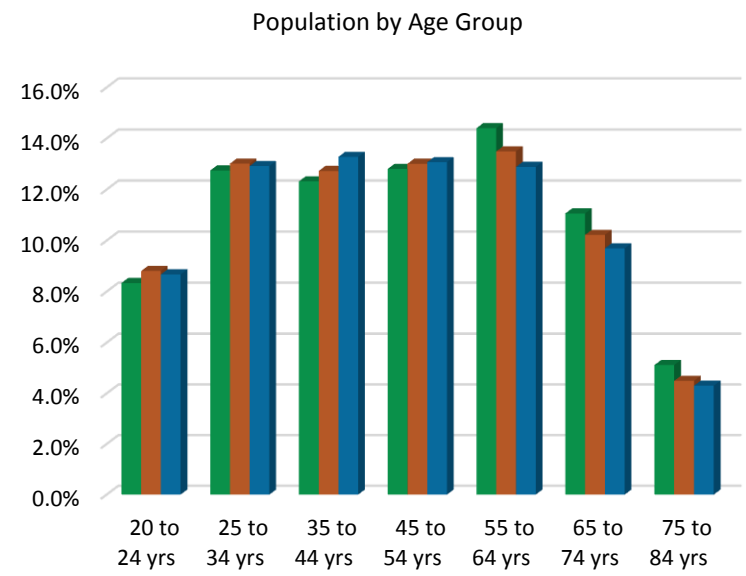
Consumer Demographic Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	52,042	---	159,587	---	253,221	---
5 Year Projected Pop	53,726	---	164,537	---	260,870	---
Pop Growth (%)	3.2%	---	3.1%	---	3.0%	---
Households	19,397	---	54,617	---	88,180	---
5 Year Projected HHs	20,100	---	56,430	---	90,895	---
HH Growth (%)	3.6%	---	3.3%	---	3.1%	---
Census Stats						
2000 Population	48,385	---	142,089	---	230,491	---
2010 Population	48,873	---	149,934	---	238,405	---
Pop Growth (%)	1.0%	---	5.5%	---	3.4%	---
2000 Households	17,500	---	48,028	---	79,943	---
2010 Households	18,030	---	50,992	---	82,813	---
HH Growth (%)	3.0%	---	6.2%	---	3.6%	---
Total Population by Age						
Average Age	41.2		39.9		39.3	
19 yrs & under	11,192	21.5%	36,291	22.7%	59,980	23.7%
20 to 24 yrs	4,337	8.3%	14,054	8.8%	21,957	8.7%
25 to 34 yrs	6,633	12.7%	20,765	13.0%	32,711	12.9%
35 to 44 yrs	6,411	12.3%	20,311	12.7%	33,623	13.3%
45 to 54 yrs	6,666	12.8%	20,761	13.0%	33,096	13.1%
55 to 64 yrs	7,496	14.4%	21,533	13.5%	32,630	12.9%
65 to 74 yrs	5,756	11.1%	16,314	10.2%	24,550	9.7%
75 to 84 yrs	2,664	5.1%	7,176	4.5%	10,897	4.3%
85 + yrs	886	1.7%	2,384	1.5%	3,777	1.5%
Population Bases						
20-34 yrs	10,970	21.1%	34,818	21.8%	54,668	21.6%
45-64 yrs	14,162	27.2%	42,294	26.5%	65,726	26.0%
16 yrs +	41,899	80.5%	127,001	79.6%	199,506	78.8%
25 yrs +	36,512	70.2%	109,243	68.5%	171,284	67.6%
65 yrs +	9,306	17.9%	25,873	16.2%	39,224	15.5%
75 yrs +	3,549	6.8%	9,560	6.0%	14,674	5.8%
85 yrs +	886	1.7%	2,384	1.5%	3,777	1.5%







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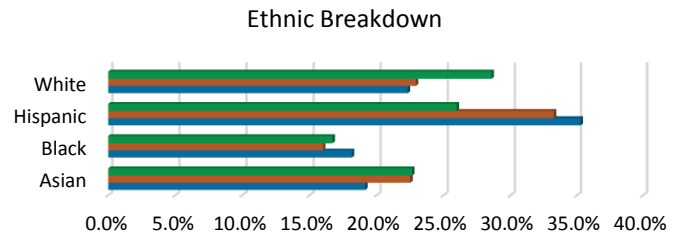
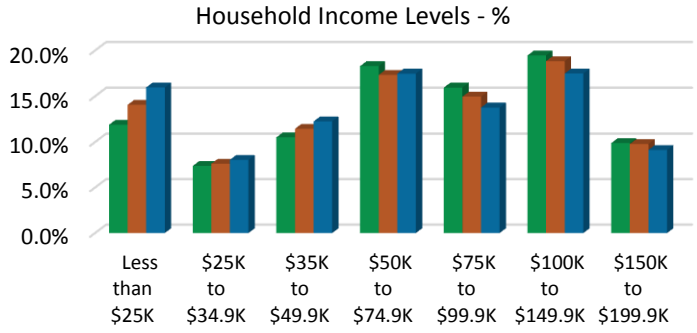
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

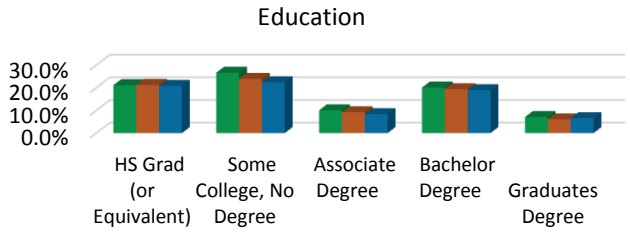
Consumer Demographic Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	14,876	28.6%	36,600	22.9%	56,577	22.3%
Hispanic	13,522	26.0%	53,083	33.3%	89,363	35.3%
Black	8,705	16.7%	25,573	16.0%	45,986	18.2%
Asian	11,788	22.7%	35,943	22.5%	48,526	19.2%
Ancestry						
American Indian (ancestry)	167	0.3%	470	0.3%	739	0.3%
Hawaiin (ancestry)	248	0.5%	847	0.5%	1,279	0.5%
Household Income						
Per Capita Income	$35,157	---	$31,502	---	$31,083	---
Average HH Income	$94,325	---	$92,046	---	$89,258	---
Median HH Income	$77,559	---	$74,226	---	$68,930	---
Less than $25K	2,305	11.9%	7,679	14.1%	14,078	16.0%
$25K to $34.9K	1,429	7.4%	4,158	7.6%	7,094	8.0%
$35K to $49.9K	2,040	10.5%	6,254	11.5%	10,804	12.3%
$50K to $74.9K	3,548	18.3%	9,467	17.3%	15,410	17.5%
$75K to $99.9K	3,094	16.0%	8,169	15.0%	12,140	13.8%
$100K to $149.9K	3,775	19.5%	10,290	18.8%	15,415	17.5%
$150K to $199.9K	1,917	9.9%	5,344	9.8%	8,046	9.1%
$200K +	1,289	6.6%	3,256	6.0%	5,193	5.9%
Education	36,512		109,243		171,284	
Less than 9th Grade	2,476	6.8%	11,760	10.8%	19,989	11.7%
Some HS, No Diploma	1,975	5.4%	7,235	6.6%	13,261	7.7%
HS Grad (or Equivalent)	7,731	21.2%	23,212	21.2%	35,738	20.9%
Some College, No Degree	9,746	26.7%	26,149	23.9%	38,426	22.4%
Associate Degree	3,676	10.1%	10,028	9.2%	14,226	8.3%
Bachelor Degree	7,330	20.1%	21,198	19.4%	32,482	19.0%
Graduates Degree	2,574	7.0%	6,600	6.0%	11,283	6.6%







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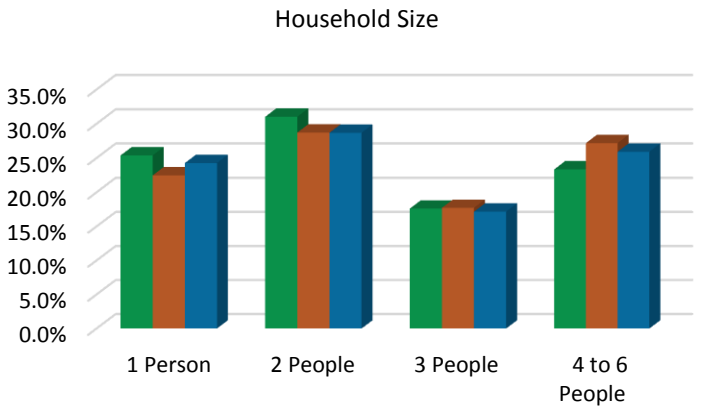
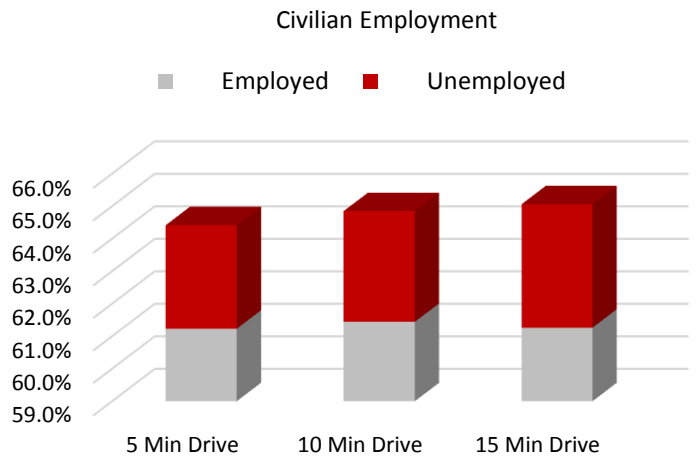
Consumer Demographic Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	13,308		39,097		60,800	
Single - Male	587	4.4%	2,110	5.4%	3,270	5.4%
Single - Female	1,619	12.2%	4,940	12.6%	8,224	13.5%
Single Parent - Male	400	3.0%	1,149	2.9%	2,090	3.4%
Single Parent - Female	1,122	8.4%	3,837	9.8%	6,889	11.3%
Married w/ Children	3,528	26.5%	10,931	28.0%	17,229	28.3%
Married w/out Children	6,053	45.5%	16,130	41.3%	23,098	38.0%
Household Size						
1 Person	4,923	25.4%	12,278	22.5%	21,403	24.3%
2 People	6,017	31.0%	15,689	28.7%	25,294	28.7%
3 People	3,417	17.6%	9,685	17.7%	15,145	17.2%
4 to 6 People	4,528	23.3%	14,848	27.2%	22,858	25.9%
7+ People	511	2.6%	2,119	3.9%	3,481	3.9%
Home Ownership	19,397		54,617		88,180	
Owners	12,487	64.4%	35,226	64.5%	52,226	59.2%
Renters	6,910	35.6%	19,391	35.5%	35,954	40.8%
Components of Change						
Births	595	1.1%	1,844	1.2%	2,928	1.2%
Deaths	434	0.8%	1,185	0.7%	1,834	0.7%
Migration	-46	-0.1%	-435	-0.3%	-774	-0.3%
Employment (Pop 16+)	41,899		127,001		199,506	
Armed Services	49	0.1%	144	0.1%	192	0.1%
Civilian	26,987	64.4%	82,356	64.8%	129,799	65.1%
Employed	25,654	61.2%	78,031	61.4%	122,222	61.3%
Unemployed	1,333	3.2%	4,325	3.4%	7,577	3.8%
Not in Labor Force	14,863	35.5%	44,501	35.0%	69,515	34.8%
Employed Population	25,654		78,031		122,222	
White Collar	16,144	62.9%	46,144	59.1%	70,395	57.6%
Blue Collar	9,511	37.1%	31,887	40.9%	51,826	42.4%





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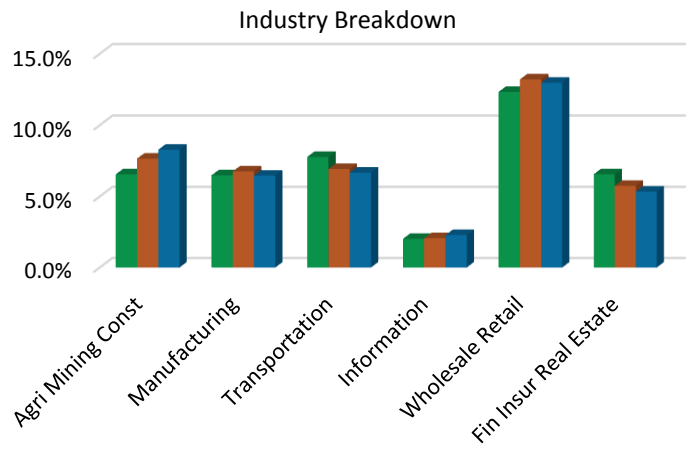
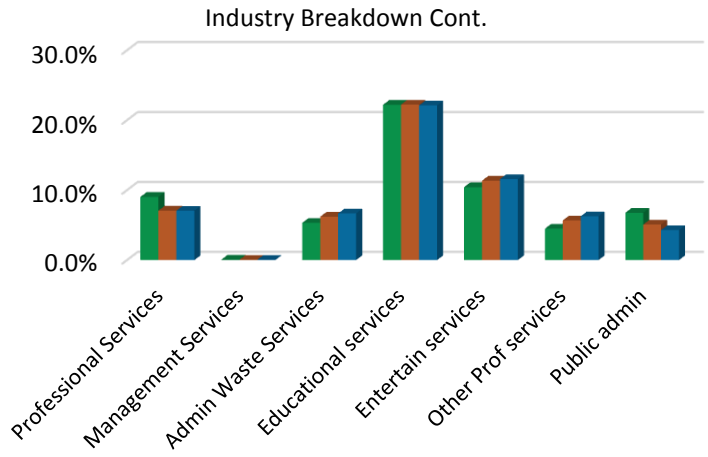
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demographic Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	25,654		78,031		122,222	
White Collar	16,144	62.9%	46,144	59.1%	70,395	57.6%
Managerial executive	3,610	14.1%	9,948	12.7%	15,190	12.4%
Prof specialty	5,203	20.3%	15,177	19.4%	24,170	19.8%
Healthcare support	564	2.2%	1,741	2.2%	2,595	2.1%
Sales	2,249	8.8%	7,237	9.3%	11,290	9.2%
Office Admin	4,518	17.6%	12,040	15.4%	17,150	14.0%
Blue Collar	9,511	37.1%	31,887	40.9%	51,826	42.4%
Protective	769	3.0%	1,982	2.5%	2,750	2.2%
Food Prep Serving	1,664	6.5%	5,429	7.0%	8,522	7.0%
Bldg Maint/Cleaning	1,175	4.6%	4,818	6.2%	8,632	7.1%
Personal Care	1,261	4.9%	3,720	4.8%	5,923	4.8%
Farming/Fishing/Forestry	14	0.1%	162	0.2%	411	0.3%
Construction	2,057	8.0%	7,312	9.4%	11,952	9.8%
Production Transp	2,571	10.0%	8,466	10.8%	13,636	11.2%
Employment By Industry	25,654		78,031		122,222	
Agri Mining Const	1,681	6.6%	5,974	7.7%	10,125	8.3%
Manufacturing	1,663	6.5%	5,277	6.8%	7,899	6.5%
Transportation	1,996	7.8%	5,411	6.9%	8,160	6.7%
Information	517	2.0%	1,605	2.1%	2,782	2.3%
Wholesale Retail	3,163	12.3%	10,304	13.2%	15,854	13.0%
Fin Insur Real Estate	1,683	6.6%	4,480	5.7%	6,515	5.3%
Professional Services	2,318	9.0%	5,513	7.1%	8,627	7.1%
Management Services	14	0.1%	24	0.0%	54	0.0%
Admin Waste Services	1,363	5.3%	4,841	6.2%	8,139	6.7%
Educational services	5,697	22.2%	17,351	22.2%	27,029	22.1%
Entertain services	2,674	10.4%	8,861	11.4%	14,148	11.6%
Other Prof services	1,151	4.5%	4,428	5.7%	7,659	6.3%
Public admin	1,734	6.8%	3,961	5.1%	5,233	4.3%





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Household Segmentation Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date: 6/20/2019

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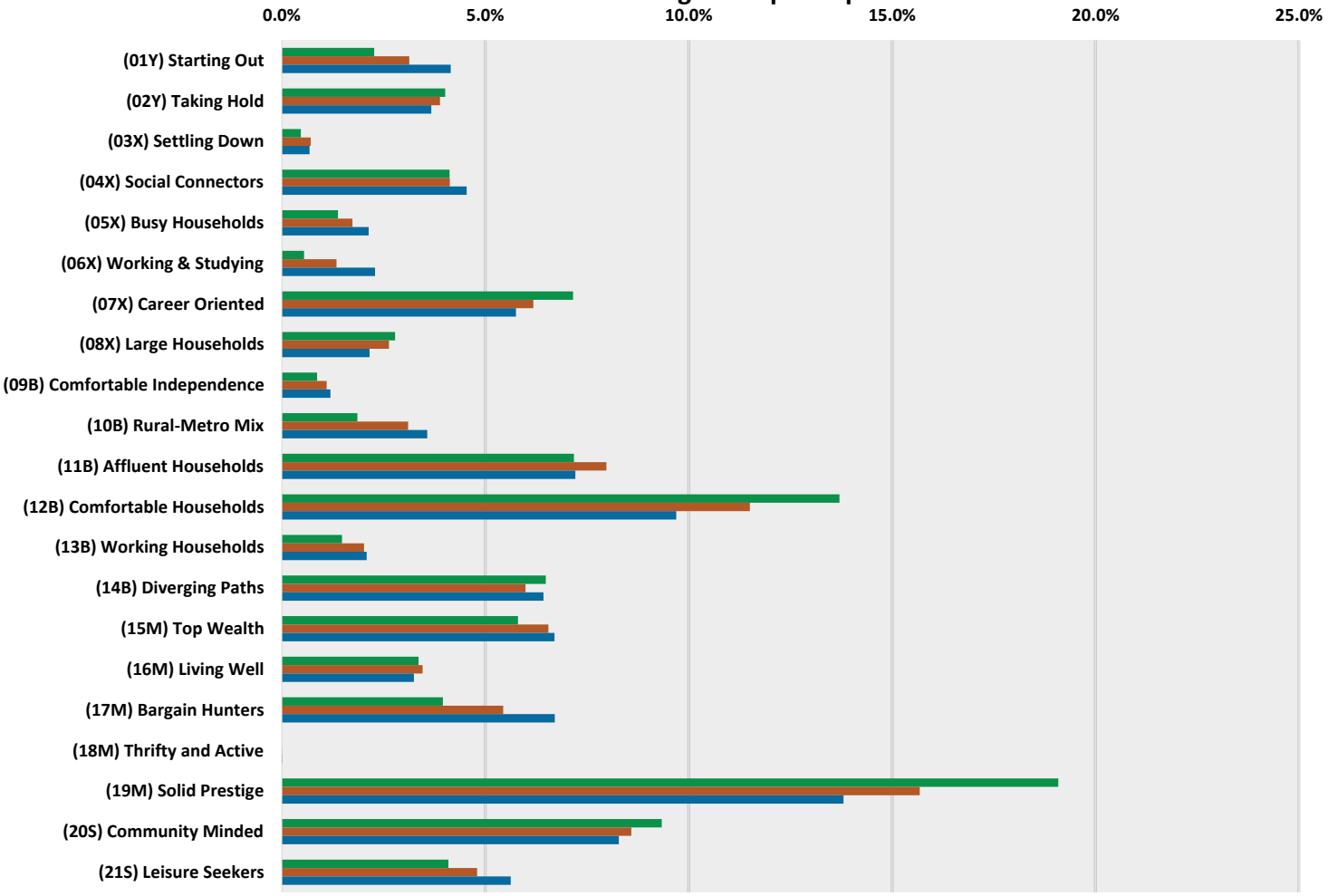
	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive

Household Lifestage Group Comparison



	Trade Area 1: 5 Min Drive		Trade Area 2: 10 Min Drive		Trade Area 3: 15 Min Drive	
Total Households	**18,355**	**100%**	**52,129**	**100%**	**84,754**	**100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	1,538	8.4%	3,505	6.7%	5,014	5.9%
2	08- Solid Surroundings	(19M) Solid Prestige	1,449	7.9%	3,375	6.5%	4,804	5.7%
3	17- Firmly Established	(12B) Comfortable Households	1,299	7.1%	3,048	5.8%	3,998	4.7%
4	13- Work & Play	(12B) Comfortable Households	1,217	6.6%	2,949	5.7%	4,219	5.0%
5	36- Persistent & Productive	(20S) Community Minded	996	5.4%	2,629	5.0%	4,233	5.0%
6	33- Urban Diversity	(14B) Diverging Paths	974	5.3%	2,381	4.6%	4,215	5.0%
7	04- Top Professionals	(11B) Affluent Households	888	4.8%	2,803	5.4%	4,009	4.7%
8	03- Corporate Connected	(15M) Top Wealth	826	4.5%	2,410	4.6%	3,817	4.5%
9	26- Getting Established	(07X) Career Oriented	690	3.8%	1,589	3.0%	2,540	3.0%
10	05- Active & Involved	(19M) Solid Prestige	516	2.8%	1,293	2.5%	1,886	2.2%

** Rank is based on Trade Area 1 cluster size*

Uses the Personicx household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
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Household Segmentation Profile

Market: I-80 and Appian Way | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
TOTAL HOUSEHOLDS		**18,355**	**100%**	**52,129**	**100%**	**84,754**	**100%**
(01Y) Starting Out		**416**	**2.3%**	**1,633**	**3.1%**	**3,516**	**4.1%**
	39- Setting Goals	50	0.3%	239	0.5%	574	0.7%
	45- Offices & Entertainment	103	0.6%	333	0.6%	622	0.7%
	57- Collegiate Crowd	141	0.8%	526	1.0%	1,094	1.3%
	58- Outdoor Fervor	0	0.0%	0	0.0%	7	0.0%
	67- First Steps	122	0.7%	535	1.0%	1,219	1.4%
(02Y) Taking Hold		**738**	**4.0%**	**2,029**	**3.9%**	**3,113**	**3.7%**
	18- Climbing the Ladder	76	0.4%	173	0.3%	232	0.3%
	21- Children First	137	0.7%	420	0.8%	634	0.7%
	24- Career Building	475	2.6%	1,272	2.4%	1,997	2.4%
	30- Out & About	50	0.3%	165	0.3%	251	0.3%
(03X) Settling Down		**87**	**0.5%**	**372**	**0.7%**	**580**	**0.7%**
	34- Outward Bound	0	0.0%	1	0.0%	2	0.0%
	41- Rural Adventure	0	0.0%	18	0.0%	28	0.0%
	46- Rural & Active	86	0.5%	352	0.7%	550	0.6%
(04X) Social Connectors		**757**	**4.1%**	**2,152**	**4.1%**	**3,853**	**4.5%**
	42- Creative Variety	141	0.8%	551	1.1%	966	1.1%
	52- Stylish & Striving	240	1.3%	663	1.3%	1,235	1.5%
	59- Mobile Mixers	376	2.0%	938	1.8%	1,652	1.9%
(05X) Busy Households		**253**	**1.4%**	**905**	**1.7%**	**1,812**	**2.1%**
	37- Firm Foundations	94	0.5%	365	0.7%	630	0.7%
	62- Movies & Sports	159	0.9%	540	1.0%	1,182	1.4%
(06X) Working & Studying		**100**	**0.5%**	**701**	**1.3%**	**1,941**	**2.3%**
	61- City Life	8	0.0%	143	0.3%	596	0.7%
	69- Productive Havens	20	0.1%	186	0.4%	486	0.6%
	70- Favorably Frugal	73	0.4%	372	0.7%	860	1.0%
(07X) Career Oriented		**1,315**	**7.2%**	**3,222**	**6.2%**	**4,877**	**5.8%**
	06- Casual Comfort	287	1.6%	820	1.6%	1,164	1.4%
	10- Careers & Travel	215	1.2%	528	1.0%	806	1.0%
	20- Carving Out Time	122	0.7%	287	0.5%	366	0.4%
	26- Getting Established	690	3.8%	1,589	3.0%	2,540	3.0%
(08X) Large Households		**512**	**2.8%**	**1,375**	**2.6%**	**1,831**	**2.2%**
	11- Schools & Shopping	106	0.6%	312	0.6%	420	0.5%
	12- On the Go	176	1.0%	440	0.8%	604	0.7%
	19- Country Comfort	0	0.0%	3	0.0%	12	0.0%
	27- Tenured Proprietors	230	1.3%	620	1.2%	794	0.9%
(09B) Comfortable Independence		**159**	**0.9%**	**574**	**1.1%**	**1,016**	**1.2%**
	29- City Mixers	1	0.0%	1	0.0%	50	0.1%
	35- Working & Active	86	0.5%	311	0.6%	516	0.6%
	56- Metro Active	72	0.4%	262	0.5%	450	0.5%
(10B) Rural-Metro Mix		**341**	**1.9%**	**1,618**	**3.1%**	**3,029**	**3.6%**
	47- Rural Parents	0	0.0%	1	0.0%	11	0.0%
	53- Metro Strivers	339	1.8%	1,613	3.1%	3,007	3.5%
	60- Rural & Mobile	2	0.0%	4	0.0%	11	0.0%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Household Segmentation Profile

Market: I-80 and Appian Way | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
TOTAL HOUSEHOLDS		**18,355**	**100%**	**52,129**	**100%**	**84,754**	**100%**
(11B) Affluent Households		**1,318**	**7.2%**	**4,160**	**8.0%**	**6,116**	**7.2%**
	01- Summit Estates	121	0.7%	614	1.2%	1,123	1.3%
	04- Top Professionals	888	4.8%	2,803	5.4%	4,009	4.7%
	07- Active Lifestyles	310	1.7%	743	1.4%	985	1.2%
(12B) Comfortable Households		**2,516**	**13.7%**	**5,997**	**11.5%**	**8,217**	**9.7%**
	13- Work & Play	1,217	6.6%	2,949	5.7%	4,219	5.0%
	17- Firmly Established	1,299	7.1%	3,048	5.8%	3,998	4.7%
(13B) Working Households		**271**	**1.5%**	**1,055**	**2.0%**	**1,767**	**2.1%**
	38- Occupational Mix	271	1.5%	1,055	2.0%	1,764	2.1%
	48- Farm & Home	0	0.0%	0	0.0%	3	0.0%
(14B) Diverging Paths		**1,192**	**6.5%**	**3,124**	**6.0%**	**5,452**	**6.4%**
	16- Country Enthusiasts	0	0.0%	1	0.0%	10	0.0%
	22- Comfortable Cornerstones	100	0.5%	298	0.6%	410	0.5%
	31- Mid-Americana	113	0.6%	370	0.7%	581	0.7%
	32- Metro Mix	5	0.0%	74	0.1%	236	0.3%
	33- Urban Diversity	974	5.3%	2,381	4.6%	4,215	5.0%
(15M) Top Wealth		**1,065**	**5.8%**	**3,416**	**6.6%**	**5,679**	**6.7%**
	02- Established Elite	239	1.3%	1,005	1.9%	1,862	2.2%
	03- Corporate Connected	826	4.5%	2,410	4.6%	3,817	4.5%
(16M) Living Well		**617**	**3.4%**	**1,805**	**3.5%**	**2,753**	**3.2%**
	14- Career Centered	455	2.5%	1,319	2.5%	2,115	2.5%
	15- Country Ways	0	0.0%	2	0.0%	5	0.0%
	23- Good Neighbors	162	0.9%	484	0.9%	633	0.7%
(17M)Bargain Hunters		**727**	**4.0%**	**2,835**	**5.4%**	**5,690**	**6.7%**
	43- Work & Causes	140	0.8%	536	1.0%	943	1.1%
	44- Open Houses	159	0.9%	589	1.1%	1,095	1.3%
	55- Community Life	119	0.7%	459	0.9%	769	0.9%
	63- Staying Home	272	1.5%	1,055	2.0%	2,342	2.8%
	68- Staying Healthy	36	0.2%	196	0.4%	541	0.6%
(18M) Thrifty & Active		**0**	**0.0%**	**2**	**0.0%**	**14**	**0.0%**
	40- Great Outdoors	0	0.0%	0	0.0%	3	0.0%
	50- Rural Community	0	0.0%	1	0.0%	6	0.0%
	54- Work & Outdoors	0	0.0%	1	0.0%	5	0.0%
(19M) Solid Prestige		**3,504**	**19.1%**	**8,173**	**15.7%**	**11,704**	**13.8%**
	05- Active & Involved	516	2.8%	1,293	2.5%	1,886	2.2%
	08- Solid Surroundings	1,449	7.9%	3,375	6.5%	4,804	5.7%
	09- Busy Schedules	1,538	8.4%	3,505	6.7%	5,014	5.9%
(20S) Community Minded		**1,715**	**9.3%**	**4,477**	**8.6%**	**7,024**	**8.3%**
	25- Clubs & Causes	381	2.1%	1,049	2.0%	1,539	1.8%
	28- Community Pillars	338	1.8%	799	1.5%	1,252	1.5%
	36- Persistent & Productive	996	5.4%	2,629	5.0%	4,233	5.0%
(21S) Leisure Seekers		**752**	**4.1%**	**2,504**	**4.8%**	**4,769**	**5.6%**
	49- Home & Garden	146	0.8%	463	0.9%	733	0.9%
	51- Role Models	190	1.0%	570	1.1%	931	1.1%
	64- Practical & Careful	101	0.5%	323	0.6%	593	0.7%
	65- Hobbies & Shopping	173	0.9%	632	1.2%	1,388	1.6%
	66- Helping Hands	142	0.8%	516	1.0%	1,124	1.3%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

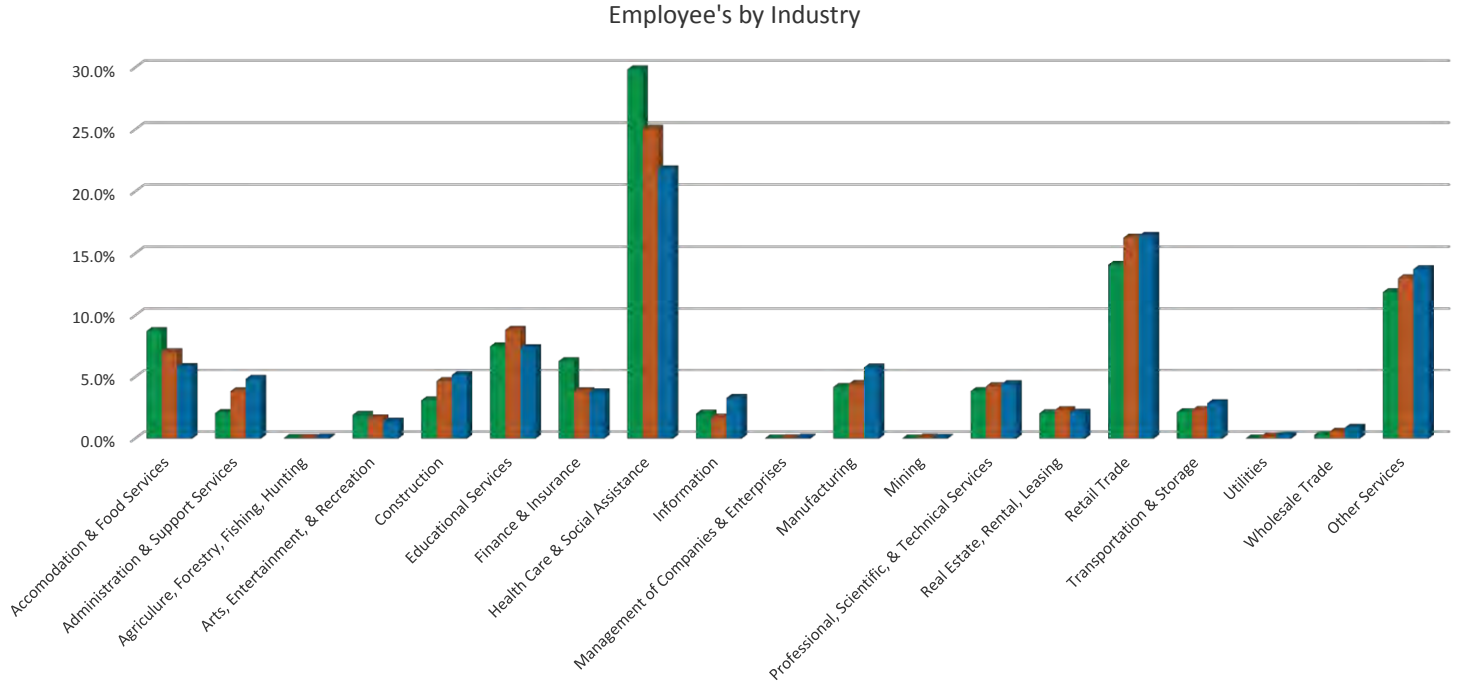
ATTACHMENT A

Employment Profile

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	41,220		130,447		209,926	
Student Population	9,428		37,622		51,828	
Median Employee Salary	52,617		51,596		51,159	
Average Employee Salary	62,500		60,462		60,541	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under $15,000 CrYr	251	1.9%	1,013	2.7%	1,943	2.8%
15,000 to 30,000 CrYr	330	2.5%	1,006	2.7%	1,892	2.7%
30,000 to 45,000 CrYr	4,872	36.3%	13,712	36.8%	25,246	36.4%
45,000 to 60,000 CrYr	2,626	19.6%	7,226	19.4%	13,740	19.8%
60,000 to 75,000 CrYr	1,649	12.3%	4,690	12.6%	8,371	12.1%
75,000 to 90,000 CrYr	1,259	9.4%	3,559	9.6%	6,647	9.6%
90,000 to 100,000 CrYr	361	2.7%	971	2.6%	2,124	3.1%
Over 100,000 CrYr	2,079	15.5%	5,064	13.6%	9,346	13.5%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	**977**	**100%**	**13,429**	**100%**	**2,297**	**100%**	**37,241**	**100%**	**3,863**	**100%**	**69,310**	**100%**
Accomodation & Food Services	72	7.4%	1,173	8.7%	156	6.8%	2,614	7.0%	242	6.3%	4,025	5.8%
Administration & Support Services	26	2.6%	278	2.1%	76	3.3%	1,431	3.8%	123	3.2%	3,362	4.9%
Agriculure, Forestry, Fishing, Hunting	1	0.1%	6	0.0%	2	0.1%	15	0.0%	6	0.2%	59	0.1%
Arts, Entertainment, & Recreation	26	2.7%	258	1.9%	51	2.2%	608	1.6%	83	2.1%	951	1.4%
Construction	44	4.5%	417	3.1%	116	5.0%	1,737	4.7%	200	5.2%	3,576	5.2%
Educational Services	36	3.7%	1,005	7.5%	83	3.6%	3,286	8.8%	130	3.4%	5,090	7.3%
Finance & Insurance	75	7.7%	844	6.3%	126	5.5%	1,427	3.8%	170	4.4%	2,603	3.8%
Health Care & Social Assistance	209	21.4%	4,008	29.8%	481	20.9%	9,335	25.1%	737	19.1%	15,101	21.8%
Information	12	1.3%	271	2.0%	31	1.3%	634	1.7%	62	1.6%	2,291	3.3%
Management of Companies & Enterprises	0	0.0%	1	0.0%	1	0.0%	5	0.0%	2	0.1%	48	0.1%
Manufacturing	24	2.4%	563	4.2%	71	3.1%	1,650	4.4%	151	3.9%	4,003	5.8%
Mining	0	0.0%	0	0.0%	2	0.1%	29	0.1%	3	0.1%	39	0.1%
Professional, Scientific, & Technical Services	84	8.6%	518	3.9%	168	7.3%	1,581	4.2%	291	7.5%	3,054	4.4%
Real Estate, Rental, Leasing	54	5.5%	276	2.1%	117	5.1%	858	2.3%	174	4.5%	1,453	2.1%
Retail Trade	127	13.0%	1,891	14.1%	318	13.8%	6,060	16.3%	551	14.3%	11,373	16.4%
Transportation & Storage	12	1.2%	286	2.1%	38	1.7%	866	2.3%	72	1.9%	1,988	2.9%
Utilities	0	0.0%	0	0.0%	3	0.1%	63	0.2%	6	0.2%	171	0.2%
Wholesale Trade	8	0.8%	38	0.3%	25	1.1%	204	0.5%	62	1.6%	607	0.9%
Other Services	167	17.1%	1,596	11.9%	433	18.8%	4,839	13.0%	796	20.6%	9,517	13.7%

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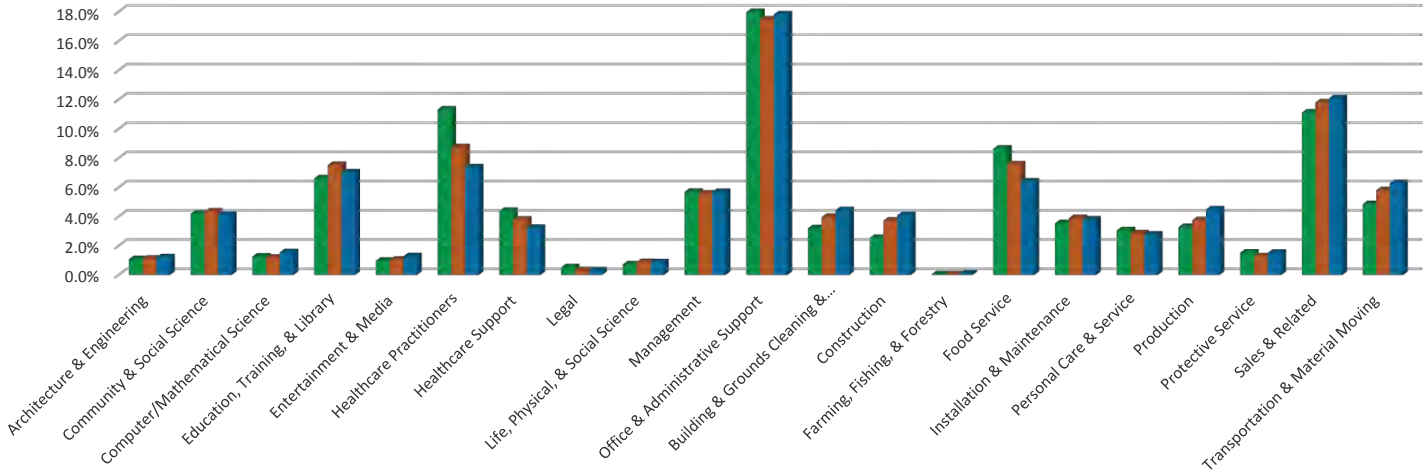
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Employment Profile
Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

ATTACHMENT A

Occupations	5 Min Drive # of Employee's		10 Min Drive # of Employee's		15 Min Drive # of Employee's	
White Collar	7,779	57.9%	20,479	55.0%	37,231	53.7%
Architecture & Engineering	144	1.1%	410	1.1%	836	1.2%
Community & Social Science	563	4.2%	1,613	4.3%	2,850	4.1%
Computer/Mathematical Science	168	1.3%	440	1.2%	1,070	1.5%
Education, Training, & Library	887	6.6%	2,801	7.5%	4,863	7.0%
Entertainment & Media	130	1.0%	384	1.0%	879	1.3%
Healthcare Practitioners	1,520	11.3%	3,254	8.7%	5,099	7.4%
Healthcare Support	589	4.4%	1,407	3.8%	2,229	3.2%
Legal	69	0.5%	117	0.3%	206	0.3%
Life, Physical, & Social Science	96	0.7%	325	0.9%	597	0.9%
Management	764	5.7%	2,074	5.6%	3,932	5.7%
Office & Administrative Support	2,413	18.0%	6,505	17.5%	12,344	17.8%
Blue Collar	5,606	41.7%	16,608	44.6%	31,798	45.9%
Building & Grounds Cleaning & Maintenance	430	3.2%	1,475	4.0%	3,070	4.4%
Construction	340	2.5%	1,386	3.7%	2,828	4.1%
Farming, Fishing, & Forestry	5	0.0%	16	0.0%	64	0.1%
Food Service	1,159	8.6%	2,814	7.6%	4,427	6.4%
Installation & Maintenance	475	3.5%	1,445	3.9%	2,625	3.8%
Personal Care & Service	409	3.0%	1,057	2.8%	1,912	2.8%
Production	439	3.3%	1,392	3.7%	3,106	4.5%
Protective Service	205	1.5%	471	1.3%	1,044	1.5%
Sales & Related	1,491	11.1%	4,393	11.8%	8,373	12.1%
Transportation & Material Moving	651	4.8%	2,158	5.8%	4,348	6.3%
Military Services	43	0.3%	154	0.4%	282	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	13,429	37,241	69,310
2018 Q3	12,635	34,618	65,446
2018 Q2	13,185	36,575	68,240
2018 Q1	13,765	38,047	70,968
2017 Q4	14,129	38,624	71,522
2017 Q3	13,113	36,369	68,106
2017 Q2	13,897	38,954	71,942
2017 Q1	13,800	38,746	71,638
2016 Q4	13,912	39,051	72,241

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive				10 Min Drive				15 Min Drive			
Demographics												
Population	52,042				159,587				253,221			
5-Year Population estimate	53,726				164,537				260,870			
Population Households	51,914				158,090				250,894			
Group Quarters Population	128				1,498				2,327			
Households	19,397				54,617				88,180			
5-Year Households estimate	20,100				56,430				90,895			
WorkPlace Establishments	977				2,297				3,863			
Workplace Employees	13,429				37,241				69,310			
Median Household Income	$77,559				$74,226				$68,930			
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	$10,673,306	$0	($10,673,306)	-100%	$32,172,473	$0	($32,172,473)	-100%	$50,446,714	$6,717,620	($43,729,094)	-87%
Electronic Shopping/Mail Order Houses	$133,344,751	$0	($133,344,751)	-100%	$400,613,597	$62,201,953	($338,411,644)	-84%	$637,428,319	$108,357,616	($529,070,703)	-83%
Lawn/Garden Equipment/Supplies Stores	$6,440,058	$235,006	($6,205,052)	-96%	$19,375,429	$7,049,741	($12,325,688)	-64%	$30,467,866	$16,142,851	($14,325,016)	-47%
Other Motor Vehicle Dealers	$11,836,303	$589,100	($11,247,203)	-95%	$35,642,231	$6,687,023	($28,955,209)	-81%	$55,731,956	$8,653,186	($47,078,770)	-84%
Florists/Misc. Store Retailers	$1,358,640	$84,813	($1,273,827)	-94%	$4,088,805	$212,032	($3,876,773)	-95%	$6,431,633	$1,214,720	($5,216,913)	-81%
Grocery Stores	$101,788,875	$28,795,424	($72,993,451)	-72%	$307,374,588	$366,501,142	$59,126,553	19%	$485,566,845	$610,668,965	$125,102,120	26%
Other Misc. Store Retailers	$14,199,684	$4,743,629	($9,456,055)	-67%	$42,707,733	$19,442,596	($23,265,137)	-54%	$67,090,891	$33,951,954	($33,138,937)	-49%
Automotive Parts/Accessories/Tire	$15,468,119	$6,418,142	($9,049,977)	-59%	$46,855,550	$28,366,204	($18,489,346)	-39%	$74,070,147	$55,960,208	($18,109,939)	-24%
Used Merchandise Stores	$3,293,374	$1,524,533	($1,768,841)	-54%	$9,916,291	$5,313,961	($4,602,330)	-46%	$15,590,247	$8,017,347	($7,572,900)	-49%
Direct Selling Establishments	$4,900,879	$2,349,417	($2,551,462)	-52%	$14,816,075	$13,393,003	($1,423,072)	-10%	$23,431,370	$31,280,494	$7,849,123	33%
Vending Machine Operators (Non-Store)	$6,138,876	$3,173,585	($2,965,291)	-48%	$18,504,099	$3,173,585	($15,330,514)	-83%	$29,296,584	$3,173,585	($26,122,999)	-89%
Other General Merchandise Stores	$104,350,080	$56,934,161	($47,415,919)	-45%	$315,050,274	$305,225,911	($9,824,363)	-3%	$497,562,640	$896,995,428	$399,432,788	80%
Beer/Wine/Liquor Stores	$8,492,167	$4,900,743	($3,591,424)	-42%	$25,628,235	$19,307,267	($6,320,969)	-25%	$40,327,348	$26,503,737	($13,823,611)	-34%
Sporting Goods/Hobby/Musical Instrument	$10,734,410	$6,987,251	($3,747,159)	-35%	$32,384,104	$12,456,756	($19,927,348)	-62%	$50,863,786	$21,449,258	($29,414,528)	-58%
Clothing Stores	$43,933,960	$28,702,031	($15,231,929)	-35%	$132,439,457	$49,371,475	($83,067,982)	-63%	$208,004,720	$92,593,489	($115,411,232)	-55%
Electronics/Appliance	$16,064,613	$10,904,134	($5,160,479)	-32%	$47,696,518	$20,230,167	($27,466,351)	-58%	$76,989,210	$25,182,567	($51,806,644)	-67%
Special Food Services	$9,346,675	$6,495,020	($2,851,656)	-31%	$27,630,619	$16,372,508	($11,258,111)	-41%	$44,714,734	$20,512,374	($24,202,359)	-54%
Jewelry/Luggage/Leather Goods	$5,998,819	$4,304,156	($1,694,663)	-28%	$18,120,017	$9,392,067	($8,727,950)	-48%	$28,493,255	$12,569,750	($15,923,504)	-56%
Automotive Dealers	$190,299,488	$137,293,244	($53,006,244)	-28%	$573,391,303	$300,714,016	($272,677,287)	-48%	$895,738,552	$557,415,844	($338,322,707)	-38%
Health/Personal Care Stores	$53,086,560	$39,038,759	($14,047,800)	-26%	$160,650,252	$76,912,209	($83,738,043)	-52%	$254,168,264	$169,998,586	($84,169,677)	-33%
Home Furnishing Stores	$9,839,495	$7,326,070	($2,513,425)	-26%	$29,705,056	$14,645,721	($15,059,335)	-51%	$46,795,844	$45,480,391	($1,315,453)	-3%
Book/Periodical/Music Stores	$3,049,188	$2,413,797	($635,391)	-21%	$9,225,559	$6,477,928	($2,747,631)	-30%	$14,591,501	$9,259,907	($5,331,594)	-37%
Specialty Food Stores	$6,036,919	$5,058,162	($978,756)	-16%	$18,228,280	$12,510,324	($5,717,956)	-31%	$28,805,706	$24,613,958	($4,191,748)	-15%
Office Supplies/Stationary/Gift	$4,883,085	$4,632,945	($250,141)	-5%	$14,647,742	$12,115,165	($2,532,577)	-17%	$23,216,375	$21,513,796	($1,702,578)	-7%
Full-Service Restaurants	$43,315,181	$43,292,030	($23,151)	0%	$126,796,238	$87,208,463	($39,587,775)	-31%	$209,306,602	$130,379,873	($78,926,729)	-38%
Limited-Service Eating Places	$44,763,401	$46,686,145	$1,922,744	4%	$132,353,866	$107,334,561	($25,019,305)	-19%	$214,132,785	$188,939,542	($25,193,243)	-12%
Gasoline Stations	$77,183,963	$87,642,753	$10,458,790	14%	$233,173,297	$258,549,519	$25,376,222	11%	$367,036,631	$377,802,751	$10,766,120	3%
Shoe Stores	$6,032,749	$7,658,334	$1,625,585	27%	$18,184,773	$9,834,851	($8,349,922)	-46%	$28,455,342	$10,352,001	($18,103,341)	-64%
Building Material/Supplies Dealers	$54,483,989	$70,499,012	$16,015,023	29%	$164,530,500	$102,839,026	($61,691,474)	-37%	$259,483,301	$179,824,839	($79,658,461)	-31%
Department Stores	$23,688,556	$35,829,171	$12,140,615	51%	$71,473,628	$89,159,110	$17,685,482	25%	$112,582,735	$103,336,347	($9,246,388)	-8%
Bar/Drinking Places (Alcoholic Beverages)	$2,507,281	$4,474,797	$1,967,516	78%	$7,215,633	$7,054,709	($160,924)	-2%	$12,323,018	$8,615,188	($3,707,829)	-30%
Consumer Demand/Market Supply Index	**$1,027,533,444**	**$658,986,364**	**156**		**$3,090,592,223**	**$2,030,052,995**	**152**		**$4,889,144,919**	**$3,807,478,172**	**128**	

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: I-80 and Appian Way
Address: I-80 and Appian Way | Pinole CA
Date Report Created: 6/20/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture/Sleep/Outdoor/Patio Furniture	$27,529,533	$4,639,607	($22,889,925)	-83%	$82,990,557	$16,479,288	($66,511,270)	-80%	$130,114,292	$42,323,826	($87,790,466)	-67%
Computer Hardware/Software/Supplies	$17,335,895	$4,320,082	($13,015,813)	-75%	$49,492,070	$19,373,095	($30,118,975)	-61%	$86,680,855	$32,920,458	($53,760,398)	-62%
Pets/Pet Foods/Pet Supplies	$9,588,594	$2,630,325	($6,958,269)	-73%	$28,619,322	$11,827,790	($16,791,532)	-59%	$44,563,067	$24,779,415	($19,783,651)	-44%
All Other Merchandise	$39,500,182	$15,266,306	($24,233,876)	-61%	$118,833,463	$55,645,327	($63,188,135)	-53%	$186,802,506	$101,897,037	($84,905,469)	-45%
Groceries/Other Food Items (Off Premises)	$160,122,747	$65,277,584	($94,845,163)	-59%	$483,716,086	$455,401,976	($28,314,109)	-6%	$764,034,645	$918,225,743	$154,191,098	20%
Audio Equipment/Musical Instruments	$5,704,925	$2,349,800	($3,355,125)	-59%	$17,243,559	$7,673,058	($9,570,501)	-56%	$27,198,258	$12,662,936	($14,535,322)	-53%
Drugs/Health Aids/Beauty Aids/Cosmetics	$117,915,216	$49,332,874	($68,582,342)	-58%	$356,956,354	$159,459,212	($197,497,142)	-55%	$564,998,817	$341,446,409	($223,552,408)	-40%
Packaged Liquor/Wine/Beer	$18,697,087	$7,862,946	($10,834,140)	-58%	$56,422,202	$41,008,442	($15,413,760)	-27%	$88,541,732	$71,371,388	($17,170,344)	-19%
Books/Periodicals	$4,110,434	$1,882,459	($2,227,976)	-54%	$12,477,415	$6,058,821	($6,418,595)	-51%	$19,725,799	$9,869,185	($9,856,614)	-50%
Automotive Tires/Tubes/Batteries/Parts	$30,747,719	$14,200,233	($16,547,486)	-54%	$93,190,994	$47,272,106	($45,918,888)	-49%	$147,448,018	$93,155,369	($54,292,649)	-37%
Lawn/Garden/Farm Equipment/Supplies	$16,303,378	$8,040,465	($8,262,914)	-51%	$49,066,325	$25,979,397	($23,086,928)	-47%	$77,225,732	$51,786,982	($25,438,750)	-33%
Kitchenware/Home Furnishings	$12,038,584	$6,191,785	($5,846,799)	-49%	$36,315,947	$18,558,906	($17,757,041)	-49%	$57,199,317	$41,057,237	($16,142,079)	-28%
Small Electric Appliances	$2,159,989	$1,140,881	($1,019,108)	-47%	$6,519,965	$4,320,528	($2,199,437)	-34%	$10,247,509	$9,534,291	($713,218)	-7%
Sporting Goods (incl Bicycles/Sports Vehicles)	$8,855,912	$4,739,411	($4,116,501)	-46%	$26,760,943	$13,585,169	($13,175,773)	-49%	$42,021,877	$26,588,988	($15,432,888)	-37%
Womens/Juniors/Misses Wear	$38,168,313	$22,550,781	($15,617,532)	-41%	$114,910,208	$51,874,996	($63,035,212)	-55%	$180,659,149	$91,571,699	($89,087,450)	-49%
Paper/Related Products	$4,218,560	$2,665,443	($1,553,117)	-37%	$12,753,039	$14,385,815	$1,632,775	13%	$20,217,348	$34,038,255	$13,820,907	68%
Cigars/Cigarettes/Tobacco/Accessories	$11,351,776	$7,220,895	($4,130,880)	-36%	$34,664,876	$29,347,848	($5,317,029)	-15%	$55,435,422	$59,502,730	$4,067,309	7%
Retailer Services	$32,824,515	$21,055,322	($11,769,193)	-36%	$98,656,812	$51,873,068	($46,783,744)	-47%	$154,080,075	$96,410,238	($57,669,837)	-37%
Televisions/VCR/Video Cameras/DVD etc	$6,500,477	$4,216,365	($2,284,112)	-35%	$19,685,891	$14,748,053	($4,937,839)	-25%	$31,034,536	$32,251,883	$1,217,347	4%
Mens Wear	$14,825,883	$9,783,736	($5,042,147)	-34%	$44,674,201	$23,929,804	($20,744,397)	-46%	$69,788,826	$42,929,874	($26,858,952)	-38%
Toys/Hobby Goods/Games	$5,017,180	$3,336,460	($1,680,720)	-33%	$15,162,358	$10,811,179	($4,351,179)	-29%	$23,900,018	$21,736,979	($2,163,038)	-9%
Jewelry (including Watches)	$8,994,191	$6,083,331	($2,910,860)	-32%	$27,189,326	$15,153,070	($12,036,257)	-44%	$42,772,240	$23,326,934	($19,445,306)	-45%
Soaps/Detergents/Household Cleaners	$4,871,121	$3,312,648	($1,558,474)	-32%	$14,679,407	$15,953,587	$1,274,179	9%	$23,164,774	$34,957,998	$11,793,224	51%
Autos/Cars/Vans/Trucks/Motorcycles	$168,115,775	$115,195,679	($52,920,095)	-31%	$506,475,799	$255,159,144	($251,316,655)	-50%	$790,504,328	$471,080,456	($319,423,872)	-40%
Photographic Equipment/Supplies	$1,096,636	$754,890	($341,746)	-31%	$3,316,324	$2,288,256	($1,028,069)	-31%	$5,202,843	$4,576,205	($626,638)	-12%
Curtains/Draperies/Slipcovers/Bed/Coverings	$4,654,040	$3,245,204	($1,408,836)	-30%	$13,932,654	$10,385,126	($3,547,528)	-25%	$21,757,739	$23,353,320	$1,595,581	7%
Sewing/Knitting Materials/Supplies	$449,690	$334,968	($114,722)	-26%	$1,332,824	$897,627	($435,196)	-33%	$2,080,012	$1,951,930	($128,082)	-6%
Footwear, including Accessories	$14,909,976	$11,412,248	($3,497,728)	-23%	$44,945,424	$20,444,146	($24,501,279)	-55%	$70,318,765	$29,490,489	($40,828,277)	-58%
Optical Goods (incl Eyeglasses, Sunglasses)	$2,400,845	$2,105,072	($295,773)	-12%	$7,230,143	$5,697,868	($1,532,274)	-21%	$11,381,591	$13,811,610	$2,430,018	21%
Childrens Wear/Infants/Toddlers Clothing	$6,133,553	$5,414,136	($719,417)	-12%	$18,622,432	$13,697,261	($4,925,170)	-26%	$29,344,511	$24,712,681	($4,631,830)	-16%
Floor/Floor Coverings	$7,662,041	$7,051,562	($610,479)	-8%	$23,231,803	$12,555,702	($10,676,101)	-46%	$36,806,366	$29,949,861	($6,856,505)	-19%
Alcoholic Drinks Served at the Establishment	$18,244,939	$17,224,577	($1,020,361)	-6%	$52,328,547	$33,421,642	($18,906,905)	-36%	$89,956,329	$48,522,124	($41,434,205)	-46%
Meats/Nonalcoholic Beverages	$86,311,236	$86,062,795	($248,441)	0%	$255,267,075	$200,244,762	($55,022,313)	-22%	$412,711,030	$332,501,890	($80,209,140)	-19%
Major Household Appliances	$3,990,735	$4,126,326	$135,591	3%	$11,819,531	$7,795,561	($4,023,971)	-34%	$18,289,473	$13,100,959	($5,188,515)	-28%
Automotive Lubricants (incl Oil, Greases)	$3,990,735	$4,126,326	$135,591	3%	$11,819,531	$7,795,561	($4,023,971)	-34%	$18,289,473	$13,100,959	($5,188,515)	-28%
Automotive Fuels	$71,599,214	$82,141,658	$10,542,444	15%	$216,238,588	$261,665,681	$45,427,093	21%	$339,837,796	$424,463,685	$84,625,889	25%
Household Fuels (incl Oil, LP gas, Wood, Coal)	$1,879,331	$2,236,931	$357,600	19%	$5,704,150	$10,653,077	$4,948,926	87%	$9,057,973	$23,571,619	$14,513,646	160%
Hardware/Tools/Plumbing/Electrical Supplies	$15,080,635	$18,004,444	$2,923,809	19%	$45,654,594	$29,847,772	($15,806,822)	-35%	$72,278,116	$55,063,852	($17,214,264)	-24%
Paints/Sundries/Wallpaper/Wall Coverings	$3,955,258	$5,264,878	$1,309,620	33%	$11,973,948	$7,910,004	($4,063,943)	-34%	$18,913,177	$14,113,645	($4,799,532)	-25%
Dimensional Lumber/Other Building Materials	$21,931,112	$29,202,232	$7,271,120	33%	$66,263,269	$42,773,934	($23,489,335)	-35%	$104,491,506	$75,049,572	($29,441,934)	-28%

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Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)
n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

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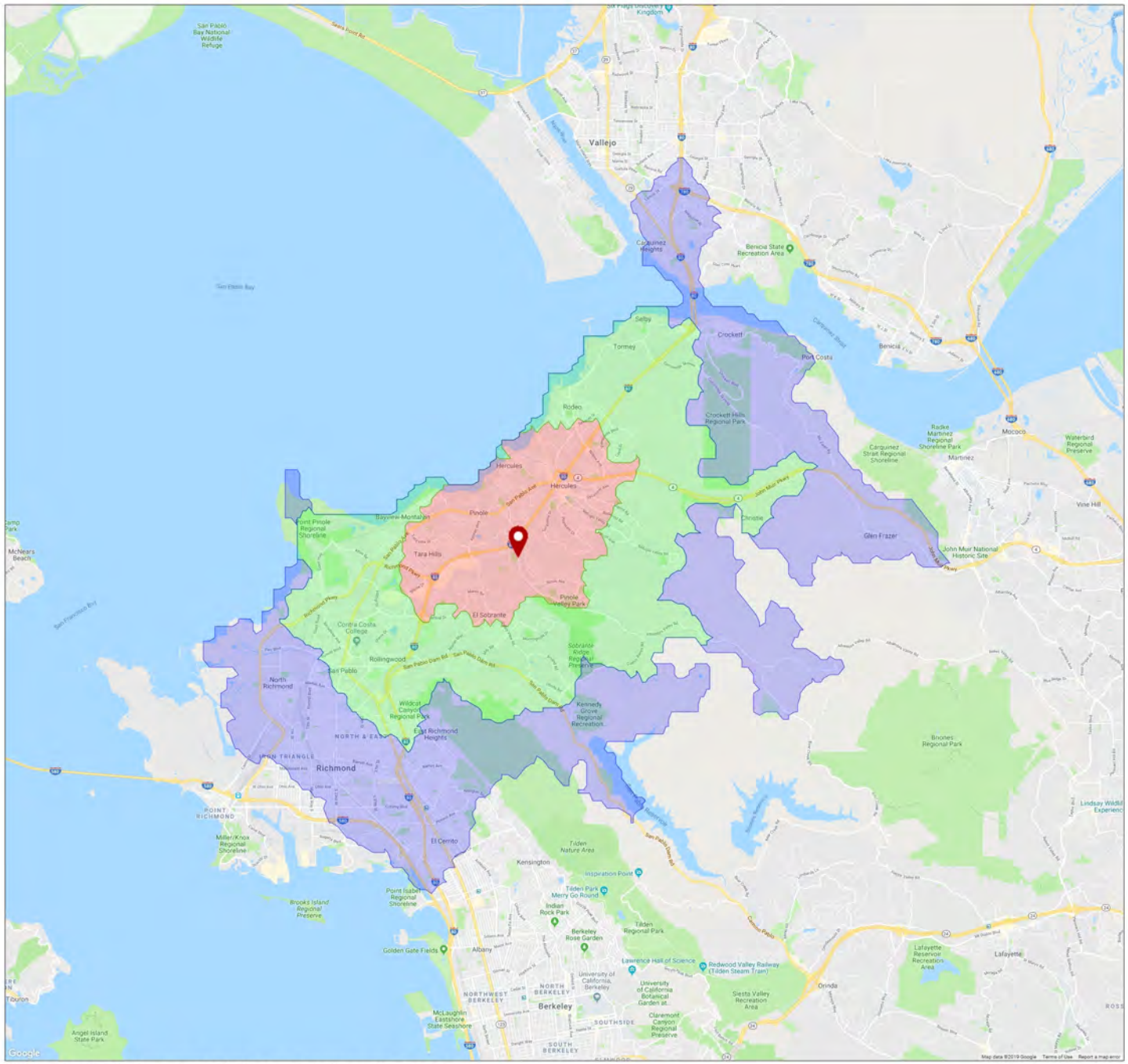
I-80 and Pinole Valley Rd

ATTACHMENT A



INSIGHT
MARKET ANALYTICS
Hdt2 ECONSolutions

Drive Time: 5, 10, 15 Mins

Scale In Miles:

0.0 1.3 2.6 3.9 5.2 6.5

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ATTACHMENT A

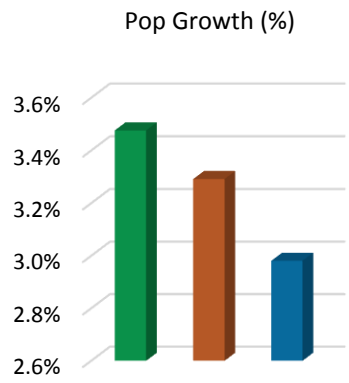
INSIGHT MARKET ANALYTICS

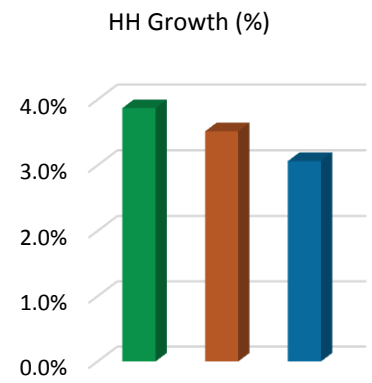
HdL ECONSolutions

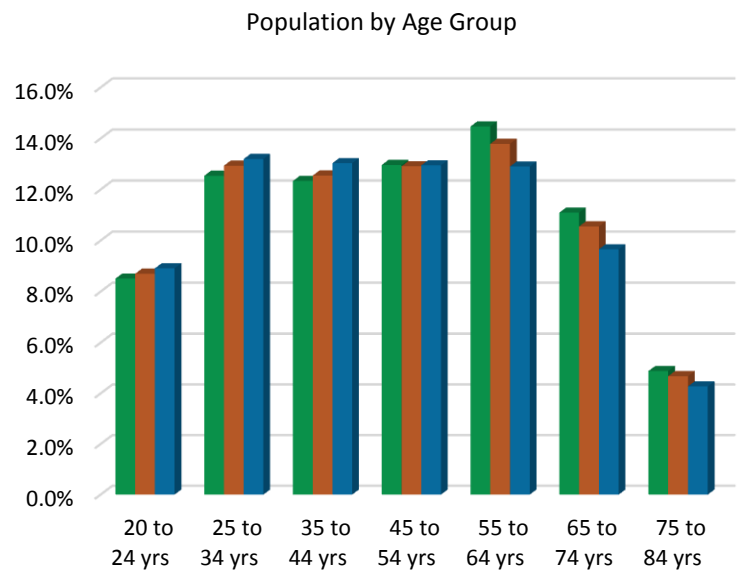
Consumer Demographic Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	53,096	---	138,443	---	243,763	---
5 Year Projected Pop	54,942	---	143,001	---	251,029	---
Pop Growth (%)	3.5%	---	3.3%	---	3.0%	---
Households	19,166	---	48,172	---	83,621	---
5 Year Projected HHs	19,907	---	49,867	---	86,183	---
HH Growth (%)	3.9%	---	3.5%	---	3.1%	---
Census Stats						
2000 Population	43,786	---	121,709	---	222,301	---
2010 Population	49,547	---	129,507	---	230,158	---
Pop Growth (%)	13.2%	---	6.4%	---	3.5%	---
2000 Households	15,314	---	41,699	---	75,768	---
2010 Households	17,678	---	44,773	---	78,712	---
HH Growth (%)	15.4%	---	7.4%	---	3.9%	---
Total Population by Age						
Average Age	41.0		40.3		39.2	
19 yrs & under	11,508	21.7%	30,922	22.3%	57,553	23.6%
20 to 24 yrs	4,516	8.5%	12,043	8.7%	21,725	8.9%
25 to 34 yrs	6,657	12.5%	17,905	12.9%	32,165	13.2%
35 to 44 yrs	6,549	12.3%	17,370	12.5%	31,767	13.0%
45 to 54 yrs	6,883	13.0%	17,869	12.9%	31,557	12.9%
55 to 64 yrs	7,684	14.5%	19,092	13.8%	31,448	12.9%
65 to 74 yrs	5,890	11.1%	14,609	10.6%	23,543	9.7%
75 to 84 yrs	2,593	4.9%	6,479	4.7%	10,429	4.3%
85 + yrs	817	1.5%	2,153	1.6%	3,576	1.5%
Population Bases						
20-34 yrs	11,173	21.0%	29,949	21.6%	53,890	22.1%
45-64 yrs	14,567	27.4%	36,961	26.7%	63,006	25.8%
16 yrs +	42,700	80.4%	110,638	79.9%	192,278	78.9%
25 yrs +	37,072	69.8%	95,478	69.0%	164,485	67.5%
65 yrs +	9,300	17.5%	23,242	16.8%	37,548	15.4%
75 yrs +	3,409	6.4%	8,633	6.2%	14,005	5.7%
85 yrs +	817	1.5%	2,153	1.6%	3,576	1.5%







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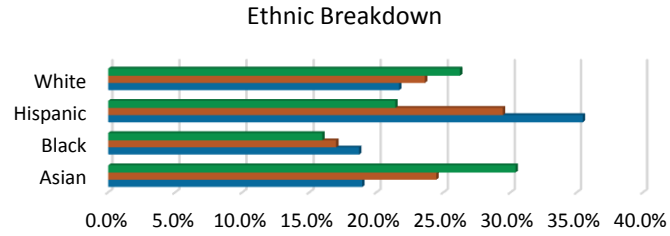
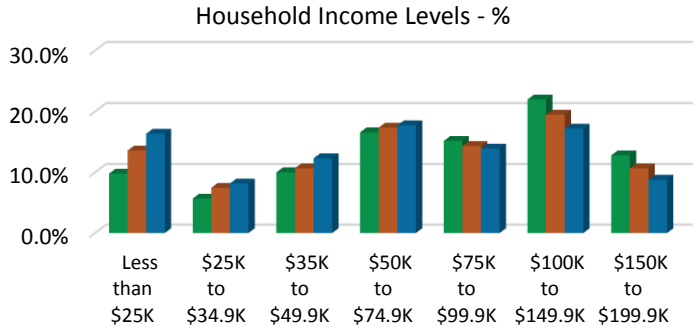
INSIGHT MARKET ANALYTICS
HdL ECONSolutions

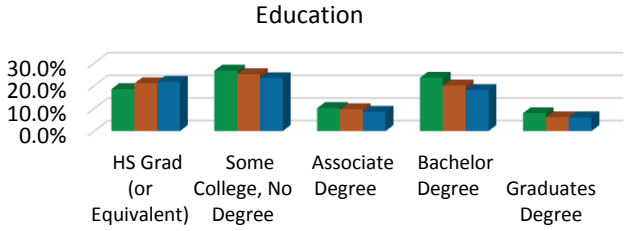
Consumer Demographic Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	13,927	26.2%	32,692	23.6%	52,891	21.7%
Hispanic	11,368	21.4%	40,730	29.4%	86,402	35.4%
Black	8,479	16.0%	23,527	17.0%	45,610	18.7%
Asian	16,125	30.4%	33,863	24.5%	46,175	18.9%
Ancestry						
American Indian (ancestry)	168	0.3%	419	0.3%	773	0.3%
Hawaiin (ancestry)	226	0.4%	755	0.5%	1,356	0.6%
Household Income						
Per Capita Income	$37,395	---	$32,953	---	$29,966	---
Average HH Income	$103,600	---	$94,705	---	$87,354	---
Median HH Income	$86,826	---	$76,345	---	$67,767	---
Less than $25K	1,876	9.8%	6,552	13.6%	13,684	16.4%
$25K to $34.9K	1,088	5.7%	3,594	7.5%	6,822	8.2%
$35K to $49.9K	1,919	10.0%	5,144	10.7%	10,301	12.3%
$50K to $74.9K	3,180	16.6%	8,365	17.4%	14,827	17.7%
$75K to $99.9K	2,909	15.2%	6,924	14.4%	11,641	13.9%
$100K to $149.9K	4,212	22.0%	9,391	19.5%	14,397	17.2%
$150K to $199.9K	2,453	12.8%	5,137	10.7%	7,346	8.8%
$200K +	1,529	8.0%	3,066	6.4%	4,605	5.5%
Education	37,072		95,478		164,485	
Less than 9th Grade	1,967	5.3%	8,583	9.0%	19,198	11.7%
Some HS, No Diploma	1,671	4.5%	5,948	6.2%	12,738	7.7%
HS Grad (or Equivalent)	6,867	18.5%	20,070	21.0%	35,688	21.7%
Some College, No Degree	9,886	26.7%	23,976	25.1%	38,370	23.3%
Associate Degree	3,744	10.1%	9,144	9.6%	13,880	8.4%
Bachelor Degree	8,723	23.5%	19,154	20.1%	29,764	18.1%
Graduates Degree	2,910	7.8%	5,780	6.1%	9,825	6.0%







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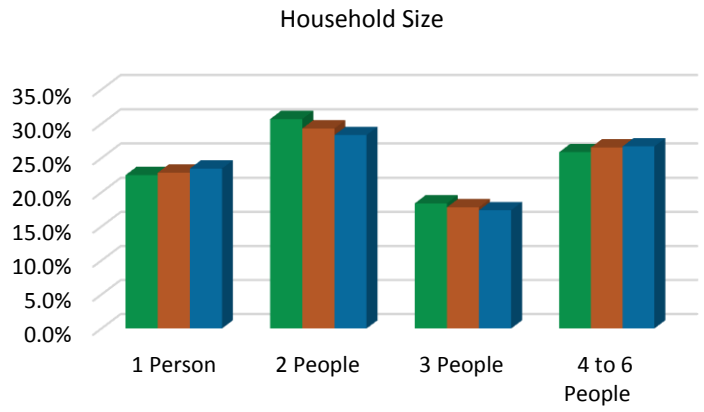
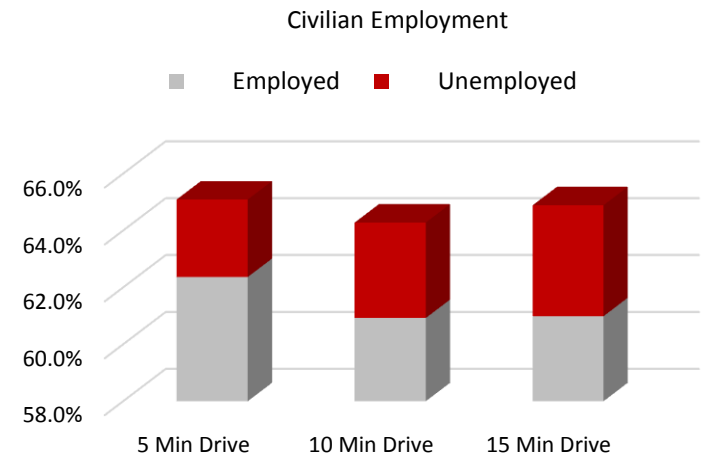
Consumer Demographic Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	13,744		34,315		58,510	
Single - Male	497	3.6%	1,815	5.3%	3,165	5.4%
Single - Female	1,603	11.7%	4,273	12.5%	8,083	13.8%
Single Parent - Male	326	2.4%	1,033	3.0%	2,034	3.5%
Single Parent - Female	1,136	8.3%	3,471	10.1%	6,831	11.7%
Married w/ Children	3,887	28.3%	9,365	27.3%	16,157	27.6%
Married w/out Children	6,295	45.8%	14,357	41.8%	22,240	38.0%
Household Size						
1 Person	4,315	22.5%	11,015	22.9%	19,617	23.5%
2 People	5,882	30.7%	14,123	29.3%	23,704	28.3%
3 People	3,523	18.4%	8,576	17.8%	14,531	17.4%
4 to 6 People	4,956	25.9%	12,786	26.5%	22,330	26.7%
7+ People	489	2.6%	1,673	3.5%	3,439	4.1%
Home Ownership	19,166		48,172		83,621	
Owners	13,204	68.9%	31,399	65.2%	49,866	59.6%
Renters	5,962	31.1%	16,773	34.8%	33,755	40.4%
Components of Change						
Births	601	1.1%	1,586	1.1%	2,865	1.2%
Deaths	429	0.8%	1,059	0.8%	1,754	0.7%
Migration	126	0.2%	-443	-0.3%	-811	-0.3%
Employment (Pop 16+)	42,700		110,638		192,278	
Armed Services	53	0.1%	145	0.1%	217	0.1%
Civilian	27,793	65.1%	71,117	64.3%	124,762	64.9%
Employed	26,630	62.4%	67,407	60.9%	117,265	61.0%
Unemployed	1,162	2.7%	3,710	3.4%	7,498	3.9%
Not in Labor Force	14,855	34.8%	39,376	35.6%	67,298	35.0%
Employed Population	26,630		67,407		117,265	
White Collar	18,034	67.7%	41,306	61.3%	66,487	56.7%
Blue Collar	8,596	32.3%	26,101	38.7%	50,778	43.3%





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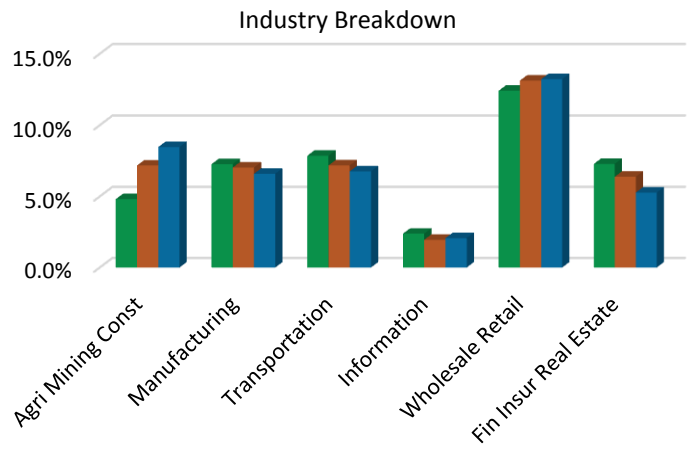
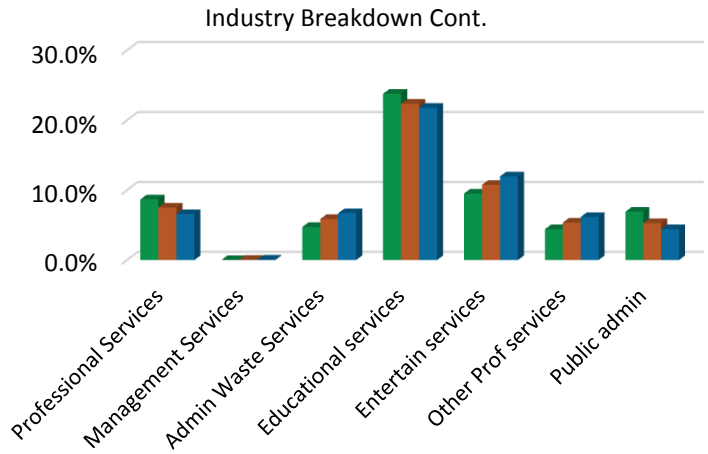
Consumer Demographic Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	26,630		67,407		117,265	
White Collar	18,034	67.7%	41,306	61.3%	66,487	56.7%
Managerial executive	4,086	15.3%	9,031	13.4%	13,970	11.9%
Prof specialty	6,218	23.3%	13,577	20.1%	21,995	18.8%
Healthcare support	566	2.1%	1,583	2.3%	2,599	2.2%
Sales	2,596	9.7%	6,204	9.2%	10,958	9.3%
Office Admin	4,569	17.2%	10,910	16.2%	16,964	14.5%
Blue Collar	8,596	32.3%	26,101	38.7%	50,778	43.3%
Protective	904	3.4%	1,811	2.7%	2,879	2.5%
Food Prep Serving	1,309	4.9%	4,474	6.6%	8,588	7.3%
Bldg Maint/Cleaning	917	3.4%	3,553	5.3%	8,263	7.0%
Personal Care	1,215	4.6%	3,053	4.5%	5,675	4.8%
Farming/Fishing/Forestry	10	0.0%	109	0.2%	368	0.3%
Construction	1,760	6.6%	5,834	8.7%	11,815	10.1%
Production Transp	2,480	9.3%	7,268	10.8%	13,190	11.2%
Employment By Industry	26,630		67,407		117,265	
Agri Mining Const	1,280	4.8%	4,836	7.2%	9,936	8.5%
Manufacturing	1,935	7.3%	4,740	7.0%	7,735	6.6%
Transportation	2,093	7.9%	4,839	7.2%	7,931	6.8%
Information	633	2.4%	1,315	2.0%	2,423	2.1%
Wholesale Retail	3,305	12.4%	8,847	13.1%	15,502	13.2%
Fin Insur Real Estate	1,940	7.3%	4,302	6.4%	6,177	5.3%
Professional Services	2,312	8.7%	5,062	7.5%	7,698	6.6%
Management Services	0	0.0%	24	0.0%	61	0.1%
Admin Waste Services	1,258	4.7%	3,949	5.9%	7,855	6.7%
Educational services	6,331	23.8%	15,064	22.3%	25,546	21.8%
Entertain services	2,531	9.5%	7,250	10.8%	14,014	12.0%
Other Prof services	1,173	4.4%	3,609	5.4%	7,226	6.2%
Public admin	1,840	6.9%	3,569	5.3%	5,160	4.4%





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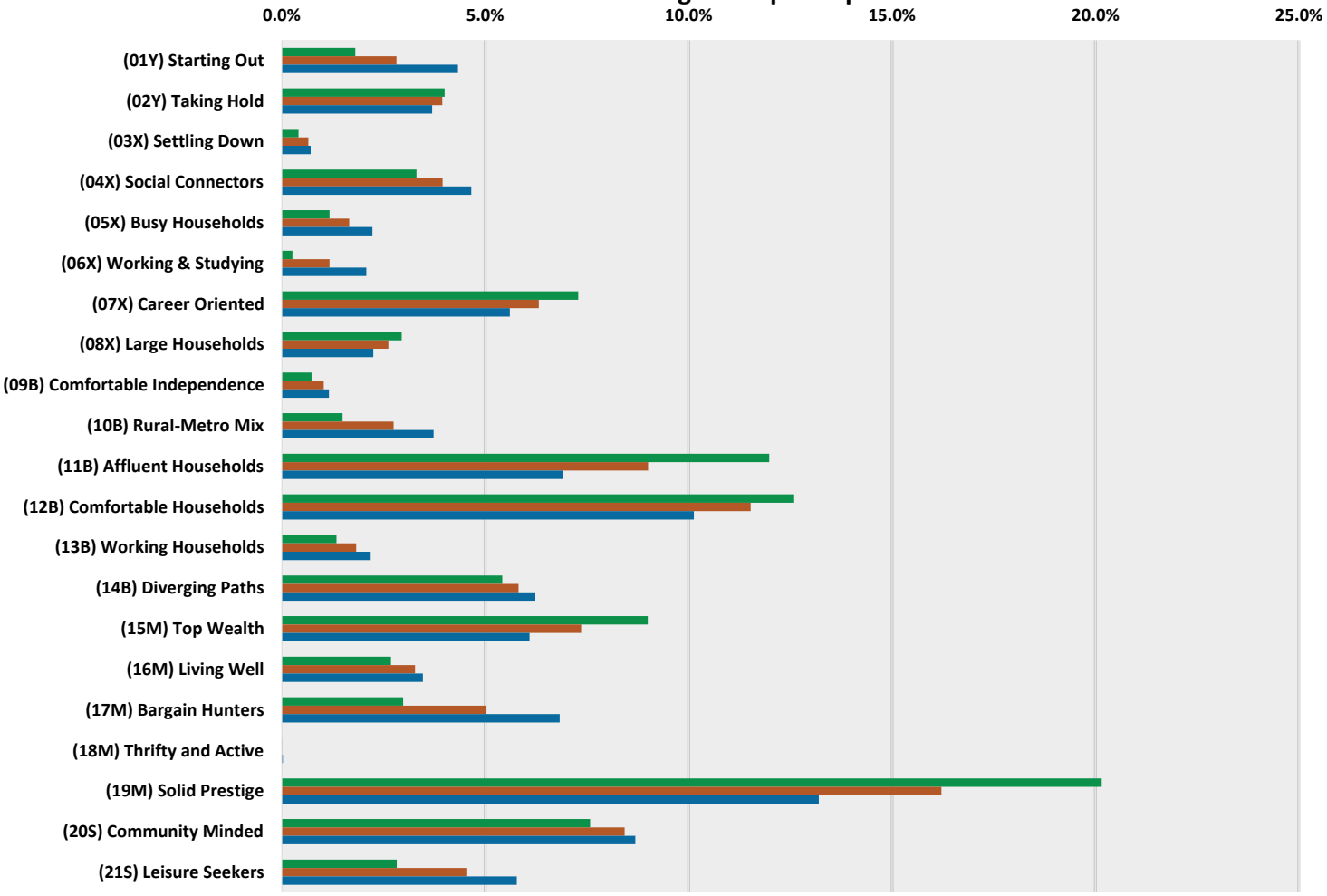
Household Segmentation Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date: 6/20/2019

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

	Trade Area 1: 5 Min Drive	Trade Area 2: 10 Min Drive	Trade Area 3: 15 Min Drive

Household Lifestage Group Comparison



	Trade Area 1: 5 Min Drive		Trade Area 2: 10 Min Drive		Trade Area 3: 15 Min Drive	
Total Households	**18,087**	**100%**	**45,794**	**100%**	**80,396**	**100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	09- Busy Schedules	(19M) Solid Prestige	1,576	8.7%	3,172	6.9%	4,576	5.7%
2	04- Top Professionals	(11B) Affluent Households	1,563	8.6%	2,769	6.0%	3,650	4.5%
3	08- Solid Surroundings	(19M) Solid Prestige	1,500	8.3%	3,051	6.7%	4,322	5.4%
4	03- Corporate Connected	(15M) Top Wealth	1,258	7.0%	2,344	5.1%	3,333	4.1%
5	17- Firmly Established	(12B) Comfortable Households	1,167	6.5%	2,673	5.8%	4,033	5.0%
6	13- Work & Play	(12B) Comfortable Households	1,111	6.1%	2,605	5.7%	4,113	5.1%
7	36- Persistent & Productive	(20S) Community Minded	843	4.7%	2,269	5.0%	4,146	5.2%
8	33- Urban Diversity	(14B) Diverging Paths	801	4.4%	2,067	4.5%	3,851	4.8%
9	26- Getting Established	(07X) Career Oriented	608	3.4%	1,385	3.0%	2,389	3.0%
10	05- Active & Involved	(19M) Solid Prestige	570	3.2%	1,203	2.6%	1,717	2.1%

** Rank is based on Trade Area 1 cluster size*

Uses the Personicx household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Household Segmentation Profile

Market: I-80 and Pinole Valley Rd | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
TOTAL HOUSEHOLDS		**18,087**	**100%**	**45,794**	**100%**	**80,396**	**100%**
(01Y) Starting Out		**327**	**1.8%**	**1,290**	**2.8%**	**3,483**	**4.3%**
	39- Setting Goals	39	0.2%	186	0.4%	556	0.7%
	45- Offices & Entertainment	75	0.4%	279	0.6%	592	0.7%
	57- Collegiate Crowd	117	0.6%	434	0.9%	1,097	1.4%
	58- Outdoor Fervor	0	0.0%	0	0.0%	15	0.0%
	67- First Steps	95	0.5%	391	0.9%	1,222	1.5%
(02Y) Taking Hold		**724**	**4.0%**	**1,808**	**3.9%**	**2,969**	**3.7%**
	18- Climbing the Ladder	76	0.4%	149	0.3%	225	0.3%
	21- Children First	116	0.6%	368	0.8%	655	0.8%
	24- Career Building	493	2.7%	1,158	2.5%	1,833	2.3%
	30- Out & About	39	0.2%	133	0.3%	256	0.3%
(03X) Settling Down		**75**	**0.4%**	**301**	**0.7%**	**572**	**0.7%**
	34- Outward Bound	0	0.0%	1	0.0%	3	0.0%
	41- Rural Adventure	1	0.0%	18	0.0%	32	0.0%
	46- Rural & Active	75	0.4%	281	0.6%	537	0.7%
(04X) Social Connectors		**599**	**3.3%**	**1,810**	**4.0%**	**3,742**	**4.7%**
	42- Creative Variety	113	0.6%	412	0.9%	929	1.2%
	52- Stylish & Striving	169	0.9%	560	1.2%	1,156	1.4%
	59- Mobile Mixers	317	1.8%	838	1.8%	1,658	2.1%
(05X) Busy Households		**212**	**1.2%**	**761**	**1.7%**	**1,790**	**2.2%**
	37- Firm Foundations	88	0.5%	290	0.6%	617	0.8%
	62- Movies & Sports	124	0.7%	470	1.0%	1,173	1.5%
(06X) Working & Studying		**47**	**0.3%**	**536**	**1.2%**	**1,674**	**2.1%**
	61- City Life	4	0.0%	113	0.2%	357	0.4%
	69- Productive Havens	15	0.1%	120	0.3%	465	0.6%
	70- Favorably Frugal	29	0.2%	303	0.7%	853	1.1%
(07X) Career Oriented		**1,318**	**7.3%**	**2,894**	**6.3%**	**4,506**	**5.6%**
	06- Casual Comfort	376	2.1%	792	1.7%	1,041	1.3%
	10- Careers & Travel	232	1.3%	479	1.0%	706	0.9%
	20- Carving Out Time	102	0.6%	238	0.5%	370	0.5%
	26- Getting Established	608	3.4%	1,385	3.0%	2,389	3.0%
(08X) Large Households		**533**	**2.9%**	**1,200**	**2.6%**	**1,809**	**2.3%**
	11- Schools & Shopping	124	0.7%	289	0.6%	404	0.5%
	12- On the Go	183	1.0%	376	0.8%	590	0.7%
	19- Country Comfort	0	0.0%	4	0.0%	19	0.0%
	27- Tenured Proprietors	225	1.2%	531	1.2%	796	1.0%
(09B) Comfortable Independence		**133**	**0.7%**	**473**	**1.0%**	**934**	**1.2%**
	29- City Mixers	1	0.0%	1	0.0%	3	0.0%
	35- Working & Active	72	0.4%	253	0.6%	492	0.6%
	56- Metro Active	60	0.3%	219	0.5%	439	0.5%
(10B) Rural-Metro Mix		**271**	**1.5%**	**1,259**	**2.7%**	**2,998**	**3.7%**
	47- Rural Parents	0	0.0%	1	0.0%	23	0.0%
	53- Metro Strivers	269	1.5%	1,255	2.7%	2,957	3.7%
	60- Rural & Mobile	2	0.0%	3	0.0%	19	0.0%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Household Segmentation Profile

Market: I-80 and Pinole Valley Rd | Pinole CA

Date: 6/20/2019

Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
TOTAL HOUSEHOLDS		**18,087**	**100%**	**45,794**	**100%**	**80,396**	**100%**
(11B) Affluent Households		**2,168**	**12.0%**	**4,125**	**9.0%**	**5,558**	**6.9%**
	01- Summit Estates	232	1.3%	650	1.4%	959	1.2%
	04- Top Professionals	1,563	8.6%	2,769	6.0%	3,650	4.5%
	07- Active Lifestyles	372	2.1%	707	1.5%	950	1.2%
(12B) Comfortable Households		**2,278**	**12.6%**	**5,278**	**11.5%**	**8,147**	**10.1%**
	13- Work & Play	1,111	6.1%	2,605	5.7%	4,113	5.1%
	17- Firmly Established	1,167	6.5%	2,673	5.8%	4,033	5.0%
(13B) Working Households		**243**	**1.3%**	**837**	**1.8%**	**1,756**	**2.2%**
	38- Occupational Mix	243	1.3%	837	1.8%	1,749	2.2%
	48- Farm & Home	0	0.0%	0	0.0%	7	0.0%
(14B) Diverging Paths		**980**	**5.4%**	**2,666**	**5.8%**	**5,010**	**6.2%**
	16- Country Enthusiasts	0	0.0%	2	0.0%	20	0.0%
	22- Comfortable Cornerstones	83	0.5%	255	0.6%	426	0.5%
	31- Mid-Americana	92	0.5%	304	0.7%	569	0.7%
	32- Metro Mix	4	0.0%	39	0.1%	145	0.2%
	33- Urban Diversity	801	4.4%	2,067	4.5%	3,851	4.8%
(15M) Top Wealth		**1,628**	**9.0%**	**3,371**	**7.4%**	**4,899**	**6.1%**
	02- Established Elite	370	2.0%	1,027	2.2%	1,566	1.9%
	03- Corporate Connected	1,258	7.0%	2,344	5.1%	3,333	4.1%
(16M) Living Well		**486**	**2.7%**	**1,502**	**3.3%**	**2,787**	**3.5%**
	14- Career Centered	360	2.0%	1,115	2.4%	2,091	2.6%
	15- Country Ways	0	0.0%	2	0.0%	7	0.0%
	23- Good Neighbors	126	0.7%	385	0.8%	689	0.9%
(17M)Bargain Hunters		**540**	**3.0%**	**2,304**	**5.0%**	**5,491**	**6.8%**
	43- Work & Causes	103	0.6%	425	0.9%	923	1.1%
	44- Open Houses	118	0.7%	476	1.0%	1,051	1.3%
	55- Community Life	100	0.6%	374	0.8%	762	0.9%
	63- Staying Home	196	1.1%	896	2.0%	2,260	2.8%
	68- Staying Healthy	24	0.1%	134	0.3%	496	0.6%
(18M) Thrifty & Active		**0**	**0.0%**	**3**	**0.0%**	**23**	**0.0%**
	40- Great Outdoors	0	0.0%	0	0.0%	5	0.0%
	50- Rural Community	0	0.0%	2	0.0%	10	0.0%
	54- Work & Outdoors	0	0.0%	1	0.0%	8	0.0%
(19M) Solid Prestige		**3,646**	**20.2%**	**7,427**	**16.2%**	**10,616**	**13.2%**
	05- Active & Involved	570	3.2%	1,203	2.6%	1,717	2.1%
	08- Solid Surroundings	1,500	8.3%	3,051	6.7%	4,322	5.4%
	09- Busy Schedules	1,576	8.7%	3,172	6.9%	4,576	5.7%
(20S) Community Minded		**1,370**	**7.6%**	**3,858**	**8.4%**	**6,988**	**8.7%**
	25- Clubs & Causes	277	1.5%	872	1.9%	1,579	2.0%
	28- Community Pillars	251	1.4%	717	1.6%	1,263	1.6%
	36- Persistent & Productive	843	4.7%	2,269	5.0%	4,146	5.2%
(21S) Leisure Seekers		**511**	**2.8%**	**2,089**	**4.6%**	**4,644**	**5.8%**
	49- Home & Garden	102	0.6%	379	0.8%	759	0.9%
	51- Role Models	135	0.7%	463	1.0%	924	1.1%
	64- Practical & Careful	65	0.4%	303	0.7%	599	0.7%
	65- Hobbies & Shopping	105	0.6%	515	1.1%	1,338	1.7%
	66- Helping Hands	104	0.6%	429	0.9%	1,024	1.3%

Uses the Personicx household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.

INSIGHT MARKET ANALYTICS
HdL ECONSolutions

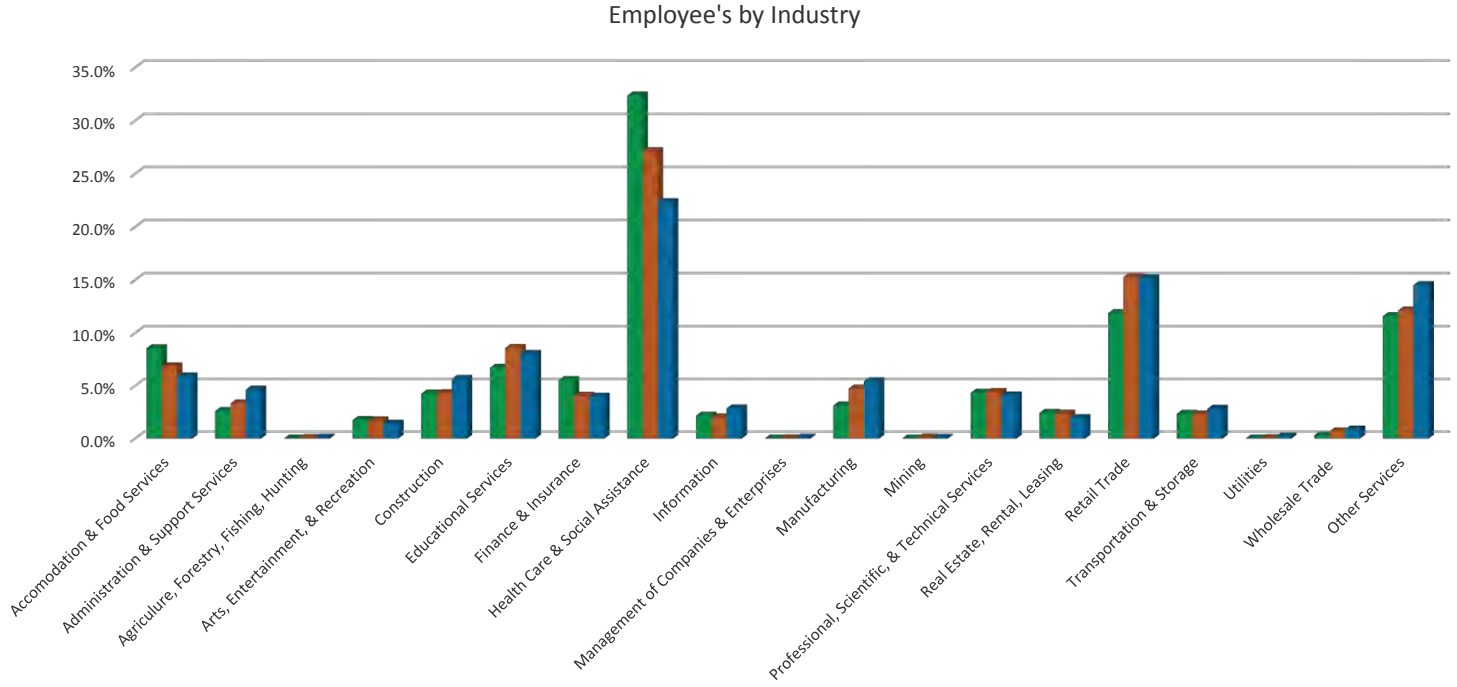
ATTACHMENT A

Employment Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	40,217		115,368		200,269	
Student Population	8,908		34,029		51,231	
Median Employee Salary	53,767		52,453		51,447	
Average Employee Salary	64,233		61,660		60,537	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under $15,000 CrYr	232	1.7%	816	2.5%	1,704	2.7%
15,000 to 30,000 CrYr	322	2.4%	843	2.6%	2,020	3.2%
30,000 to 45,000 CrYr	4,511	33.9%	11,694	35.9%	22,652	35.7%
45,000 to 60,000 CrYr	2,669	20.1%	6,331	19.4%	12,590	19.9%
60,000 to 75,000 CrYr	1,790	13.4%	4,157	12.8%	7,817	12.3%
75,000 to 90,000 CrYr	1,331	10.0%	3,106	9.5%	6,249	9.9%
90,000 to 100,000 CrYr	334	2.5%	860	2.6%	1,933	3.0%
Over 100,000 CrYr	2,124	16.0%	4,745	14.6%	8,445	13.3%

Industry Groups



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	**838**	**100%**	**13,313**	**100%**	**2,008**	**100%**	**32,552**	**100%**	**3,551**	**100%**	**63,409**	**100%**
Accomodation & Food Services	60	7.2%	1,141	8.6%	134	6.7%	2,228	6.8%	221	6.2%	3,733	5.9%
Administration & Support Services	26	3.1%	348	2.6%	66	3.3%	1,082	3.3%	117	3.3%	2,939	4.6%
Agriculure, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	2	0.1%	16	0.0%	6	0.2%	48	0.1%
Arts, Entertainment, & Recreation	22	2.6%	233	1.7%	47	2.3%	559	1.7%	75	2.1%	898	1.4%
Construction	38	4.5%	567	4.3%	100	5.0%	1,397	4.3%	183	5.2%	3,586	5.7%
Educational Services	29	3.5%	893	6.7%	73	3.6%	2,794	8.6%	125	3.5%	5,080	8.0%
Finance & Insurance	59	7.0%	737	5.5%	118	5.9%	1,316	4.0%	161	4.5%	2,519	4.0%
Health Care & Social Assistance	213	25.4%	4,308	32.4%	443	22.1%	8,832	27.1%	686	19.3%	14,154	22.3%
Information	11	1.3%	289	2.2%	30	1.5%	649	2.0%	55	1.6%	1,812	2.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	4	0.0%	2	0.1%	48	0.1%
Manufacturing	18	2.2%	417	3.1%	59	2.9%	1,541	4.7%	129	3.6%	3,441	5.4%
Mining	0	0.0%	0	0.0%	2	0.1%	30	0.1%	3	0.1%	39	0.1%
Professional, Scientific, & Technical Services	72	8.6%	577	4.3%	156	7.8%	1,434	4.4%	260	7.3%	2,589	4.1%
Real Estate, Rental, Leasing	47	5.6%	324	2.4%	106	5.3%	769	2.4%	164	4.6%	1,230	1.9%
Retail Trade	92	11.0%	1,582	11.9%	261	13.0%	4,977	15.3%	498	14.0%	9,628	15.2%
Transportation & Storage	11	1.3%	312	2.3%	35	1.7%	743	2.3%	69	1.9%	1,784	2.8%
Utilities	0	0.0%	0	0.0%	1	0.0%	12	0.0%	4	0.1%	139	0.2%
Wholesale Trade	8	0.9%	40	0.3%	21	1.0%	220	0.7%	53	1.5%	538	0.8%
Other Services	132	15.7%	1,545	11.6%	353	17.6%	3,949	12.1%	739	20.8%	9,204	14.5%

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

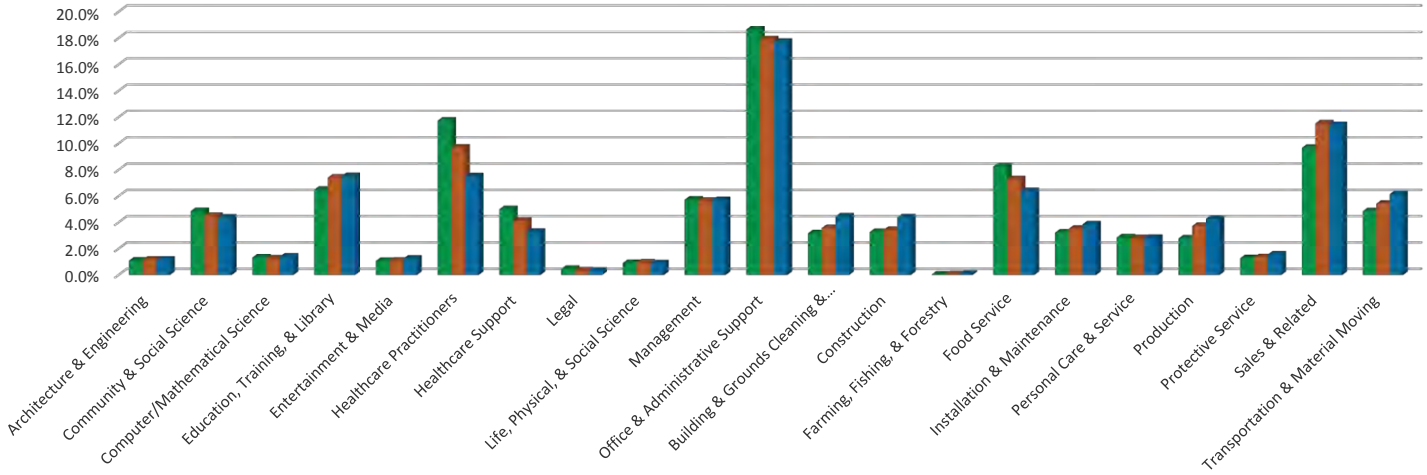
Employment Profile

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

ATTACHMENT A

Occupations	5 Min Drive # of Employee's		10 Min Drive # of Employee's		15 Min Drive # of Employee's	
White Collar	8,044	60.4%	18,572	57.1%	34,461	54.3%
Architecture & Engineering	144	1.1%	375	1.2%	731	1.2%
Community & Social Science	646	4.9%	1,459	4.5%	2,760	4.4%
Computer/Mathematical Science	176	1.3%	404	1.2%	882	1.4%
Education, Training, & Library	862	6.5%	2,410	7.4%	4,764	7.5%
Entertainment & Media	142	1.1%	350	1.1%	782	1.2%
Healthcare Practitioners	1,561	11.7%	3,151	9.7%	4,757	7.5%
Healthcare Support	665	5.0%	1,340	4.1%	2,075	3.3%
Legal	60	0.4%	107	0.3%	195	0.3%
Life, Physical, & Social Science	120	0.9%	304	0.9%	552	0.9%
Management	762	5.7%	1,835	5.6%	3,604	5.7%
Office & Administrative Support	2,483	18.7%	5,827	17.9%	11,230	17.7%
Blue Collar	5,235	39.3%	13,862	42.6%	28,707	45.3%
Building & Grounds Cleaning & Maintenance	422	3.2%	1,161	3.6%	2,821	4.4%
Construction	434	3.3%	1,114	3.4%	2,773	4.4%
Farming, Fishing, & Forestry	3	0.0%	12	0.0%	51	0.1%
Food Service	1,099	8.3%	2,369	7.3%	4,043	6.4%
Installation & Maintenance	428	3.2%	1,143	3.5%	2,437	3.8%
Personal Care & Service	379	2.8%	910	2.8%	1,782	2.8%
Production	369	2.8%	1,211	3.7%	2,704	4.3%
Protective Service	169	1.3%	433	1.3%	977	1.5%
Sales & Related	1,287	9.7%	3,749	11.5%	7,221	11.4%
Transportation & Material Moving	644	4.8%	1,760	5.4%	3,898	6.1%
Military Services	34	0.3%	118	0.4%	241	0.4%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	13,313	32,552	63,409
2018 Q3	12,593	30,320	59,437
2018 Q2	13,083	31,929	62,404
2018 Q1	13,683	33,233	64,856
2017 Q4	14,045	33,778	65,511
2017 Q3	13,250	31,852	62,095
2017 Q2	13,980	34,060	65,977
2017 Q1	13,868	33,872	65,695
2016 Q4	13,948	34,129	66,315

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

	5 Min Drive				10 Min Drive				15 Min Drive			
Demographics												
Population	53,096				138,443				243,763			
5-Year Population estimate	54,942				143,001				251,029			
Population Households	52,984				137,044				241,488			
Group Quarters Population	112				1,399				2,275			
Households	19,166				48,172				83,621			
5-Year Households estimate	19,907				49,867				86,183			
WorkPlace Establishments	838				2,008				3,551			
Workplace Employees	13,313				32,552				63,409			
Median Household Income	$86,826				$76,345				$67,767			
By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	$11,036,404	$0	($11,036,404)	-100%	$28,108,853	$0	($28,108,853)	-100%	$48,450,098	$6,717,620	($41,732,478)	-86%
Lawn/Garden Equipment/Supplies Stores	$6,610,933	$0	($6,610,933)	-100%	$16,890,685	$6,632,012	($10,258,673)	-61%	$29,281,440	$14,802,238	($14,479,202)	-49%
Electronic Shopping/Mail Order Houses	$136,773,745	$0	($136,773,745)	-100%	$349,152,958	$61,029,002	($288,123,956)	-83%	$610,693,006	$108,357,616	($502,335,390)	-82%
Vending Machine Operators (Non-Store)	$6,300,803	$0	($6,300,803)	-100%	$16,121,540	$3,173,585	($12,947,955)	-80%	$28,123,448	$3,173,585	($24,949,863)	-89%
Florists/Misc. Store Retailers	$1,393,892	$21,938	($1,371,954)	-98%	$3,563,833	$212,032	($3,351,801)	-94%	$6,181,548	$1,271,232	($4,910,316)	-79%
Jewelry/Luggage/Leather Goods	$6,180,294	$193,695	($5,986,599)	-97%	$15,808,843	$7,719,967	($8,088,876)	-51%	$27,383,592	$11,351,404	($16,032,188)	-59%
Other Motor Vehicle Dealers	$12,254,804	$1,569,060	($10,685,745)	-87%	$31,155,307	$5,482,744	($25,672,563)	-82%	$53,548,603	$7,694,352	($45,854,251)	-86%
Grocery Stores	$104,360,813	$13,532,216	($90,828,597)	-87%	$267,655,985	$196,543,724	($71,112,260)	-27%	$466,652,315	$486,234,712	$19,582,397	4%
Shoe Stores	$6,256,115	$1,180,182	($5,075,933)	-81%	$15,885,858	$9,834,851	($6,051,007)	-38%	$27,313,059	$9,885,754	($17,427,305)	-64%
Clothing Stores	$45,277,085	$10,198,556	($35,078,529)	-77%	$115,555,120	$45,678,046	($69,877,074)	-60%	$199,803,625	$87,024,761	($112,778,864)	-56%
Other Misc. Store Retailers	$14,644,326	$3,302,297	($11,342,029)	-77%	$37,293,239	$19,098,324	($18,194,916)	-49%	$64,443,579	$31,615,111	($32,828,468)	-51%
Used Merchandise Stores	$3,388,454	$1,015,021	($2,373,433)	-70%	$8,654,583	$3,511,964	($5,142,620)	-59%	$14,976,012	$7,235,765	($7,740,246)	-52%
Direct Selling Establishments	$5,003,118	$1,678,116	($3,325,002)	-66%	$12,888,099	$7,304,156	($5,583,943)	-43%	$22,531,929	$20,130,908	($2,401,021)	-11%
Sporting Goods/Hobby/Musical Instrument	$11,074,622	$4,063,453	($7,011,169)	-63%	$28,252,894	$11,608,153	($16,644,741)	-59%	$48,857,722	$19,855,086	($29,002,636)	-59%
Office Supplies/Stationary/Gift	$5,025,620	$2,476,255	($2,549,365)	-51%	$12,788,556	$9,653,897	($3,134,659)	-25%	$22,240,431	$18,268,487	($3,971,943)	-18%
Automotive Parts/Accessories/Tire	$15,770,159	$8,380,409	($7,389,750)	-47%	$40,714,064	$21,224,768	($19,489,296)	-48%	$71,279,812	$47,255,286	($24,024,526)	-34%
Automotive Dealers	$196,990,140	$106,577,404	($90,412,736)	-46%	$501,077,581	$246,992,767	($254,084,813)	-51%	$860,934,751	$516,878,777	($344,055,974)	-40%
Health/Personal Care Stores	$54,113,820	$29,458,758	($24,655,062)	-46%	$139,597,758	$76,718,022	($62,879,736)	-45%	$244,534,306	$145,599,520	($98,934,786)	-40%
Special Food Services	$9,694,827	$6,063,006	($3,631,820)	-37%	$24,199,781	$13,521,186	($10,678,595)	-44%	$42,412,843	$20,564,921	($21,847,923)	-52%
Other General Merchandise Stores	$106,981,066	$69,726,265	($37,254,801)	-35%	$274,341,503	$210,929,926	($63,411,578)	-23%	$478,164,011	$643,894,220	$165,730,210	35%
Beer/Wine/Liquor Stores	$8,762,894	$5,825,781	($2,937,113)	-34%	$22,359,535	$16,224,667	($6,134,868)	-27%	$38,720,133	$27,767,470	($10,952,663)	-28%
Home Furnishing Stores	$10,113,763	$7,058,179	($3,055,584)	-30%	$25,891,788	$10,980,262	($14,911,526)	-58%	$44,972,237	$34,279,221	($10,693,016)	-24%
Specialty Food Stores	$6,189,983	$4,438,174	($1,751,809)	-28%	$15,873,697	$7,187,827	($8,685,870)	-55%	$27,681,751	$21,893,940	($5,787,811)	-21%
Book/Periodical/Music Stores	$3,128,763	$2,396,842	($731,921)	-23%	$8,034,808	$6,460,014	($1,574,794)	-20%	$14,023,082	$8,432,273	($5,590,809)	-40%
Bar/Drinking Places (Alcoholic Beverages)	$2,587,862	$2,108,469	($479,393)	-19%	$6,332,609	$7,317,019	$984,410	16%	$11,494,502	$7,738,488	($3,756,014)	-33%
Electronics/Appliance	$16,553,373	$13,765,483	($2,787,890)	-17%	$41,696,360	$20,224,237	($21,472,124)	-51%	$73,270,216	$22,714,230	($50,555,986)	-69%
Department Stores	$24,348,113	$20,357,405	($3,990,709)	-16%	$62,293,777	$89,157,453	$26,863,676	43%	$108,173,714	$99,403,090	($8,770,624)	-8%
Full-Service Restaurants	$44,847,860	$43,084,146	($1,763,714)	-4%	$111,132,707	$79,455,983	($31,676,724)	-29%	$197,290,768	$108,570,562	($88,720,206)	-45%
Limited-Service Eating Places	$46,428,669	$48,278,216	$1,849,547	4%	$115,912,435	$91,462,128	($24,450,307)	-21%	$203,127,811	$167,650,270	($35,477,542)	-17%
Building Material/Supplies Dealers	$55,830,474	$61,470,357	$5,639,884	10%	$143,220,757	$99,453,193	($43,767,564)	-31%	$249,487,754	$160,709,465	($88,778,288)	-36%
Gasoline Stations	$79,099,767	$98,805,993	$19,706,226	25%	$202,981,192	$208,235,759	$5,254,566	3%	$353,001,151	$369,593,359	$16,592,208	5%
Consumer Demand/Market Supply Index	**$1,057,022,562**	**$567,025,679**	**186**		**$2,695,436,706**	**$1,593,027,667**	**169**		**$4,689,049,248**	**$3,236,563,725**	**145**	

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INSIGHT MARKET ANALYTICS
HdL ECONSolutions

Consumer Demand & Market Supply Assessment

ATTACHMENT A

Site: I-80 and Pinole Valley Rd
Address: I-80 and Pinole Valley Rd | Pinole CA
Date Report Created: 6/20/2019

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture/Sleep/Outdoor/Patio Furniture	$28,467,671	$3,825,036	($24,642,635)	-87%	$72,508,997	$13,863,266	($58,645,732)	-81%	$124,966,296	$35,600,359	($89,365,936)	-72%
Jewelry (including Watches)	$9,263,693	$1,488,082	($7,775,611)	-84%	$23,715,590	$13,023,600	($10,691,990)	-45%	$41,112,173	$20,799,504	($20,312,668)	-49%
Pets/Pet Foods/Pet Supplies	$10,032,971	$2,179,128	($7,853,843)	-78%	$25,122,020	$9,883,590	($15,238,430)	-61%	$42,733,759	$20,365,911	($22,367,848)	-52%
Footwear, including Accessories	$15,467,792	$3,364,781	($12,103,011)	-78%	$39,264,109	$19,490,391	($19,773,718)	-50%	$67,491,297	$27,050,678	($40,440,619)	-60%
Womens/Juniors/Misses Wear	$39,179,212	$10,254,725	($28,924,487)	-74%	$100,203,918	$47,643,429	($52,560,490)	-52%	$173,569,687	$82,898,020	($90,671,667)	-52%
Computer Hardware/Software/Supplies	$17,784,361	$5,017,869	($12,766,492)	-72%	$43,393,294	$18,322,341	($25,070,953)	-58%	$80,419,905	$30,151,793	($50,268,113)	-63%
All Other Merchandise	$40,609,746	$11,998,595	($28,611,151)	-70%	$103,721,817	$47,275,230	($56,446,587)	-54%	$179,435,991	$87,925,435	($91,510,556)	-51%
Mens Wear	$15,387,992	$4,815,196	($10,572,796)	-69%	$39,073,433	$21,733,661	($17,339,773)	-44%	$67,022,203	$37,983,740	($29,038,464)	-43%
Drugs/Health Aids/Beauty Aids/Cosmetics	$120,089,761	$38,391,620	($81,698,141)	-68%	$310,067,654	$136,686,421	($173,381,233)	-56%	$543,646,162	$281,227,928	($262,418,234)	-48%
Groceries/Other Food Items (Off Premises)	$164,134,657	$54,109,880	($110,024,777)	-67%	$421,174,667	$277,085,008	($144,089,659)	-34%	$734,437,388	$711,202,699	($23,234,690)	-3%
Sporting Goods (incl Bicycles/Sports Vehicles)	$9,152,570	$3,197,746	($5,954,824)	-65%	$23,353,354	$11,965,139	($11,388,215)	-49%	$40,367,109	$22,771,397	($17,595,712)	-44%
Audio Equipment/Musical Instruments	$5,834,342	$2,130,165	($3,704,177)	-63%	$15,003,969	$6,870,663	($8,133,306)	-54%	$26,142,417	$11,172,233	($14,970,184)	-57%
Kitchenware/Home Furnishings	$12,389,313	$4,918,056	($7,471,257)	-60%	$31,675,518	$15,278,946	($16,396,572)	-52%	$54,950,960	$33,318,105	($21,632,855)	-39%
Lawn/Garden/Farm Equipment/Supplies	$16,700,981	$6,687,708	($10,013,273)	-60%	$42,744,223	$21,894,692	($20,849,531)	-49%	$74,233,615	$44,741,716	($29,491,899)	-40%
Packaged Liquor/Wine/Beer	$19,339,975	$8,142,650	($11,197,325)	-58%	$49,261,730	$29,232,287	($20,029,443)	-41%	$85,020,438	$61,858,466	($23,161,973)	-27%
Books/Periodicals	$4,214,657	$1,796,081	($2,418,576)	-57%	$10,859,271	$5,722,945	($5,136,326)	-47%	$18,978,369	$8,708,796	($10,269,573)	-54%
Childrens Wear/Infants/Toddlers Clothing	$6,389,651	$2,852,814	($3,536,838)	-55%	$16,235,743	$12,267,312	($3,968,431)	-24%	$28,155,838	$21,470,768	($6,685,070)	-24%
Small Electric Appliances	$2,216,995	$991,434	($1,225,561)	-55%	$5,677,524	$3,476,946	($2,200,579)	-39%	$9,848,064	$7,534,082	($2,313,982)	-23%
Automotive Tires/Tubes/Batteries/Parts	$31,296,980	$14,327,525	($16,969,455)	-54%	$80,927,759	$36,967,054	($43,960,705)	-54%	$141,918,308	$80,574,893	($61,343,416)	-43%
Toys/Hobby Goods/Games	$5,155,768	$2,408,932	($2,746,836)	-53%	$13,202,764	$9,191,899	($4,010,865)	-30%	$22,966,500	$17,912,859	($5,053,641)	-22%
Autos/Cars/Vans/Trucks/Motorcycles	$174,108,456	$89,984,389	($84,124,067)	-48%	$442,676,774	$209,588,283	($233,088,491)	-53%	$759,816,844	$436,669,218	($323,147,626)	-43%
Retailer Services	$34,200,775	$17,790,457	($16,410,318)	-48%	$86,433,458	$43,116,419	($43,317,039)	-50%	$147,905,476	$86,404,050	($61,501,426)	-42%
Sewing/Knitting Materials/Supplies	$463,344	$244,017	($219,328)	-47%	$1,161,144	$753,841	($407,303)	-35%	$1,994,770	$1,586,398	($408,372)	-20%
Curtains/Draperies/Slipcovers/Bed/Coverings	$4,856,655	$2,731,352	($2,125,303)	-44%	$12,218,652	$8,424,384	($3,794,268)	-31%	$20,862,726	$18,478,246	($2,384,479)	-11%
Soaps/Detergents/Household Cleaners	$5,008,309	$2,979,412	($2,028,898)	-41%	$12,784,693	$11,019,050	($1,765,643)	-14%	$22,261,015	$26,813,213	$4,552,199	20%
Paper/Related Products	$4,286,419	$2,554,274	($1,732,146)	-40%	$11,080,288	$9,881,539	($1,198,749)	-11%	$19,445,720	$25,588,498	$6,142,778	32%
Cigars/Cigarettes/Tobacco/Accessories	$11,397,175	$7,469,684	($3,927,492)	-34%	$29,953,309	$22,277,727	($7,675,582)	-26%	$53,431,674	$49,144,220	($4,287,454)	-8%
Optical Goods (incl Eyeglasses, Sunglasses)	$2,458,616	$1,725,290	($733,327)	-30%	$6,299,185	$4,984,189	($1,314,996)	-21%	$10,951,319	$11,010,388	$59,069	1%
Televisions/VCR/Video Cameras/DVD etc	$6,665,564	$4,704,094	($1,961,469)	-29%	$17,125,329	$12,273,279	($4,852,049)	-28%	$29,846,963	$25,164,455	($4,682,508)	-16%
Photographic Equipment/Supplies	$1,136,239	$848,034	($288,206)	-25%	$2,897,027	$1,978,108	($918,920)	-32%	$5,002,426	$3,659,059	($1,343,367)	-27%
Alcoholic Drinks Served at the Establishment	$18,821,614	$15,081,694	($3,739,920)	-20%	$45,937,210	$31,057,118	($14,880,092)	-32%	$83,736,461	$41,178,032	($42,558,428)	-51%
Floor/Floor Coverings	$7,806,905	$6,405,669	($1,401,236)	-18%	$20,176,598	$10,774,255	($9,402,343)	-47%	$35,415,609	$24,130,040	($11,285,569)	-32%
Major Household Appliances	$4,174,541	$3,938,844	($235,697)	-6%	$10,399,512	$7,374,267	($3,025,245)	-29%	$17,527,828	$11,368,020	($6,159,807)	-35%
Automotive Lubricants (incl Oil, Greases)	$4,174,541	$3,938,844	($235,697)	-6%	$10,399,512	$7,374,267	($3,025,245)	-29%	$17,527,828	$11,368,020	($6,159,807)	-35%
Meats/Nonalcoholic Beverages	$89,537,743	$86,314,240	($3,223,503)	-4%	$223,558,860	$170,469,296	($53,089,564)	-24%	$391,566,529	$288,609,046	($102,957,483)	-26%
Household Fuels (incl Oil, LP gas, Wood, Coal)	$1,898,652	$1,843,131	($55,520)	-3%	$4,947,012	$6,366,343	$1,419,331	29%	$8,724,609	$16,087,267	$7,362,658	84%
Hardware/Tools/Plumbing/Electrical Supplies	$15,359,273	$15,782,451	$423,178	3%	$39,659,723	$27,886,978	($11,772,745)	-30%	$69,545,390	$47,858,612	($21,686,778)	-31%
Dimensional Lumber/Other Building Materials	$22,498,595	$25,463,671	$2,965,076	13%	$57,676,637	$41,320,454	($16,356,183)	-28%	$100,458,621	$66,995,467	($33,463,154)	-33%
Paints/Sundries/Wallpaper/Wall Coverings	$4,043,061	$4,601,924	$558,864	14%	$10,407,841	$7,578,256	($2,829,585)	-27%	$18,195,193	$12,487,384	($5,707,810)	-31%
Automotive Fuels	$73,429,721	$92,577,679	$19,147,959	26%	$188,282,884	$205,097,487	$16,814,604	9%	$326,893,872	$391,516,313	$64,622,441	20%

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Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)
n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop
n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

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COMMUNITY PROFILE

City of Pinole – City Hall
2131 Pear Street
Pinole, CA 94564
www.ci.pinole.ca.us

Contact:
Hector De La Rosa
Assistant City Manager
(510) 741-3864
hdelarosa@ci.pinole.ca.us

COMMUNITY PROFILE

The Community

The City of Pinole was incorporated in 1903 and is located in the San Francisco Bay area on the shores of San Pablo Bay in West Contra Costa County. Pinole has a strategic location with connection to a world-class freeway system, including Interstate-80 which connects with easy access to San Francisco/Oakland to the south and Sacramento to the north, along with State Route 4 that is linked to Contra Costa cities such as Concord, Martinez, Pleasant Hill, Walnut Creek and I-680. Within Pinole, three major arterials run along I-80 including Fitzgerald Drive, Appian Way and Pinole Valley Road that include numerous shopping centers.

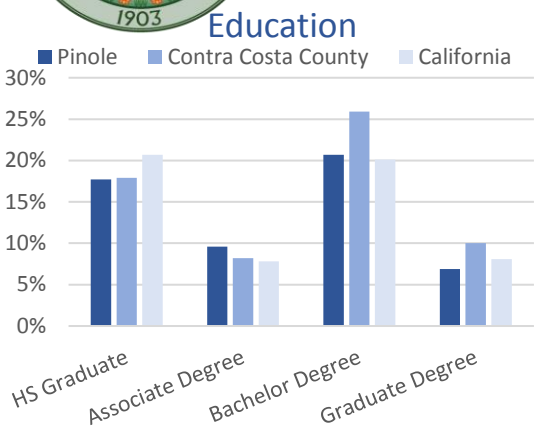
Pinole is known for its 'big box' shopping opportunities and has over 50 major retailers and restaurants situated within Pinole shopping centers including Applebee's, Best Buy, Bevmo, Burlington, Chipotle, Grocery Outlet, In N Out, Trader Joe's and Ulta Beauty as a sample of some of the desirable businesses with a Pinole address.

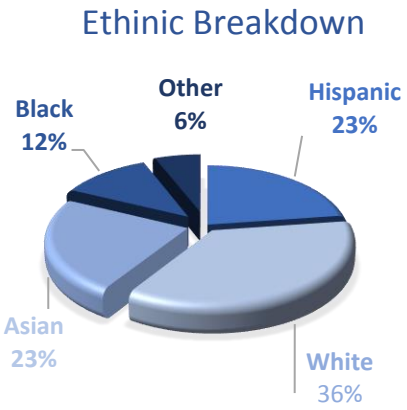
Pinole presents a superb quality of life. Pinole has a population of nearly 20,000 and offers the feel of a small-town community. Pinole offers a daytime population of more than 15,000, along with easy access to a trade area population of nearly 190,000 within a 10-minute drive time and an Average Household Income of nearly $90,000. Pinole has a land area of more than five square miles with much of land containing gently rolling hills, plus a historic and quaint downtown with many turn of the century buildings. Pinole has a mild climate with no real extremes-with an average low temperature of mid-40's in the winter to mid-80's in the summer. Pinole offers a strategic location to live, work, shop and visit.

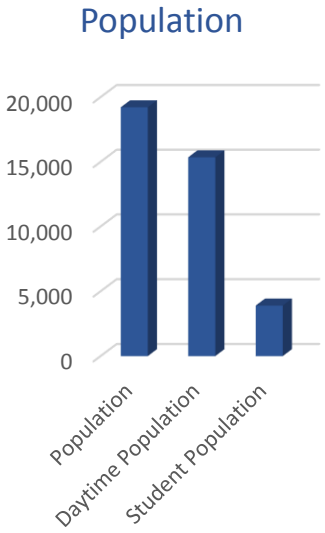
Demographics

Population	19,219
Daytime Population	15,353
Land Area (sq. miles)	5.32
Mean Travel Time to Work (mins)	37.6
Average Age	42.8
Total Housing Units	7,066
% Owner-Occupied	72%
% Renter-Occupied	28%
HH Occupancy Size	2.83
% Residents that Possess a High School Graduate or Higher	55%
% Residents that Possess a Bachelor’s Degree or Higher	28%

Sources: City of Pinole, HdL STI: PopStats, STI Workplace (July 2019), United States Census Bureau



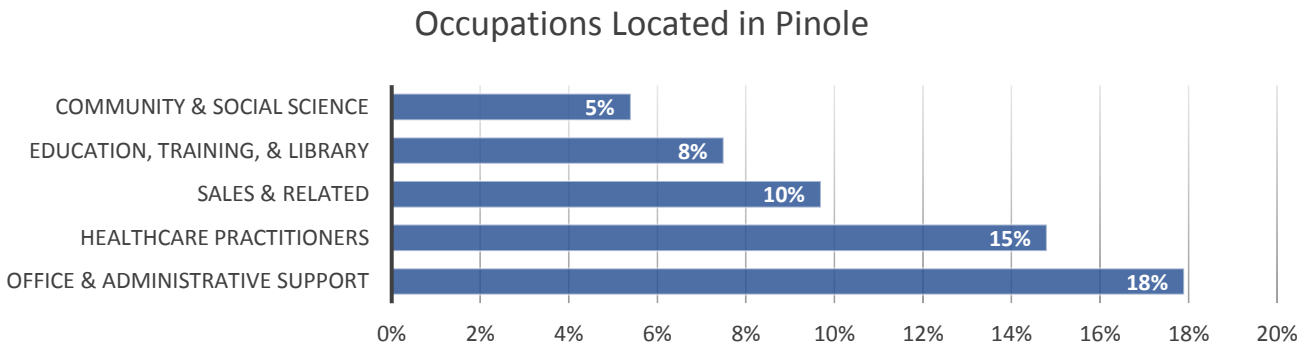


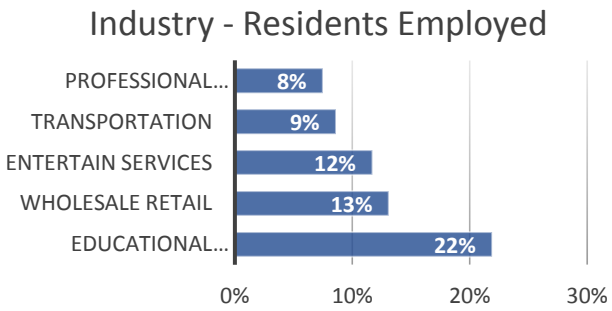


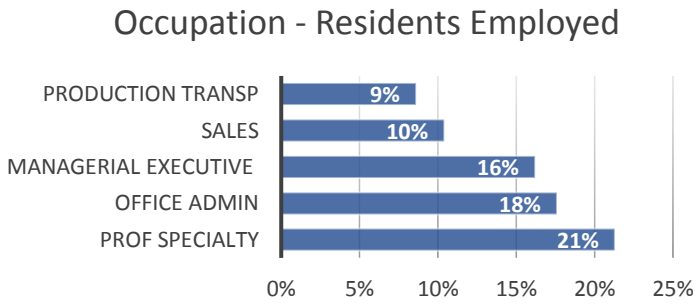
Market Area

Market Statistics (Residents)

Labor Force	9,896
Per Capita Income	$36,755
Average HH Income	$99,969
Median HH Income	$83,943
Workplace Establishments	348
White Collar/ Blue Collar Jobs	67%/33%







Sources: HdL STI: PopStats, STI Workplace (July 2019), United States Census Bureau

Business Community

Top 15 Business Types

(list in alphabetical order; based on CA Department of Tax & Fee Administration (CDTFA) sales tax payments)

Art/Gift/Novelty Stores
Auto Repair Shops
Automotive Supply Stores
Building Materials
Casual Dining
Convenience Stores/Liquor
Drug Stores
Electronics/Appliance Stores
Family Apparel
Fast-Casual Restaurants
Grocery Stores
Quick-Service Restaurants
Service Stations
Specialty Stores
Sporting Goods/Bike Stores

Top 25 Sales Tax Producers

(list in alphabetical order; based on CA Department of Tax & Fee Administration (CDTFA) sales tax payments)

Appian Chevron
Applebee's
Best Buy
BevMo
Burlington
Dolans Lumber
Food Maxx
In N Out Burger
Michaels Arts & Crafts
O'Reilly Auto Parts
Original Mels Diner
Petsmart
Pinole Chevron
Pinole Flyers
Pinole Shell
Pinole Valley Arco
Safeway
Smart Stop
Staples
Sugar City Bldg Materials
Target
TJ Maxx
Trader Joes
Ulta Beauty
Valero Corner Store

National & Regional Brands

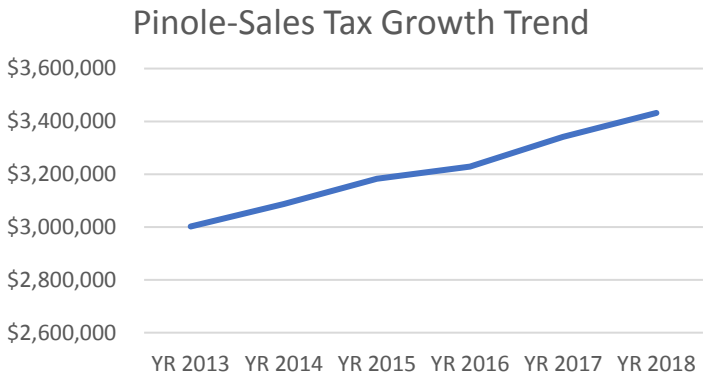
7 Eleven
99 Cents Only
Applebee's
AT&T Mobility
AutoZone
Best Buy
BevMo
Big 5 Sporting Goods
Big O Tires
Burger King
Burlington
Carl's Jr
Chipotle
CosmoProf
CVS Pharmacy
David's Bridal
Dollar Tree
Five Guys Burgers
Food Maxx
GNC
Grocery Outlet
Habit Burger Grill
In N Out Burger
Jack in the Box
KFC
McDonalds
Michaels Arts & Crafts
MOD Pizza
Mountain Mikes Pizza
O'Reilly Auto Parts
Outback Steakhouse
Panda Express
Panera Bread
Petsmart
Safeway
Sally Beauty Supply
Sizzler
Sleep Number
Sprouts Farmers Market
Staples
Starbucks
T Mobile
Taco Bell
Target
TJ Maxx
Trader Joes
Ulta Beauty
Verizon Wireless
Vitamin Shoppe
Walgreens
Wendys
Wingstop

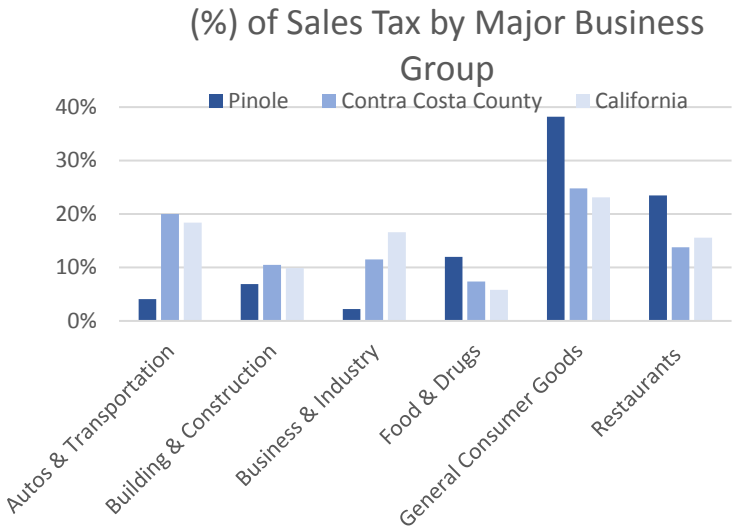
Sources: HdL Companies (July 2019)

Economic Indicators

Sales Tax Summary

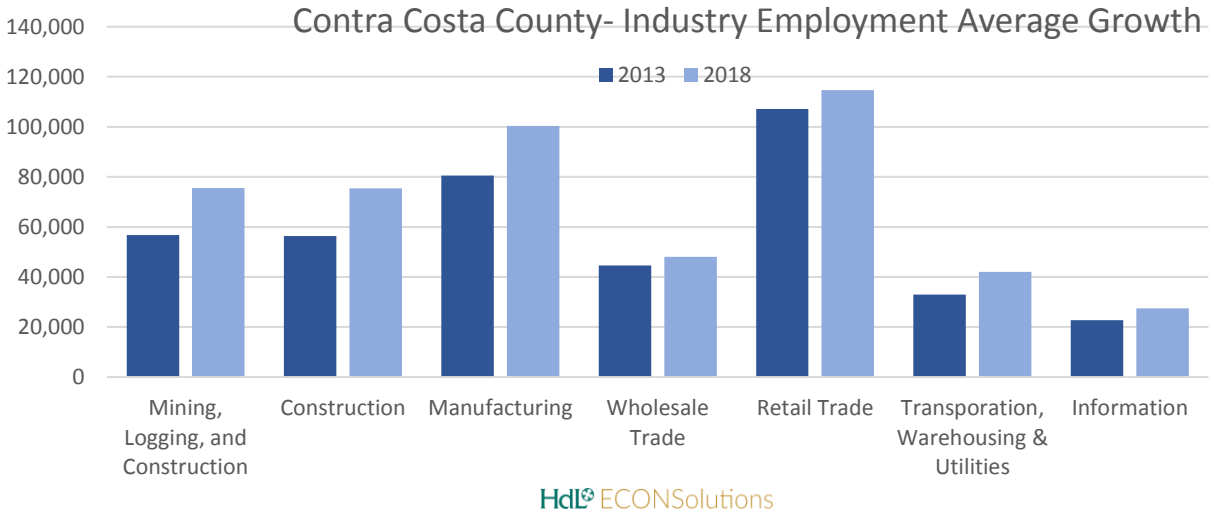
Pinole's sales tax revenues have grown 14% over the period between 2013 and 2018 calendar years. Four major industry groups-Building & Construction, Food & Drugs, General Consumer Goods, and Restaurants & Hotels contributed 88% of the net growth. Fast-Casual Restaurants, Family Apparel and Garden/Agricultural Supplies have provided steady growth to Pinole's sales tax revenue. Restaurants and eating out have been a national trend over the past few years and there's no difference in Pinole, where nationally known fast food and casual dining restaurants have experienced solid growth, boosting the Restaurants & Hotels group at 25% over the comparable period 2017 to 2018. General Consumer Goods and Restaurants & Hotels have experienced consistent growth. The city's county pool allocations increased 4.0% between 2017 and 2018.





Labor Market Breakdown

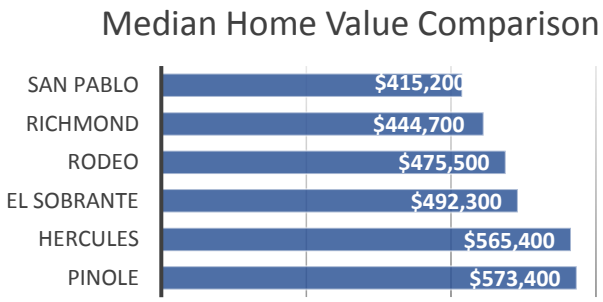
Between 2013 and 2018 the Contra Costa County MSA unemployment rate decreased four percentage points down from 7.3% to 3.1%. The decrease can be attributed to both a growing labor force and an increasing number of total employment throughout the county. During the first quarter of 2019, the City of Pinole's employment rate increased 0.4% with Health Care & Social Assistance and Retail Trade where 103 and 35 new jobs were created respectively. The city's expanding labor force have led to a smaller number of people searching for work.

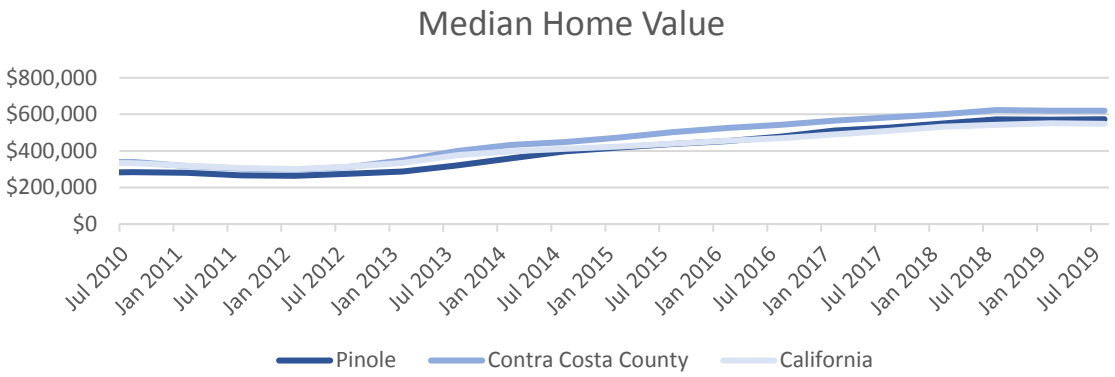


HdL ECONSolutions

Housing Market Statistics

The City of Pinole's median home value in 2019 is $573,400. The value of homes in Pinole have gone up 0.1% over the last year. The price of homes are projected to rise 0.1% within the next year.





Trade Area

Consumer Demand

Per a Consumer Demand & Market Supply Assessment combined with a sales tax leakage report, Pinole offers opportunities in these retail categories.

>Automotive Parts/Accessories/Tire
>Clothing Stores
>Full-Service Restaurants
>Furniture Stores
>Grocery Stores
>Shoe Stores

Contact

Hector De La Rosa
Email: hdelarosa@ci.pinole.ca.us
Phone: (510) 714.3864

Sources: Demographic Data and Market-Business Information was formulated from several sources including City of Pinole, Employment Development Department, U.S. Bureau of Labor Statistic, HdL, STI PopStats, United States Census Bureau, X-Span Results Inc., and Zillow.

ATTACHMENT C

CITY OF PINOLE, CA

INSIGHT

VOID ANALYSIS

HdL ECONSolutions

Submitted by:
ECONSolutions by HdL
120 S. State College Blvd., Suite 200
Brea, CA 92821
www.hdlcompanies.com

Contact:
Barry Foster
714-879-5000
bfoster@hdlcompanies.com

HdL ECONSolutions - Void Analysis

METHODOLOGY

A Void Analysis was done to identify possible good fits for new retailers and restaurants for Pinole. The Void Analysis is a condensed version of a larger query to include those retailers and restaurants that are well suited for a specific city based on trade area, demographics, household segmentation, employment profile as well as and most importantly an analysis of the Consumer Demand and Market Supply Assessment. The Void Analysis uses a software and information which utilizes site specific data and considers relevant sales gaps along with retailer match scores to create a listing of retailers and restaurants that have a higher probability of possibly locating in your city. This analysis is designed to filter through over 1,100 retailers and restaurants in the database to provide the end user with quick access to those businesses that may be interested in your City, which will help save time in your retail recruitment efforts.

The Void Analysis uses a software program that provides a match scoring algorithm based on a proprietary index created by SiteSeer Technologies that is specifically matched to a trade area or community. The match score ranges from 0-100 with a score of zero indicating that the chain has never located in a trade area similar to yours and a score of 100 indicting that the chain almost always locates in a trade area similar to yours. The algorithm looks at both (a) the percentage of times each chain locates in a trade area similar to yours, and (b) how far each site metric is from the chain's median site profile. The site profile is determined by types of communities and trade areas where the tenant typically locates; site characteristics such as whether the chain typically locates in primary or secondary retail areas, on major arteries, or in areas of high business traffic; and trade area consumers demographics and behaviors.

Sample search metric:

Tenant Search Area:	**Anytown, CA**	
Tenant Exclusion Area:	**3 Miles**	
	Minimum	**Maximum**
Locations in Search Area:	1	
Locations in California:	3	

Retail Classes to include in Search:	**Center Types:**	**Tenant Sizes:**
Apparel	Freestanding/Pad	0 – 2,500
Appliance and Electronics	Lifestyle Center	2,500 – 5,000
Automotive	Power Center	5,000 – 10,000
Restaurants	Pad/Lifestyle Center	2,500 – 5,000

Based on the criteria set (as demonstrated above) the following information is obtained (example only)

Retailer	Average Size	Match Score		Locations		Nearest Location	
		Score	Grade	Search Area	California	Distance	Direction
Apparel							
Old Navy	27,000	93	A	10	935	4.2	ESE
J. Crew	7,800	83	B	9	437	7.6	NNE
Appliance and Electronics							
Best Buy	32,000	92	A	17	1,021	3.4	W
Aaron's	7,500	77	B	17	1,794	4.0	N
Automotive							
Big O Tires	7,500	93	A	47	390	4.0	N
Super Wash	2,500	60	C	4	252	36.9	N
Restaurants							
Café Rio	3,300	90	A	16	2,223	3.9	N
Benihana	8,500	81	B	2	74	7.2	ENE

To further provide even stronger possibilities for matches to a specific community or trade area, HdL ECONSolutions takes the match scores, along with doing further analysis on retail and restaurant possibilities based on HdL ECONSolutions significant understand of what types of trade areas retailers and restaurants are looking for in California. HdL ECONSolutions works closely with a network of over 600 retailers, restaurants, brokers and site selectors on many project throughout California. Additionally, we're constantly refining a database of building footprints, market preferences, trade area needs and shopping center requirements to formulate a Void Analysis that truly represents strong possibilities for new retailers and restaurants.

For Pinole, the Void Analysis produced 36 possibilities as being good possibilities for Pinole to consider as targets. The Void Analysis provides a snapshot of leading Market Analytics (population, daytime population, households, average household income, average age, white collar and college degree), as well as biggest match opportunities produced from a Consumer Demand & Market Supply Assessment. For each of the 36 targeted retailers and restaurants information is provided including:

- Retailer name
- Retail Class
- Nearest Location
- Estimated Annual Sales Tax Dollars
- Building Size Desired
- Contact Person
- Email/Phone Number

RECOMMENDED NEXT STEPS

City staff for Pinole should review the '**Targeted**' retailers and restaurants to help determine site possibilities for some of the suggested targets. Understanding site possibilities will be helpful before trying to contact anyone. It is also recommended that city staff develop a marketing packet that can be used to email to prospective retailers and restaurants. Additionally, it is suggested that city staff target about 10 to 15 possibilities to initially focus on.

VOID ANALYSIS SUMMARY & MARKET PROFILE

City of Pinole

I-80 Fwy and Fitzgerald Dr.

ATTACHMENT C

HdL ECONSolutions

Market Profile

The I-80 Fwy connects with Fitzgerald Dr., Appian Way and Pinole Valley Rd. in Pinole. The Pinole Vista Crossing and Pinole Vista Shopping Center run parallel to the I-80 Fwy with easy access to over 65 retailers. Applebee's, Bevmo!, Burlington Coat Factory, Grocery Outlet, Michael's, Outback Steakhouse, Target, T.J Maxx and Ulta Beauty are a few of the retailers located at Pinole Vista Crossing. Dollar Tree, Goodyear, Lucky, Planet Fitness, Starbucks and more are located within Pinole Vista Shopping Center. Each shopping center has available space for retail growth including anchor or junior anchor spaces.

Opportunities

	10 Min	15 Min	20 Min
Population	189,757	273,509	377,454
Daytime Population	156,789	231,532	337,386
Households	64,264	96,766	141,307
Average HH Income	$89,146	$92,352	$101,076
Average Age	39	39	40
White Collar	57%	60%	65%
College Degree	33%	36%	41%

Clothing Stores
Department Stores
Full-Service Restaurants
Furniture Stores
Grocery Stores
Lawn/Garden Equipment/Supplies Stores
Shoe Stores

Retailer	Retail Class	Nearest Location	Est. Annual Sales Tax ($)	Size (SF)	Contact	Email	Phone
Pep Boys	Automotive	11.4	$13,000 - $20,000	4,000 - 6,500	Keith Kleinman	keith@californiarealtygroup.com	(310) 449-1989
Econo Lube N' Tune	Automotive	24.6	$2,000 - $3,000	3,000 - 4,500	Joseph Robinson	joseph.robinson@drivenbrands.com	(916) 296-1810
Goodyear Auto Service Centers	Automotive	21.2	$7,000 - $18,000	5,000 - 5,000	Bill Lakios	goodyeardevelopment@cbre.com	(216) 363-6407
Les Schwab	Automotive	9.7	$16,000 - $31,000	10,000 - 15,000	Rona Dhruv	rona.dhruv@lesschwab.com	(818) 674-6931
Quick Quack Car Wash	Automotive	24.1	$1,200 - $3,000	3,000 - 3,600	Michael Seigel	michael.seigel@cbre.com	(650) 494-5144
Catherines	Clothing And Apparel	54.3	$4,000 - $8,000	4,000 - 5,000	Whitney Welch	whitney.welch@ascenaretail.com	(212) 541-3225
Destination XL	Clothing And Apparel	13.6	$13,000 - $5,000	5,000 - 9,000	Peter Schmitz	pschmitz@dxlg.com	(781) 828-9300
F21 Red	Clothing And Apparel	84.6	$35,000 - $45,000	12,000 - 20,000	Matt Kircher	matt.kircher@cbre.com	(415) 772-0123
rue21	Clothing And Apparel	23.6	$8,000 - $10,000	4,500 - 5,000	Robert (Bob) Thomson	rthomson@rue21.com	(724) 272-1412
Dutch Bros Coffee	Coffee Shop	22.3	$2,000 - $3,000	350 - 400	Matt Goldstein	mgoldstein@gallellire.com	(916) 772-1700
Dunkin' Donuts	Coffee Shop	14.1	$2,000 - $4,500	1,100 - 2,600	Jason Askinosie	jason.askinosie@dunkinbrands.com	(310) 968-9980
The Coffee Bean & Tea Leaf	Coffee Shop	44.0	$500 - $700	1,100 - 2,000	Frank Lam	flam@coffeebean.com	(310) 237-2326
Stein Mart	Department Store	16.6	$40,000 - $54,000	28,000 - 35,000	Steven Horowitz	shorowitz@steinmart.com	(904) 346-1571
DSW (Designer Shoe Warehouse)	Footwear/Shoes	11.4	$27,000 - $53,000	17,500 - 22,000	Tom Power	tom.power@srsre.com	(415) 908-4942
Boot Barn	Footwear/Shoes	18.8	$2,400 - $40,000	8,000 - 12,000	John Neppl	jneppl@bootbarn.com	(949) 453-4466
WSS	Footwear/Shoes	15.8	$32,000 - $47,000	10,000 - 14,000	William Argueta	wargueta@shopwss.com	(310) 808-2430
Bel Air	Grocery Store	54.6	$52,000 - $81,000	40,000 - 50,000	Linda Kelly	lkelly@raleys.com	(916) 373-3333
Nugget Market	Grocery Store	11.6	$40,000 - $72,000	40,000 - 60,000	Eric Stille	Eric.stille@nuggetmarket.com	(530) 669-3300
Floor & Decor	Home Improvement	27.3	$160,000 - $205,000	45,000 - 65,000	Kevin Workman	kevin.workman@flooranddecor.com	(678) 505-3918
Harbor Freight Tools	Home Improvement	9.2	$40,000 - $60,000	13,000 - 18,000	Trey Feiler	tfeiler@harborfreight.com	(818) 836-5000 x5019
Bob's Discount Furniture	Home Specialty	158.6	$65,000 - $82,000	25,000 - 30,000	Jim Reuter	jreuter@atlanticretail.com	(424) 262-7101
Kirkland's	Home Specialty	24.6	$11,500 - $16,500	6,500 - 10,000	Sarah Weaver Dickerson	sweaver@kirklands.com	(615) 872-4840
Tuesday Morning	Home Specialty	14.0	$9,500 - $16,000	12,000 - 14,000	Susan Forrester	sforrester@tuesdaymorning.com	(602) 300-9323
BJ's Restaurants	Restaurant - Casual	12.7	$60,000 - $80,000	8,000 - 9,000	Greg Lynds	glynds@bjsrestaurants.com	(714) 500-2400
Buffalo Wild Wings	Restaurant - Casual	13.9	$35,000 - $51,000	4,000 - 7,000	Bonnie Gatine	bgatine@inspiredbrands.com	(949) 874-3696
Cafe Rio	Restaurant - Casual	54.1	$9,000 - $19,500	1,000 - 2,500	Donald Lewandowski	dlewandowski@caferio.com	(801) 441-5041
Chili's Grill & Bar	Restaurant - Casual	14.8	$30,000 - $35,000	6,000 - 6,300	Jesse Rehmeier	jesse@retailselectservices.com	(949) 305-8796
Corner Bakery Cafe	Restaurant - Casual	14.6	$13,000 - $17,000	3,500 - 4,000	Jesse Rehmeier	jesse@retailselectservices.com	(949) 305-8796
Farmer Boys	Restaurant - Casual	55.7	$16,500 - $22,000	2,800 - 3,200	Joyce Dery	jdery@farmerboys.com	(949) 680-8281
Olive Garden	Restaurant - Casual	11.5	$52,000 - $70,000	5,000 - 6,500	Keith Moore	realestate@darden.com	(940) 498-2740
Pieology Pizzeria	Restaurant - Casual	14.2	$8,000 - $15,000	2,500 - 5,000	Matt Adamczyk	madamczyk@kennedywilson.com	(310) 887-6248
Blaze Pizza	Restaurant - Quick Service	13.9	$9,500 - $14,500	2,500 - 3,000	Robert Kluger	robert.kluger@blazepizza.com	(626) 584-5880 x324
Fatburger	Restaurant - Quick Service	37.3	$7,500 - $14,000	1,000 - 2,500	Warren Christiansen	warren@fatburger.com	(208) 720-8272
Firehouse Subs	Restaurant - Quick Service	13.9	$5,500 - $8,000	1,400 - 2,000	Jeff Press	jeff.press@firehousesubs.com	(661) 755-0711
Jimmy John's	Restaurant - Quick Service	13.9	$500 - $700	1,000 - 1,500	Ben Boncosky	realestate@jimmyjohns.com	(217) 356-9900
Ono Hawaiian BBQ	Restaurant - Quick Service	14.0	$10,000 - $14,500	1,800 - 2,500	Drew Greenspan	drew.greenspan@cushwake.com	(650) 931-2203

CITY COUNCIL REPORT 2019

10A

DATE: OCTOBER 15, 2019

TO: MAYOR AND COUNCIL MEMBERS

COPY: MICHELLE FITZER, CITY MANAGER

FROM: ERIC S. CASHER, CITY ATTORNEY
BY: ALEX MOG, ASSISTANT CITY ATTORNEY

SUBJECT: DISCUSSION REGARDING OPTIONS FOR FILLING VACANT CITY TREASURER POSITION

RECOMMENDATION

It is recommended that the City Council provide direction to staff regarding filling the vacancy caused by the recent resignation of the City Treasurer.

BACKGROUND

On October 1, 2019, Dina Rosales informed the City Manager of her intent to resign the position of City Treasurer effective no later than the end of October due to a planned move out of the City of Pinole. The City is grateful for Treasurer Rosales' contributions to the City of Pinole, and dedication to the betterment of our community. The City Treasurer position will soon be vacant, and the California Government Code requires the City Council either appoint a new Treasurer, or call an election to fill the vacancy. The current term of the City Treasurer will expire in December 2020, after the November 3, 2020 election.

ANALYSIS

Pursuant to the Government Code, an office of an elected local public agency official becomes vacant by operation of law upon the resignation of an incumbent.[1] If a vacancy occurs in an elective office, "the council shall, within 60 days from the commencement of the vacancy, either fill the vacancy by appointment or call a special election to fill the vacancy. The special election shall be held on the next regularly established election date not less than 114 days from the call of the special election."[2]

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[1] Gov. Code Section 1770(a).

[2] Gov. Code Section 36512(b).

Electing A New City Treasurer

The next regularly established election date is March 3, 2020, which falls within the 114 day window as long as the City Council calls the election no later than November 10, 2019. If the City Council would like to fill this vacancy by election, the City Treasurer position would be filled by the successful candidate in the March 3, 2020 election. Since no incumbent would be seeking re-election, all nomination papers for candidates interested in the City Treasurer position would need to be filed with the City Clerk no later than December 6, 2019.

Appointing A New City Treasurer

The City Council may also choose to appoint an individual to fill the vacancy caused by the City Treasurer's resignation. Because the vacancy has occurred in the second half of the City Treasurer's current term, a person appointed to the position may serve out the remainder of the current four year term, until a replacement is elected in November 2020.

The City Council may establish any procedure that it wishes to seek applicants for appointment, including requiring written applications and conducting candidate interviews. Since the position of City Treasurer is an elective office, applicants must be (1) at least 18 years old; (2) registered to vote in the City of Pinole; (3) live in the City of Pinole; and (4) must not be convicted of a crime that revokes privileges to run for elected office. The City Council may direct the City Clerk to prepare an application form and set deadlines by which the applications must be submitted in order to meet the appointment deadlines set forth by law. The most recent City Treasurer vacancy was filled by City Council appointment.

If the City Council opts to fill the vacancy by appointment, the open meeting rules of the Ralph M. Brown Act require that candidate interviews be conducted by the entire City Council in an open meeting. Thus, the meeting to interview candidates must be scheduled as a special meeting and must be done in compliance with the Brown Act.

FISCAL IMPACT

The cost of filling the vacancy by appointment is nominal, and will include Staff and Council time to solicit and review applications and to conduct interviews. The Elections Division of Contra Costa County has advised the City that the cost of the election will be approximately $15,000-$25,000. In addition there will be costs related to the City Clerk and City Attorney's Office time in preparing the necessary election related documents.