



AGENDA

REGULAR MEETINGS

*** * ***

CLAYTON CITY COUNCIL

and

CLAYTON REDEVELOPMENT AGENCY

TUESDAY, August 19, 2008

7:00 p.m.

*Meeting Room, Clayton Community Library
6125 Clayton Road, Clayton, CA 94517*

Mayor: Gregory J. Manning

Vice Mayor: Julie K. Pierce

Council Members

David T. Shuey

Hank Stratford

William R. Walcutt

- A complete packet of information containing staff reports and exhibits related to each public item is available for public review in City Hall located at 6000 Heritage Trail on Monday prior to the Council meeting.
- Agendas are posted at: 1) City Hall, 6000 Heritage Trail; 2) Library, 6125 Clayton Road; 3) Ohm's Bulletin Board, 1028 Diablo Street, Clayton; and 4) City Website at www.ci.clayton.ca.us
- Any writings or documents provided to a majority of the City Council after distribution of the Agenda Packet and regarding any public item on this Agenda will be made available for public inspection in the City Clerk's office located at 6000 Heritage Trail during normal business hours.
- If you have a physical impairment that requires special accommodations to participate, please call the City Clerk's office at least 72 hours in advance of the meeting at (925) 673-7304.

*** CITY COUNCIL ***

August 19, 2008

7:00 P.M.

1. **CALL TO ORDER AND ROLL CALL** – Mayor Manning.

2. **CLOSED SESSION**- None.

3. **PLEDGE OF ALLEGIANCE** – led by Mayor Manning.

4. **CONSENT CALENDAR**

Consent Calendar items are typically routine in nature and are considered for approval by the City Council with one single motion. Members of the Council, Audience, or Staff wishing an item removed from the Consent Calendar for purpose of public comment, question or input may request so through the Mayor.

(a) Approve the minutes of the regular meeting of July 15, 2008. ([View Here](#))

(b) Approve Financial Demands and Obligations of the City. ([View Here](#))

5. **RECOGNITIONS AND PRESENTATIONS**- None.

6. **REPORTS**

(a) Planning Commission – Commissioner Ed Hartley

(b) Trails and Landscaping Committee – No meeting held to report.

(c) City Manager/Staff

(d) City Council - Reports from Council liaisons to Regional Committees, Commissions and Boards.

(e) Other – Introduction of City Council candidates present in the audience.

7. **PUBLIC COMMENT ON NON-AGENDA ITEMS**

Citizens may address the City Council on items within the Council's jurisdiction, (which are not on the agenda) by completing a speaker card available on the Lobby table and forwarding it to the City Clerk. To assure an orderly meeting and an equal opportunity for everyone, each speaker is limited to 3 minutes, enforced at the Mayor's discretion. When one's name is called by the Mayor, the speaker shall advance to the public podium and adhere to the time limit. In accordance with State Law, no action may take place on any item not appearing on the posted agenda. The Council may respond to statements made or questions asked, or may request Staff to report back at a future meeting concerning the matter.

Public comment and input on Public Hearing, Action Items and other Agenda Items will be allowed when each item is considered by the City Council.

8. **PUBLIC HEARING** – None.

9. **ACTION ITEMS**

- (a) Consideration of a Resolution endorsing the East Bay Regional Parks District's (EBRPD) proposed November 2008 ballot measure to extend its regional open space, wildlife, shoreline and parks Bond. ([View Here](#))
(Beverly Lane, District Board Member)

Staff recommendation: Following presentation and comments, adopt the Resolution.

- (b) Consider the Introduction and First Reading of proposed Ordinance No. 418 for Municipal Parking lot time limitations on public parking. ([View Here](#))
(Police Chief)

Staff recommendations: 1). Receive the staff report; 2). Receive public comment; 3). Motion to have the City Clerk read Ordinance No. 418 by title and number only and waive further reading; and 5). Following the City Clerk's reading, a motion to approve Ordinance No. 418 for Introduction and First Reading.

- (c) Designation of the City's Voting Delegate and Alternate for League of California Cities 2008 Annual Conference to be held September 24 thru September 27, 2008.
(City Clerk) ([View Here](#))

Staff recommendation: The City Council determine if an elected official will attend the Annual Conference due to budget considerations, and if so select its Voting Delegate.

- (d) Consider a Resolution opposing fiscally irresponsible State Budget decisions by the California Legislature and the Governor that would once again "borrow" local government, transportation and redevelopment funds. ([View Here](#))
(City Manager)

Staff recommendation: Adopt the Resolution.

10. **COUNCIL ITEMS** – limited to requests and directives for future meetings.

11. **ADJOURNMENT**– the next regularly scheduled meeting of Tuesday, September 2, 2008
#

*** CLAYTON REDEVELOPMENT AGENCY ***

August 19, 2008

1. CALL TO ORDER AND ROLL CALL- Chairman Stratford.

2. PUBLIC COMMENTS

Citizens may address the Redevelopment Agency on items within the Agency's jurisdiction, (which are not on the agenda) by completing a speaker card and forwarding it to the Secretary. To assure an orderly meeting and an equal opportunity for everyone, each speaker is limited to 3 minutes, enforced at the Chair's discretion. When the Chair calls one's name, the speaker shall advance to the public podium and adhere to the time limit. In accordance with State Law, no action may take place on any item not appearing on the posted agenda. Board Members may respond to statements made or questions asked, or may request Staff to report back at a future meeting concerning the matter.

Public comment and input on Public Hearing, Action Items and other Agenda Items will be allowed as each item is considered.

3. CONSENT CALENDAR

Consent Calendar items are typically routine in nature and are considered for approval by the Board of Directors with one single motion. Members of the Board, Audience, or Staff wishing an item removed from the Consent Calendar for purpose of public comment or input may request so through the Chair.

- (a) Approve the minutes of the regular meeting of July 1, 2008. ([View Here](#))

4. PUBLIC HEARING- None.

5. ACTION ITEMS

- (a) Presentation of Economic Development Systems' (EDS) draft Retail Analysis, Strategic Plan and Recommendations for the Clayton Town Center.
(Jim Harrigan, Managing Principal, EDS) ([View Here](#))

Staff recommendation: Following presentation, public comment and Board discussion, it is recommended the Board refer copies of the draft Plan to the City Planning Commission, Town Center property owners and business owners, and the Clayton Business and Community Association (CBCA) for review and comments back to the Agency Board for further consideration at one of the Board's meeting in October 2008.

6. **BOARD ITEMS** – limited to requests and directives for future meetings.

7. **ADJOURNMENT** – the next regular Redevelopment Agency meeting will be scheduled as needed.

#

MINUTES
OF THE
REGULAR MEETING
CLAYTON CITY COUNCIL

Agenda Date: 8-19-08

Agenda Item: 4a

TUESDAY, July 15, 2008

1. **CALL TO ORDER & ROLL CALL** – the meeting was called to order at 6:16 p.m. by Mayor Manning in the Library Community Meeting Room, 6125 Clayton Road, Clayton, CA. Councilmembers present: Mayor Manning, Vice Mayor Pierce, Councilmembers Stratford, Shuey and Walcutt. Staff present: City Manager Gary Napper, City Attorney Dan Adams, City Engineer Rick Angrisani, and City Clerk Laci Jackson.

2. **CLOSED SESSION**

On call by Mayor Manning, the City Council adjourned into Closed Session for the stated purpose at 6:16 p.m.

- (a) Conference with Legal Counsel, *Government Code Section 54956.9(c)*
Consider Initiations of Litigation (2 cases)

7:02 p.m. **Report out from Closed Session:** Mayor Manning reported the Council gave direction to Legal Counsel.

3. **PLEDGE OF ALLEGIANCE** – Led by Mayor Manning.

4. **CONSENT CALENDAR-** Vice Mayor Pierce asked that item 4(d) be pulled for a separate vote as she is concerned about Prop. 218 implications on voluntarily lowering a fee. It was moved by Councilmember Walcutt, seconded by Councilmember Stratford to approve Item 4(d) of the Consent Calendar (4-0-1 vote; Pierce- abstained). It was moved by Councilmember Walcutt, seconded by Councilmember Shuey to approve the remainder of the Consent Calendar (5-0 vote).

- (a) Approved the minutes of the regular meeting of July 1, 2008.
- (b) Approved Financial Demands and Obligations of the City.
- (c) Adopted Resolution 33-2008 ordering the annual levy of a Special Tax within the High Street Permanent Road Division (Fund 217) for FY 2008-2009.
- (d) Adopted Resolution 34-2008 ordering the annual levy of a Special Tax within the Oak Street Permanent Road Division (Fund 218) for FY 2008-2009.
- (e) Adopted Resolution 35-2008 authorizing the levy of annual assessments for the Middle School Community Facilities District (1990-1R, Series 1997; Fund No. 420) for the 2008-2009 Tax Year.
- (f) Adopted Resolution 36-2008 authorizing the levy of annual assessments for the Clayton Station Community Facilities District (1990-2R; Fund No. 421) for the 2008-2009 Tax Year.
- (g) Adopted Resolution 37-2008 authorizing the levy of annual assessments for the Lydia Lane Sewer Assessment District in FY 2008-2009.
- (h) Adopted Resolution 38-2008 authorizing the levy of annual assessments for the Oak Street Sewer Assessment District in FY 2008- 2009.

- (i) Adopted Resolution 39-2008 authorizing the levy of annual assessments for CFD 2007-1 (Landscape Maintenance District; Fund No. 210) in FY 2008-2009.
- (j) Adopted Resolution 40-2008 authorizing the levy of annual assessments for CFD 2006-1 (Downtown Park O & M; Fund No. 211) in FY 2008-2009.
- (k) Adopted Resolution 41-2008 approving the updated and revised City Master Fee Schedule for FY 2008-2009 regarding user-benefit municipal services and rental of City facilities and parks.
- (l) Adopted Resolution 42-2008 accepting the demolition phase of the Tot Lot and Picnic Area of the Clayton Community Park Renovation Project as complete and ordering the filing of a Notice of Completion (CIP No. 10407)
- (m) Adopted Resolution 43-2008 approving a multi-year Agreement with the City of Concord for its continued provision of dispatch/computer assisted dispatch system services and temporary holding and detention services to the Clayton Police Department.
- (n) Adopted Resolution 44-2008 approving Covenants regarding operation and maintenance of Stormwater Facilities on private property at 945 Oak Street.

5. RECOGNITIONS AND PRESENTATIONS

- (a) Certificates of Recognition to "Volunteers of the Year" of Clayton Community Library.

Mayor Manning presented Kristi Lee, Rosetta Guinn, and Florence Lewis with Certificates of Appreciation for their work at the Clayton Community Library. All of the volunteers stated how much they enjoyed volunteering at the Library.

6. REPORTS

- (a) Planning Commission – No meeting held to report.
- (b) Trails and Landscaping Committee – No meeting held to report.
- (c) The City Manager reminded citizens who have extra books they can donate them to their library of choice but preferably the Clayton Community Library.
- (d) City Council

Councilmember Stratford attended a tour of the Marsh Creek Detention Facility and found it very interesting. He volunteered at the 4th of July Parade and was impressed with the volunteers and community in general.

Vice Mayor Pierce attended a meeting of the Central County Transportation Committee and the CERT core committee monthly meeting. She participated and volunteered at the 4th of July Parade and thanked all of the volunteers including the CERT members who turned out to work the parking detail. She also attended the Farmers' Market and the Concert in The Grove.

Councilmember Walcutt volunteered at the 4th of July Parade and thanked the volunteers. He also stated that Supervisor Bonilla was planning another tour of the Marsh Creek Detention Facility and that he was hoping to attend.

Councilmember Shuey thanked Maintenance for cleaning up at The Grove and stated the community is really impressed with the Community Park new improvements.

Mayor Manning attended the tour of the Marsh Creek Detention Facility and the Mayors' Conference. He also volunteered at the 4th of July parade and stated it was a great turn out. He also thanked the volunteers. Lastly, he attended a special meeting of the County Connection, the CERT core meeting, and the Concert in The Grove.

Councilmember Walcutt asked the 4th of July committee to prepare a map for next year's event in order to help people find event parking in nearby areas to the downtown.

(e) Other- None.

7. **PUBLIC COMMENTS**- None.

8. **PUBLIC HEARINGS**

a) Public Hearing on the proposed levy of annual assessments on real property in the Street Lighting Assessment District for FY 2008-2009, pursuant to Streets and Highways Code 18070 and Government Code 54954.6.

The City Engineer presented the staff report stating a public meeting had been held on June 17, 2008. He indicated the levy amount had not changed since 2001.

Mayor Manning opened the Public Hearing at 7:34 p.m. No public comments were received. The Public Hearing was closed at 7:35 p.m.

It was moved by Vice Mayor Pierce, seconded by Councilmember Walcutt to approve Resolution 45-2008 setting the annual street lighting assessments for FY 2008-2009 (5-0 vote).

9. **ACTION ITEMS**- None.

10. **COUNCIL ITEMS** – None.

11. **ADJOURNMENT**– On call by Mayor Manning the meeting adjourned at 7:35 p.m.

Respectfully submitted,

Laci J. Jackson, City Clerk

APPROVED BY CLAYTON CITY COUNCIL

Gregory J. Manning, Mayor



Agenda Date: 08/19/08

Agenda Item: 4b

Approved:

Gary A. Napper
City Manager/Executive Director

STAFF REPORT

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: MERRY PELLETIER, FINANCE MANAGER

DATE: AUGUST 19, 2008

SUBJECT: OBLIGATION SUMMARY

RECOMMENDATION

Approve the following obligations.

<u>RUN DATE</u>	<u>OBLIGATION NUMBERS</u>	<u>TOTALS</u>
07/16/08	(FY 08-09) 14878	\$337.50
08/05/08	(FY 08-09) 14879 – 14884	\$2,024,765.82
08/06/08	(FY 07-08) 14885 – 14916	\$124,886.51
08/06/08	(FY 08-09) 14917 – 14965	\$470,283.36
08/06/08	(FY 07-08) 14966	\$3096.00
08/12/08	(FY 07-08) 14967 – 14968	\$15,690.13
08/14/08	(FY 08-09) 14969 – 15015	\$378,431.58
08/14/08	(FY 07-08) 15016 – 15020	\$54,453.27

Attachments:

Batch 3774 (2 pages)
Batch 3781 (3 pages)
Batch 3783 (7 pages)
Batch 3784 (10 pages)
Batch 3785 (2 pages)
Batch 3805 (2 pages)
Batch 3806 (11 pages)
Batch 3807 (2 pages)

FY 08-09

Run date: 07/16/2008 @ 11:00
Bus date: 07/16/2008

City of Clayton
* * * Journal entry trace * * *

CS03774.L02 Page 1

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Obligation summary		entry					337.50CR
	A101-2101-00.0.0-000							
PJ	LarryLogic Productions	14878	entry	866				337.50
	A101-7419-01.0.0-000							
	Desc1.....: Video City Council Mtg 7/1/08							

Batch 3774 posted on 07/16/08 by 1004 for business date 07/16/08

Run date: 07/16/2008 @ 11:00
Bus date: 07/16/2008

City of Clayton
* * * Journal entry trace * * *

CS03774.L02 Page 2

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ			Purchase Journal			
	01 2009	A101-2101-00.0.0-000	Accounts Payable		337.50	
	01 2009	A101-7419-01.0.0-000	Other Professional Services	337.50		
			Total for Financial Reporting System	337.50	337.50	.00

Batch 3774 posted on 07/16/08 by 1004 for business date 07/16/08

Run date: 08/05/2008 @ 09:58
 Bus date: 08/05/2008

City of Clayton
 * * * Journal entry trace * * *

FY 08-09

CS03781.L02 Page 1

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Obligation summary A101-2101-00.0.0-000		entry					45,913.32CR
PJ	Obligation summary A401-2101-00.0.0-000		entry					1,786,476.96CR
PJ	CalPERS A101-7220-01.0.0-000 Desc1.....: Retirement PPE 7/13/08	14879	entry					323.90
PJ	CalPERS A101-7220-02.0.0-000 Desc1.....: Retirement PPE 7/13/08	14879	entry					4,111.20
PJ	CalPERS A101-7220-03.0.0-000 Desc1.....: Retirement PPE 7/13/08	14879	entry					2,400.48
PJ	CalPERS A101-7220-04.0.0-000 Desc1.....: Retirement PPE 7/13/08	14879	entry					1,407.45
PJ	CalPERS A101-7220-06.0.0-000 Desc1.....: Retirement PPE 7/13/08	14879	entry					16,864.41
PJ	CalPERS Health A101-7246-02.0.0-000 Desc1.....: Health Insurance 8/08	14880	entry	230				5,906.65
PJ	CalPERS Health A101-7246-03.0.0-000 Desc1.....: Health Insurance 8/08	14880	entry	230				3,392.82
PJ	CalPERS Health A101-7246-04.0.0-000 Desc1.....: Health Insurance 8/08	14880	entry	230				3,388.82
PJ	CalPERS Health A101-7246-06.0.0-000 Desc1.....: Health Insurance 8/08	14880	entry	230				7,797.59
PJ	Neopost Postage A101-7314-05.0.0-000 Desc1.....: Adm Postage Added 7/31/08	14881	entry					300.00
PJ	US Bank Ops Ctr ATTN: TFM A401-1213-00.0.0-000 Desc1.....: RDA 93 Debt Svc 8/08	14882	entry	95415880				183,693.49CR
PJ	US Bank Ops Ctr ATTN: TFM A401-7611-00.0.0-000 Desc1.....: RDA 93 Debt Svc 8/08	14882	entry	95415880				1,130,000.00
PJ	US Bank Ops Ctr ATTN: TFM A401-7612-00.0.0-000 Desc1.....: RDA 93 Debt Svc 8/08	14882	entry	95415880				31,357.50
PJ	US Bank Ops Ctr ATTN: TFM A401-1211-00.0.0-000 Desc1.....: RDA 96 Debt Svc 8/08	14883	entry	95433320				4,535.73CR
PJ	US Bank Ops Ctr ATTN: TFM A401-7611-00.0.0-000 Desc1.....: RDA 96 Debt Svc 8/08	14883	entry	95433320				295,000.00
PJ	US Bank Ops Ctr ATTN: TFM A401-7612-00.0.0-000 Desc1.....: RDA 96 Debt Svc 8/08	14883	entry	95433320				143,985.00
PJ	US Bank Ops Ctr ATTN: TFM A101-7419-05.0.0-000	14884	entry	95465560				20.00

Run date: 08/05/2008 @ 09:58
Bus date: 08/05/2008

City of Clayton
* * * Journal entry trace * * *

CS03781.L02 Page 2

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: RDA 99 Debt Service 8/08 US Bank Ops Ctr ATTN: TFM A401-1213-00.0.0-000	14884	entry	95465560				4,146.32CR
PJ	Desc1.....: RDA 99 Debt Service 8/08 US Bank Ops Ctr ATTN: TFM A401-7611-00.0.0-000	14884	entry	95465560				235,000.00
PJ	Desc1.....: RDA 99 Debt Service 8/08 US Bank Ops Ctr ATTN: TFM A401-7612-00.0.0-000 Desc1.....: RDA 99 Debt Service 8/08	14884	entry	95465560				143,510.00

Batch 3781 posted on 08/05/08 by 1004 for business date 08/05/08

Run date: 08/05/2008 @ 09:58
Bus date: 08/05/2008

City of Clayton
* * * Journal entry trace * * *

CS03781.L02 Page 3

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ			Purchase Journal			
	02 2009	A101-2101-00.0.0-000	Accounts Payable		45,913.32	
	02 2009	A101-7220-01.0.0-000	PERS Retirement	323.90		
	02 2009	A101-7220-02.0.0-000	PERS Retirement	4,111.20		
	02 2009	A101-7220-03.0.0-000	PERS Retirement	2,400.48		
	02 2009	A101-7220-04.0.0-000	PERS Retirement	1,407.45		
	02 2009	A101-7220-06.0.0-000	PERS Retirement	16,864.41		
	02 2009	A101-7246-02.0.0-000	Benefit Insurance	5,906.65		
	02 2009	A101-7246-03.0.0-000	Benefit Insurance	3,392.82		
	02 2009	A101-7246-04.0.0-000	Benefit Insurance	3,388.82		
	02 2009	A101-7246-06.0.0-000	Benefit Insurance	7,797.59		
	02 2009	A101-7314-05.0.0-000	Postage	300.00		
	02 2009	A101-7419-05.0.0-000	Other Professional Services	20.00		
	02 2009	A401-1211-00.0.0-000	Cash with Fiscal Agent1996-RDA		4,535.73	
	02 2009	A401-1213-00.0.0-000	Cash with Fiscal Agent1993-RDA		187,839.81	
	02 2009	A401-2101-00.0.0-000	Accounts Payable		1,786,476.96	
	02 2009	A401-7611-00.0.0-000	Principal Payment	1,660,000.00		
	02 2009	A401-7612-00.0.0-000	Interest Payment	318,852.50		
			Total for Financial Reporting System	2,024,765.82	2,024,765.82	.00

Batch 3781 posted on 08/05/08 by 1004 for business date 08/05/08

07-08

Run date: 08/06/2008 @ 12:51
 Bus date: 06/30/2008

City of Clayton
 * * * Journal entry trace * * *

CS03783.L02 Page 1

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Obligation summary A101-2101-00.0.0-000		entry					34,761.72CR
PJ	Obligation summary A210-2101-00.0.0-000		entry					51,217.85CR
PJ	Obligation summary A211-2101-00.0.0-000		entry					333.74CR
PJ	Obligation summary A214-2101-00.0.0-000		entry					76.95CR
PJ	Obligation summary A216-2101-00.0.0-000		entry					227.87CR
PJ	Obligation summary A301-2101-00.0.0-000		entry					1,095.02CR
PJ	Obligation summary A302-2101-00.0.0-000		entry					11,760.11CR
PJ	Obligation summary A303-2101-00.0.0-000		entry					13,829.44CR
PJ	Obligation summary A601-2101-00.0.0-000		entry					827.20CR
PJ	Obligation summary A701-2101-00.0.0-000		entry					9,763.41CR
PJ	Obligation summary A702-2101-00.0.0-000		entry					993.20CR
PJ	Mt. Diablo Unified School Dist A701-7417-00.0.0-000	14885	entry	AR190337				4,890.40
	Desc1.....: DV Gym Janitorial 4-6/08							
PJ	Mt. Diablo Unified School Dist A701-7417-00.0.0-000	14886	entry	AR190335				4,873.01
	Desc1.....: DV Gym Janitorial 4-6/08							
PJ	Access One A101-7332-02.0.0-000	14887	entry	801640				18.99
	Desc1.....: Long Distance 6/08							
PJ	Access One A101-7332-03.0.0-000	14887	entry	801640				17.39
	Desc1.....: Long Distance 6/08							
PJ	Access One A101-7332-04.0.0-000	14887	entry	801640				30.17
	Desc1.....: Long Distance 6/08							
PJ	Access One A101-7332-06.0.0-000	14887	entry	801640				62.06
	Desc1.....: Long Distance 6/08							
PJ	Access One A101-7332-07.0.0-000	14887	entry	801640				.38
	Desc1.....: Long Distance 6/08							
PJ	Access One A101-7332-08.0.0-000	14887	entry	801640				4.68
	Desc1.....: Long Distance 6/08							
PJ	Laci Jackson/ Petty Cash A101-7314-05.0.0-000	14888	entry	6/08				9.07
	Desc1.....: Adm: Petty Cash 6/08							
PJ	Laci Jackson/ Petty Cash A101-7372-01.0.0-000	14888	entry	6/08				50.00
	Desc1.....: Adm: Petty Cash 6/08							
PJ	Laci Jackson/ Petty Cash A101-7373-02.0.0-000	14888	entry	6/08				24.00

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Adm: Petty Cash 6/08 Laci Jackson/ Petty Cash A101-7389-04.0.0-000	14888	entry	6/08				18.00
PJ	Desc1.....: Adm: Petty Cash 6/08 Laci Jackson/ Petty Cash A210-7311-00.0.0-000	14888	entry	6/08				10.81
PJ	Desc1.....: Adm: Petty Cash 6/08 Laci Jackson/ Petty Cash A601-2744-00.0.0-476	14888	entry	6/08				27.00
PJ	Desc1.....: Adm: Petty Cash 6/08 Western Exterminator A101-7328-03.0.0-000	14889	entry	376464				40.50
PJ	Desc1.....: Monthly Svc 6/08 Western Exterminator A101-7341-03.0.0-000	14889	entry	376464				90.50
PJ	Desc1.....: Monthly Svc 6/08 Western Exterminator A101-7341-07.0.0-000	14889	entry	376464				93.50
PJ	Desc1.....: Monthly Svc 6/08 Western Exterminator A702-7341-00.0.0-000	14889	entry	376464				87.00
PJ	Desc1.....: Monthly Svc 6/08 CCC Office of the Sheriff-Coro A101-7425-06.0.0-000	14890	entry	ClayPD-080				270.00
PJ	Desc1.....: PD-Crime Lab 6/08 CCC Office of the Sheriff-Coro A101-7425-06.0.0-000	14891	entry	CLPD-208				590.67
PJ	Desc1.....: PD-Blood Lab 4-6/08 Alhambra & Sierra Springs A101-7311-03.0.0-000	14892	entry	0708				172.83
PJ	Desc1.....: Water Service-PD, Adm & PW 6/08 Alhambra & Sierra Springs A101-7312-05.0.0-000	14892	entry	0708				49.65
PJ	Desc1.....: Water Service-PD, Adm & PW 6/08 Alhambra & Sierra Springs A101-7312-06.0.0-000	14892	entry	0708				60.14
PJ	Desc1.....: Water Service-PD, Adm & PW 6/08 CCC Library A101-7312-07.0.0-000	14893	entry	40 07-08				985.84
PJ	Desc1.....: Additional Hrs of Svc 40 07-08 CCC Library A101-7423-07.0.0-000	14893	entry	40 07-08				1,028.58
PJ	Desc1.....: Additional Hrs of Svc 40 07-08 Seifel Consulting Inc. A302-7419-00.0.0-000	14894	entry	5358				10,341.88
PJ	Desc1.....: 5 Yr Implementation Plan 6/08 Economic Development Systems A303-7520-00.0.0-104	14895	entry	6/08				9,906.41
PJ	Desc1.....: Downtown Project Cnslt 6/08 Raney Planning & Management, I A601-2741-00.0.0-472	14896	entry	0806P-3				718.75
PJ	Desc1.....: Rivulet Planning Cnslt 6/08 Contra Costa Newspapers A301-7361-00.0.0-000	14897	entry	6/08				491.40

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Legal Notices 6/08 Contra Costa Newspapers A303-7520-00.0.0-112	14897	entry	6/08				845.60
PJ	Desc1.....: Legal Notices 6/08 Contra Costa Newspapers A302-7389-00.0.0-000	14898	entry	2835759				864.00
PJ	Desc1.....: Available LMI Unit Ad 6/08 Owen, Wickersham & Erickson PC A101-7413-02.0.0-000	14899	entry	116287				200.00
PJ	Desc1.....: Trademark Legal Svc 6/08 Goldfarb & Lipman A302-7413-00.0.0-000	14900	entry	90055				466.17
PJ	Desc1.....: LMI Legal Svc 6/08 American Cleanway Inc A216-7419-00.0.0-000	14901	entry	34436				227.87
PJ	Desc1.....: PW Cationic Polymer 6/08 John Deere Landscapes Inc A210-7311-00.0.0-000	14902	entry	22197474				325.77
PJ	Desc1.....: PW Rain Master Repair 6/08 Ed Richard Discing A101-7347-03.0.0-000	14903	entry	1958				9,963.67
PJ	Desc1.....: Park Repairs 6/08 Ed Richard Discing A210-7419-00.0.0-000	14904	entry	1950				31,600.00
PJ	Desc1.....: Weed Abatement 5/08 Wally's Rental Center, Inc. A303-7520-00.0.0-113	14905	entry	55695				883.41
PJ	Desc1.....: Comm Park Equip Rntl 6/08 Warner Brothers A210-7419-00.0.0-000	14906	entry	8135				2,400.00
PJ	Desc1.....: Citywide Tree Trimming 6/08 CCC Office of Revenue Collecti A101-7433-06.0.0-000	14907	entry	LJIS 08-CL				1,656.00
PJ	Desc1.....: ACCJIN Shared Cost 07/08 All-Guard Systems, Inc. A702-7311-00.0.0-000	14908	entry	A284701				414.00
PJ	Desc1.....: EH Fire Alm Monitoring 4-6/08 Sprint Comm (PW & ADM) A101-7332-02.0.0-000	14909	entry	074 6/08				100.97
PJ	Desc1.....: PW & Adm Cell Phones 6/08 Sprint Comm (PW & ADM) A101-7332-03.0.0-000	14909	entry	074 6/08				179.13
PJ	Desc1.....: PW & Adm Cell Phones 6/08 Municipal Pooling Authority A101-7231-03.0.0-000	14910	entry	G0803 07-0				701.50
PJ	Desc1.....: Workers Compt WAP 07-08 Contra Costa Water Dist. A101-7338-03.0.0-000	14911	entry	A Series 5				6,133.94
PJ	Desc1.....: City Water Usage 5-6/08 Contra Costa Water Dist. A101-7338-07.0.0-000	14911	entry	A Series 5				206.14
PJ	Desc1.....: City Water Usage 5-6/08 Contra Costa Water Dist. A210-7338-00.0.0-000	14911	entry	A Series 5				11,386.93

Run date: 08/06/2008 @ 12:51
 Bus date: 06/30/2008

City of Clayton
 * * * Journal entry trace * * *

CS03783.L02 Page 4

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: City Water Usage 5-6/08 Contra Costa Water Dist. A211-7338-00.0.0-000	14911	entry A Series 5					333.74
PJ	Desc1.....: City Water Usage 5-6/08 Contra Costa Water Dist. A702-7338-00.0.0-000	14911	entry A Series 5					492.20
PJ	Desc1.....: City Water Usage 5-6/08 Contra Costa Water Dist. A302-7520-00.0.0-008	14912	entry	A160530				64.49
PJ	Desc1.....: Water-280 Stranahan 5-6/08 Contra Costa Water Dist. A302-7520-00.0.0-009	14913	entry	A160531				23.57
PJ	Desc1.....: Water 278 Stranahan 6/08 US Bank Corp Pymt System A101-7231-05.0.0-000	14914	entry					42.60
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A101-7312-05.0.0-000	14914	entry					491.15
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A101-7331-05.0.0-000	14914	entry					261.96
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A101-7372-01.0.0-000	14914	entry					50.90
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A101-7419-02.0.0-000	14914	entry					49.95
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A101-7430-08.0.0-000	14914	entry					3,093.00
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A214-7384-00.0.0-000	14914	entry					76.95
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A301-7520-00.0.0-003	14914	entry					603.62
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A601-2750-00.0.0-004	14914	entry					81.45
PJ	Desc1.....: Adm: Misc Charges 6/08 US Bank Corp Pymt System A101-7311-03.0.0-000	14915	entry					1,660.69
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A101-7329-03.0.0-000	14915	entry					478.99
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A101-7341-03.0.0-000	14915	entry					57.31
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A101-7342-03.0.0-000	14915	entry					103.04
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A101-7343-03.0.0-000	14915	entry					27.15

Run date: 08/06/2008 @ 12:51
 Bus date: 06/30/2008

City of Clayton
 * * * Journal entry trace * * *

CS03783.L02 Page 5

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A101-7344-03.0.0-000	14915	entry					1,340.00
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A210-7311-00.0.0-000	14915	entry					1,397.22
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A210-7316-00.0.0-000	14915	entry					2,580.25
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A210-7344-00.0.0-000	14915	entry					1,516.87
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A303-7520-00.0.0-110	14915	entry					1,079.76
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A303-7520-00.0.0-113	14915	entry					1,114.26
PJ	Desc1.....: PW Misc Charges 6/08 US Bank Corp Pymt System A101-7311-06.0.0-000	14916	entry					527.58
PJ	Desc1.....: PD Misc Charges 6/08 US Bank Corp Pymt System A101-7312-06.0.0-000	14916	entry					8.70
PJ	Desc1.....: PD Misc Charges 6/08 US Bank Corp Pymt System A101-7314-06.0.0-000	14916	entry					10.64
PJ	Desc1.....: PD Misc Charges 6/08 US Bank Corp Pymt System A101-7343-06.0.0-000	14916	entry					59.50
PJ	Desc1.....: PD Misc Charges 6/08 US Bank Corp Pymt System A101-7344-06.0.0-000	14916	entry					3,187.42
PJ	Desc1.....: PD Misc Charges 6/08 US Bank Corp Pymt System A101-7363-06.0.0-000	14916	entry					35.54
PJ	Desc1.....: PD Misc Charges 6/08 US Bank Corp Pymt System A101-7373-06.0.0-000	14916	entry					292.28
PJ	Desc1.....: PD Misc Charges 6/08 US Bank Corp Pymt System A101-7415-06.0.0-000	14916	entry					225.02
	Desc1.....: PD Misc Charges 6/08							

Batch 3783 posted on 08/06/08 by 1004 for business date 06/30/08

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ		Purchase Journal				
	12	2008 A101-2101-00.0.0-000	Accounts Payable		34,761.72	
	12	2008 A101-7231-03.0.0-000	Workers' Compensation	701.50		
	12	2008 A101-7231-05.0.0-000	Workers' Compensation	42.60		
	12	2008 A101-7311-03.0.0-000	General Supplies	1,833.52		
	12	2008 A101-7311-06.0.0-000	General Supplies	527.58		
	12	2008 A101-7312-05.0.0-000	Office Supplies/Expense	540.80		
	12	2008 A101-7312-06.0.0-000	Office Supplies/Expense	68.84		
	12	2008 A101-7312-07.0.0-000	Office Supplies/Expense	985.84		
	12	2008 A101-7314-05.0.0-000	Postage	9.07		
	12	2008 A101-7314-06.0.0-000	Postage	10.64		
	12	2008 A101-7328-03.0.0-000	Park Services	40.50		
	12	2008 A101-7329-03.0.0-000	Park Supplies	478.99		
	12	2008 A101-7331-05.0.0-000	Rentals/Leases	261.96		
	12	2008 A101-7332-02.0.0-000	Telecommunications	119.96		
	12	2008 A101-7332-03.0.0-000	Telephone	196.52		
	12	2008 A101-7332-04.0.0-000	Telephone	30.17		
	12	2008 A101-7332-06.0.0-000	Telephone	62.06		
	12	2008 A101-7332-07.0.0-000	Telephone	.38		
	12	2008 A101-7332-08.0.0-000	Telephone	4.68		
	12	2008 A101-7338-03.0.0-000	Water Services	6,133.94		
	12	2008 A101-7338-07.0.0-000	Water Services	206.14		
	12	2008 A101-7341-03.0.0-000	Buildings/Grounds Maintenance	147.81		
	12	2008 A101-7341-07.0.0-000	Buildings/Grounds Maintenance	93.50		
	12	2008 A101-7342-03.0.0-000	Machinery/Equipment Maintenance	103.04		
	12	2008 A101-7343-03.0.0-000	Vehicle Maintenance	27.15		
	12	2008 A101-7343-06.0.0-000	Vehicle Maintenance	59.50		
	12	2008 A101-7344-03.0.0-000	Vehicles: Gas, Oil & Supplies	1,340.00		
	12	2008 A101-7344-06.0.0-000	Vehicles: Gas, Oil & Supplies	3,187.42		
	12	2008 A101-7347-03.0.0-000	Deferred Mtn Projects	9,963.67		
	12	2008 A101-7363-06.0.0-000	Business Entertainment Expense	35.54		
	12	2008 A101-7372-01.0.0-000	Conferences	100.90		
	12	2008 A101-7373-02.0.0-000	Education & Training	24.00		
	12	2008 A101-7373-06.0.0-000	Education & Training	292.28		
	12	2008 A101-7389-04.0.0-000	Misc. Expense	18.00		
	12	2008 A101-7413-02.0.0-000	Legal Services	200.00		
	12	2008 A101-7415-06.0.0-000	Computer Services	225.02		
	12	2008 A101-7419-02.0.0-000	Other Professional Services	49.95		
	12	2008 A101-7423-07.0.0-000	Library Aide	1,028.58		
	12	2008 A101-7425-06.0.0-000	Crime Lab	860.67		
	12	2008 A101-7430-08.0.0-000	Well Monitoring Fee	3,093.00		
	12	2008 A101-7433-06.0.0-000	Integrated Justice System	1,656.00		
	12	2008 A210-2101-00.0.0-000	Accounts Payable		51,217.85	
	12	2008 A210-7311-00.0.0-000	General Supplies	1,733.80		
	12	2008 A210-7316-00.0.0-000	Landscape Replacement	2,580.25		
	12	2008 A210-7338-00.0.0-000	Water Services	11,386.93		
	12	2008 A210-7344-00.0.0-000	Vehicle Gas, Oil, and Supplies	1,516.87		
	12	2008 A210-7419-00.0.0-000	Other Professional Services	34,000.00		
	12	2008 A211-2101-00.0.0-000	Accounts Payable		333.74	
	12	2008 A211-7338-00.0.0-000	Water Services	333.74		
	12	2008 A214-2101-00.0.0-000	Accounts Payable		76.95	
	12	2008 A214-7384-00.0.0-000	Legal Notices	76.95		
	12	2008 A216-2101-00.0.0-000	Accounts Payable		227.87	

Run date: 08/06/2008 @ 12:51
 Bus date: 06/30/2008

City of Clayton
 * * * Journal entry trace * * *

CS03783.L02 Page 7

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ		Purchase Journal	** continued **			
	12 2008	A216-7419-00.0.0-000	Other Professional Services	227.87		
	12 2008	A301-2101-00.0.0-000	Accounts Payable		1,095.02	
	12 2008	A301-7361-00.0.0-000	Advertising	491.40		
	12 2008	A301-7520-00.0.0-003	Concerts in the Grove Park	603.62		
	12 2008	A302-2101-00.0.0-000	Accounts Payable		11,760.11	
	12 2008	A302-7389-00.0.0-000	Misc Expense	864.00		
	12 2008	A302-7413-00.0.0-000	Legal Services	466.17		
	12 2008	A302-7419-00.0.0-000	Other Professional Services	10,341.88		
	12 2008	A302-7520-00.0.0-008	280 Stranahan LMI-Bamberger	64.49		
	12 2008	A302-7520-00.0.0-009	278 Stranahan Cir LMI House	23.57		
	12 2008	A303-2101-00.0.0-000	Accounts Payable		13,829.44	
	12 2008	A303-7520-00.0.0-104	Downtown Economic Dev Project	9,906.41		
	12 2008	A303-7520-00.0.0-110	High-Diablo St. Public Parking	1,079.76		
	12 2008	A303-7520-00.0.0-112	Pavement Rehab Project 2008	845.60		
	12 2008	A303-7520-00.0.0-113	Com Park Tot Lot/BBO/Picnic Up	1,997.67		
	12 2008	A601-2101-00.0.0-000	Accounts Payable		827.20	
	12 2008	A601-2741-00.0.0-472	OAKSt MixedUse 01-08Consultant	718.75		
	12 2008	A601-2744-00.0.0-476	Caspar, J SWP 18-08	27.00		
	12 2008	A601-2750-00.0.0-004	Clayton 4th of July	81.45		
	12 2008	A701-2101-00.0.0-000	Accounts Payable		9,763.41	
	12 2008	A701-7417-00.0.0-000	Janitorial Service	9,763.41		
	12 2008	A702-2101-00.0.0-000	Accounts Payable		993.20	
	12 2008	A702-7311-00.0.0-000	General Supplies	414.00		
	12 2008	A702-7338-00.0.0-000	Water Services	492.20		
	12 2008	A702-7341-00.0.0-000	Buildings/Grounds Maintenance	87.00		
		Total for Financial Reporting System		124,886.51	124,886.51	.00

Batch 3783 posted on 08/06/08 by 1004 for business date 06/30/08

Run date: 08/06/2008 @ 16:44
 Bus date: 08/06/2008

City of Clayton
 * * * Journal entry trace * * *

08-09

CS03784.L02 Page 1

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Obligation summary A101-2101-00.0.0-000		entry					52,922.34CR
PJ	Obligation summary A201-2101-00.0.0-000		entry					4,723.89CR
PJ	Obligation summary A210-2101-00.0.0-000		entry					4,969.23CR
PJ	Obligation summary A211-2101-00.0.0-000		entry					135.11CR
PJ	Obligation summary A214-2101-00.0.0-000		entry					7,898.55CR
PJ	Obligation summary A216-2101-00.0.0-000		entry					3,500.00CR
PJ	Obligation summary A301-2101-00.0.0-000		entry					239.70CR
PJ	Obligation summary A302-2101-00.0.0-000		entry					1,174.07CR
PJ	Obligation summary A303-2101-00.0.0-000		entry					10,199.31CR
PJ	Obligation summary A304-2101-00.0.0-000		entry					732.00CR
PJ	Obligation summary A420-2101-00.0.0-000		entry					361,608.20CR
PJ	Obligation summary A501-2101-00.0.0-000		entry					309.00CR
PJ	Obligation summary A601-2101-00.0.0-000		entry					19,911.37CR
PJ	Obligation summary A702-2101-00.0.0-000		entry					1,948.14CR
PJ	US Bank Ops Ctr ATTN: TFM A420-7611-00.0.0-000	14917	entry	95442900 8				203,000.00
	Descl.....: Debt Svc Fees CFD 90-1 8/08							
PJ	US Bank Ops Ctr ATTN: TFM A420-7612-00.0.0-000	14917	entry	95442900 8				158,608.20
	Descl.....: Debt Svc Fees CFD 90-1 8/08							
PJ	Contra Costa Water Dist. A101-7338-03.0.0-000	14918	entry	A Series 7				616.48
	Descl.....: City Water Usage 7/1-7/7/08							
PJ	Contra Costa Water Dist. A101-7338-07.0.0-000	14918	entry	A Series 7				39.27
	Descl.....: City Water Usage 7/1-7/7/08							
PJ	Contra Costa Water Dist. A101-7338-09.0.0-000	14918	entry	A Series 7				551.89
	Descl.....: City Water Usage 7/1-7/7/08							
PJ	Contra Costa Water Dist. A210-7338-00.0.0-000	14918	entry	A Series 7				2,168.93
	Descl.....: City Water Usage 7/1-7/7/08							
PJ	Contra Costa Water Dist. A211-7338-00.0.0-000	14918	entry	A Series 7				63.57
	Descl.....: City Water Usage 7/1-7/7/08							
PJ	Contra Costa Water Dist. A702-7338-00.0.0-000	14918	entry	A Series 7				93.75
	Descl.....: City Water Usage 7/1-7/7/08							
PJ	Pacific Telemanagement Svc A101-7332-02.0.0-000	14919	entry	55772				53.00

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: CH Outside Phone Booth 7/08 Konica Minolta Bus Sol-Copies A101-7345-05.0.0-000	14920	entry	210560085				429.65
PJ	Desc1.....: Admin Copier Copies 7/08 AT&T Yellow Pages A301-7361-00.0.0-000	14921	entry	7/08				231.00
PJ	Desc1.....: EH Yellow Page Ad 7/08 Sprint Comm (PW & ADM) A101-7332-02.0.0-000	14922	entry	075 7/08				104.51
PJ	Desc1.....: PW & Adm Cell Phones 7/08 Sprint Comm (PW & ADM) A101-7332-03.0.0-000	14922	entry	075 7/08				178.12
PJ	Desc1.....: PW & Adm Cell Phones 7/08 Health Care Dental Trust A101-7246-02.0.0-000	14923	entry	74729				492.04
PJ	Desc1.....: Dental Premium 8/08 Health Care Dental Trust A101-7246-03.0.0-000	14923	entry	74729				405.18
PJ	Desc1.....: Dental Premium 8/08 Health Care Dental Trust A101-7246-04.0.0-000	14923	entry	74729				202.59
PJ	Desc1.....: Dental Premium 8/08 Health Care Dental Trust A101-7246-06.0.0-000	14923	entry	74729				743.01
PJ	Desc1.....: Dental Premium 8/08 Joe Pargett A302-7520-00.0.0-008	14924	entry	2675				175.00
PJ	Desc1.....: Yard Mtn-280 Stranahan Cir 7/08 Joe Pargett A302-7520-00.0.0-009	14925	entry	2676				100.00
PJ	Desc1.....: Yard Mtn-278 Stranahan Cir 7/08 City of Concord A101-7312-06.0.0-000	14926	entry	11995				184.00
PJ	Desc1.....: PD Printing Services 7/08 City of Concord A101-7343-06.0.0-000	14927	entry	12009				267.94
PJ	Desc1.....: PD Vehicle Maintenance 7/08 Sprint Comm (PD) A101-7332-06.0.0-000	14928	entry	080 7/08				347.35
PJ	Desc1.....: PD Cell Phones 7/08 Hammons Supply Company A101-7417-03.0.0-000	14929	entry	I49382				209.51
PJ	Desc1.....: Janitorial Supplies 7/08 Hammons Supply Company A101-7417-07.0.0-000	14929	entry	I49382				488.85
PJ	Desc1.....: Janitorial Supplies 7/08 Hammons Supply Company A101-7419-09.0.0-000	14930	entry	49381				318.00
PJ	Desc1.....: Janitorial Supplies-Grove 7/08 Airgas A101-7331-03.0.0-000	14931	entry	102763985				49.47
PJ	Desc1.....: PW Argon Lease 7/08 -12/08 J & R Floor Services A101-7417-03.0.0-000	14932	entry	08JULY				449.94

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Janitorial Services for 7/08 J & R Floor Services A101-7417-06.0.0-000	14932	entry	08JULY				225.00
PJ	Desc1.....: Janitorial Services for 7/08 J & R Floor Services A101-7417-07.0.0-000	14932	entry	08JULY				2,175.00
PJ	Desc1.....: Janitorial Services for 7/08 J & R Floor Services A101-7417-09.0.0-000	14932	entry	08JULY				1,000.00
PJ	Desc1.....: Janitorial Services for 7/08 J & R Floor Services A101-7419-09.0.0-000	14932	entry	08JULY				1,000.00
PJ	Desc1.....: Janitorial Services for 7/08 J & R Floor Services A702-7417-00.0.0-000	14932	entry	08JULY				110.00
PJ	Desc1.....: Janitorial Services for 7/08 Verizon Business A101-7332-02.0.0-000	14933	entry	00361327				211.43
PJ	Desc1.....: Admin ISDN Line 7/08 CSAC Excess Insurance Authorit A501-7351-00.0.0-000	14934	entry	0920036-1N				309.00
PJ	Desc1.....: EAP Insurance Premium 7-9/08 Konica Minolta Bus Solutions A101-7331-05.0.0-000	14935	entry	010490312				623.22
PJ	Desc1.....: Adm Copier Lease 8/08 ICMA Retirement Corporation A101-7419-02.0.0-000	14936	entry	4279				125.00
PJ	Desc1.....: 401A Plan-Fees 7-9/07 Clean Street A216-7419-00.0.0-000	14937	entry	53991				3,500.00
PJ	Desc1.....: Street Sweeping 7/08 AT&T Yellow Pages A301-7361-00.0.0-000	14938	entry	07/08 A				8.70
PJ	Desc1.....: EH Ylw Pg CCC Ad 7/08 Contra Costa Water Dist. A302-7520-00.0.0-009	14939	entry	A160531-2				23.56
PJ	Desc1.....: Water-278 Stranahan 7/08 Contra Costa Water Dist. A302-7520-00.0.0-008	14940	entry	A160530-2				12.46
PJ	Desc1.....: Water-280 Stranahan 7/08 Bianca Barrientos A702-2730-00.0.0-002	14941	entry	EH 7/19/08				500.00
PJ	Desc1.....: EH Refund Dep 7/19/08 Allied Waste Services A302-7520-00.0.0-009	14942	entry	404972				59.42
PJ	Desc1.....: Gbg Svc 278 Stranahan 7/08 Leslie Marr A702-2730-00.0.0-002	14943	entry	EH 8/2/08				500.00
PJ	Desc1.....: EH Refund Deposit 8/2/08 Municipal Pooling Authority A101-7351-05.0.0-000	14944	entry	P0803				6,985.00
PJ	Desc1.....: Property Coverage Prem 08-09 Municipal Pooling Authority A101-7231-03.0.0-000	14945	entry	G0803-2				1,250.00

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Workers Comp WAP Prem 08-09 Municipal Pooling Authority A101-7351-05.0.0-000	14946	entry	E0803				2,713.00
PJ	Desc1.....: Vehicle Dmg Prem Plcy 08-09 Municipal Pooling Authority A101-7351-05.0.0-000	14947	entry	ER-0803				7,998.00
PJ	Desc1.....: ERMA Prem 08-09 All-Guard Systems, Inc. A702-7341-00.0.0-000	14948	entry	A284701-2				138.00
PJ	Desc1.....: EH Fire Alm Svc 08-09 CCC Office of Revenue Collecti A101-7419-06.0.0-000	14949	entry	LJIS08-CLY				5,000.00
PJ	Desc1.....: PD ARIES Mtn 08-09 CCC Police Chiefs' Assoc. A101-7324-06.0.0-000	14950	entry	08-02				650.00
PJ	Desc1.....: CCC Police Chf Assoc Dues 08-09 CCC Police Chiefs' Assoc. A101-7373-06.0.0-000	14950	entry	08-02				200.00
PJ	Desc1.....: CCC Police Chf Assoc Dues 08-09 United Site Services Inc A601-2750-00.0.0-004	14951	entry	I-574415				946.00
PJ	Desc1.....: 4th of July Portable Restrooms 7/08 Painting by Ken A101-7347-03.0.0-000	14952	entry	7/15/08				1,000.00
PJ	Desc1.....: EH Fence Painting 7/08 Painting by Ken A303-7520-00.0.0-110	14952	entry	7/15/08				3,195.00
PJ	Desc1.....: EH Fence Painting 7/08 Bay Area Barricade Serv. A101-7311-03.0.0-000	14953	entry	239660				340.12
PJ	Desc1.....: PW Driving Gloves, Gls 7/08 John Deere Landscapes Inc A210-7311-00.0.0-000	14954	entry	22197475				624.96
PJ	Desc1.....: Landscape Supplies 7/08 Belfast Plumbing A302-7520-00.0.0-009	14955	entry	5421				775.00
PJ	Desc1.....: Wtr Htr-278 Stranahan 7/08 Underground Service Alert A101-7419-08.0.0-000	14956	entry	80070166				307.26
PJ	Desc1.....: USA Annual Membership 08-09 Raney Planning & Management, I A601-2741-00.0.0-472	14957	entry	0812E-1Cor				11,627.05
PJ	Desc1.....: Rivulet IES Planning 7/08 PG&E A101-7335-03.0.0-000	14958	entry	7/17/08				1,093.44
PJ	Desc1.....: Service 7/08 (Master) PG&E A101-7335-07.0.0-000	14958	entry	7/17/08				3,861.64
PJ	Desc1.....: Service 7/08 (Master) PG&E A101-7335-09.0.0-000	14958	entry	7/17/08				213.27
PJ	Desc1.....: Service 7/08 (Master) PG&E A201-7335-00.0.0-000	14958	entry	7/17/08				3,049.09

Run date: 08/06/2008 @ 16:44
 Bus date: 08/06/2008

City of Clayton
 * * * Journal entry trace * * *

CS03784.L02 Page 5

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Service 7/08 (Master) PG&E A210-7335-00.0.0-000	14958	entry	7/17/08				1,572.48
PJ	Desc1.....: Service 7/08 (Master) PG&E A214-7335-00.0.0-000	14958	entry	7/17/08				7,898.55
PJ	Desc1.....: Service 7/08 (Master) PG&E A201-7335-00.0.0-000	14959	entry	7/18/08				31.42
PJ	Desc1.....: Svc: Irrig & Signal 7/08 (Mst) PG&E A210-7335-00.0.0-000	14959	entry	7/18/08				462.60
PJ	Desc1.....: Svc: Irrig & Signal 7/08 (Mst) PG&E A101-7335-03.0.0-000	14960	entry	7/23/08				22.46
PJ	Desc1.....: Service 7/08 (Individual Inv) PG&E A210-7335-00.0.0-000	14960	entry	7/23/08				140.26
PJ	Desc1.....: Service 7/08 (Individual Inv) PG&E A211-7335-00.0.0-000	14960	entry	7/23/08				71.54
PJ	Desc1.....: Service 7/08 (Individual Inv) PG&E A302-7520-00.0.0-008	14960	entry	7/23/08				16.42
PJ	Desc1.....: Service 7/08 (Individual Inv) PG&E A302-7520-00.0.0-009	14960	entry	7/23/08				12.21
PJ	Desc1.....: Service 7/08 (Individual Inv) PG&E A702-7335-00.0.0-000	14960	entry	7/23/08				264.91
PJ	Desc1.....: Service 7/08 (Individual Inv) ACCO Engineered Systems A101-7346-03.0.0-000	14961	entry	485692-485				719.00
PJ	Desc1.....: Library, CH, EH, Oak St 7/08 ACCO Engineered Systems A101-7346-07.0.0-000	14961	entry	485692-485				703.00
PJ	Desc1.....: Library, CH, EH, Oak St 7/08 ACCO Engineered Systems A702-7346-00.0.0-000	14961	entry	485692-485				282.00
PJ	Desc1.....: Library, CH, EH, Oak St 7/08 PERMCO, Inc. A101-7411-08.0.0-000	14962	entry	8488-8502				6,865.14
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A201-7412-00.0.0-000	14962	entry	8488-8502				1,643.38
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A303-7520-00.0.0-108	14962	entry	8488-8502				774.63
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A303-7520-00.0.0-112	14962	entry	8488-8502				6,229.68
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A304-7520-00.0.0-001	14962	entry	8488-8502				732.00

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2740-00.0.0-096	14962	entry	8488-8502				41.50
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2740-00.0.0-107	14962	entry	8488-8502				103.75
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2740-00.0.0-472	14962	entry	8488-8502				310.00
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2741-00.0.0-077	14962	entry	8488-8502				1,867.82
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2741-00.0.0-153	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2743-00.0.0-220	14962	entry	8488-8502				1,165.00
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-077	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-288	14962	entry	8488-8502				63.75
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-329	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-381	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-434	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-444	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-449	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-459	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-461	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-467	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-473	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-474	14962	entry	8488-8502				62.25

Run date: 08/06/2008 @ 16:44
 Bus date: 08/06/2008

City of Clayton
 * * * Journal entry trace * * *

CS03784.L02 Page 7

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-482	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-487	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-492	14962	entry	8488-8502				62.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-500	14962	entry	8488-8502				83.00
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2744-00.0.0-502	14962	entry	8488-8502				41.50
PJ	Desc1.....: Eng Svc 7/5-7/28/08 PERMCO, Inc. A601-2746-00.0.0-129	14962	entry	8488-8502				311.25
PJ	Desc1.....: Eng Svc 7/5-7/28/08 AT&T/CalNet A101-7332-02.0.0-000	14963	entry	7/30/08				378.38
PJ	Desc1.....: Local Phone Svc 7/08 AT&T/CalNet A101-7332-03.0.0-000	14963	entry	7/30/08				33.77
PJ	Desc1.....: Local Phone Svc 7/08 AT&T/CalNet A101-7332-04.0.0-000	14963	entry	7/30/08				42.20
PJ	Desc1.....: Local Phone Svc 7/08 AT&T/CalNet A101-7332-06.0.0-000	14963	entry	7/30/08				887.78
PJ	Desc1.....: Local Phone Svc 7/08 AT&T/CalNet A101-7332-07.0.0-000	14963	entry	7/30/08				135.70
PJ	Desc1.....: Local Phone Svc 7/08 AT&T/CalNet A101-7332-08.0.0-000	14963	entry	7/30/08				45.18
PJ	Desc1.....: Local Phone Svc 7/08 AT&T/CalNet A702-7332-00.0.0-000	14963	entry	7/30/08				59.48
PJ	Desc1.....: Local Phone Svc 7/08 Marcia & Frank Thome A601-2744-00.0.0-478	14964	entry	SWP 08-04				500.00
PJ	Desc1.....: Refund SWP 08-04 Dep 7/08 Lassiter Excavating Inc A101-5791-00.0.0-000	14965	entry	SWP 17-08				12.45CR
PJ	Desc1.....: Refund SWP 17-08 Dep 7/08 Lassiter Excavating Inc A601-2744-00.0.0-500	14965	entry	SWP 17-08				1,917.00
	Desc1.....: Refund SWP 17-08 Dep 7/08							

Batch 3784 posted on 08/06/08 by 1004 for business date 08/06/08

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ		Purchase Journal				
02	2009	A101-2101-00.0.0-000	Accounts Payable		52,922.34	
02	2009	A101-5791-00.0.0-000	Overhead cost recovery		12.45	
02	2009	A101-7231-03.0.0-000	Workers' Compensation	1,250.00		
02	2009	A101-7246-02.0.0-000	Benefit Insurance	492.04		
02	2009	A101-7246-03.0.0-000	Benefit Insurance	405.18		
02	2009	A101-7246-04.0.0-000	Benefit Insurance	202.59		
02	2009	A101-7246-06.0.0-000	Benefit Insurance	743.01		
02	2009	A101-7311-03.0.0-000	General Supplies	340.12		
02	2009	A101-7312-06.0.0-000	Office Supplies/Expense	184.00		
02	2009	A101-7324-06.0.0-000	Dues and Subscriptions	650.00		
02	2009	A101-7331-03.0.0-000	Rentals/Leases	49.47		
02	2009	A101-7331-05.0.0-000	Rentals/Leases	623.22		
02	2009	A101-7332-02.0.0-000	Telecommunications	747.32		
02	2009	A101-7332-03.0.0-000	Telephone	211.89		
02	2009	A101-7332-04.0.0-000	Telephone	42.20		
02	2009	A101-7332-06.0.0-000	Telephone	1,235.13		
02	2009	A101-7332-07.0.0-000	Telephone	135.70		
02	2009	A101-7332-08.0.0-000	Telephone	45.18		
02	2009	A101-7335-03.0.0-000	Gas & Electricity	1,115.90		
02	2009	A101-7335-07.0.0-000	Gas & Electricity	3,861.64		
02	2009	A101-7335-09.0.0-000	Gas & Electricity	213.27		
02	2009	A101-7338-03.0.0-000	Water Services	616.48		
02	2009	A101-7338-07.0.0-000	Water Services	39.27		
02	2009	A101-7338-09.0.0-000	Water Services	551.89		
02	2009	A101-7343-06.0.0-000	Vehicle Maintenance	267.94		
02	2009	A101-7345-05.0.0-000	Office Equip-Maint/Repairs	429.65		
02	2009	A101-7346-03.0.0-000	HVAC Mtn & Repairs	719.00		
02	2009	A101-7346-07.0.0-000	HVAC Mtn & Repairs	703.00		
02	2009	A101-7347-03.0.0-000	Deferred Mtn Projects	1,000.00		
02	2009	A101-7351-05.0.0-000	Insurance Premiums	17,696.00		
02	2009	A101-7373-06.0.0-000	Education & Training	200.00		
02	2009	A101-7411-08.0.0-000	Professional Services Retainer	6,865.14		
02	2009	A101-7417-03.0.0-000	Janitorial Service	659.45		
02	2009	A101-7417-06.0.0-000	Janitorial Service	225.00		
02	2009	A101-7417-07.0.0-000	Janitorial Service	2,663.85		
02	2009	A101-7417-09.0.0-000	Janitorial Service	1,000.00		
02	2009	A101-7419-02.0.0-000	Other Professional Services	125.00		
02	2009	A101-7419-06.0.0-000	Other Professional Services	5,000.00		
02	2009	A101-7419-08.0.0-000	Other Professional Services	307.26		
02	2009	A101-7419-09.0.0-000	Other Professional Services	1,318.00		
02	2009	A201-2101-00.0.0-000	Accounts Payable		4,723.89	
02	2009	A201-7335-00.0.0-000	Gas & Electricity	3,080.51		
02	2009	A201-7412-00.0.0-000	Engineering/Inspection Service	1,643.38		
02	2009	A210-2101-00.0.0-000	Accounts Payable		4,969.23	
02	2009	A210-7311-00.0.0-000	General Supplies	624.96		
02	2009	A210-7335-00.0.0-000	Gas & Electricity	2,175.34		
02	2009	A210-7338-00.0.0-000	Water Services	2,168.93		
02	2009	A211-2101-00.0.0-000	Accounts Payable		135.11	
02	2009	A211-7335-00.0.0-000	Gas & Electricity	71.54		
02	2009	A211-7338-00.0.0-000	Water Services	63.57		
02	2009	A214-2101-00.0.0-000	Accounts Payable		7,898.55	
02	2009	A214-7335-00.0.0-000	Gas & Electricity	7,898.55		

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ		Purchase Journal	** continued **			
02	2009	A216-2101-00.0.0-000	Accounts Payable		3,500.00	
02	2009	A216-7419-00.0.0-000	Other Professional Services	3,500.00		
02	2009	A301-2101-00.0.0-000	Accounts Payable		239.70	
02	2009	A301-7361-00.0.0-000	Advertising	239.70		
02	2009	A302-2101-00.0.0-000	Accounts Payable		1,174.07	
02	2009	A302-7520-00.0.0-008	280 Stranahan LMI-Bamberger	203.88		
02	2009	A302-7520-00.0.0-009	278 Stranahan Cir LMI House	970.19		
02	2009	A303-2101-00.0.0-000	Accounts Payable		10,199.31	
02	2009	A303-7520-00.0.0-108	MarshCreekRd Retaining Wall	774.63		
02	2009	A303-7520-00.0.0-110	High-Diablo St. Public Parking	3,195.00		
02	2009	A303-7520-00.0.0-112	Pavement Rehab Project 2008	6,229.68		
02	2009	A304-2101-00.0.0-000	Accounts Payable		732.00	
02	2009	A304-7520-00.0.0-001	Marsh Crk Rd Sewer Survey	732.00		
02	2009	A420-2101-00.0.0-000	Accounts Payable		361,608.20	
02	2009	A420-7611-00.0.0-000	Principal Payment	203,000.00		
02	2009	A420-7612-00.0.0-000	Interest Payment	158,608.20		
02	2009	A501-2101-00.0.0-000	Accounts Payable		309.00	
02	2009	A501-7351-00.0.0-000	Insurance Premiums	309.00		
02	2009	A601-2101-00.0.0-000	Accounts Payable		19,911.37	
02	2009	A601-2740-00.0.0-096	Cost Recov Dep PG&E Minor EP	41.50		
02	2009	A601-2740-00.0.0-107	Oh Rec Pac Bell Minor EP	103.75		
02	2009	A601-2740-00.0.0-472	OAK St. Mixed Use 01-08	310.00		
02	2009	A601-2741-00.0.0-077	Oak Creek Canyon Plan Ck Dep	1,867.82		
02	2009	A601-2741-00.0.0-153	Seeno Grading Insp (10351)	62.25		
02	2009	A601-2741-00.0.0-472	OAKSt MixedUse 01-08Consultant	11,627.05		
02	2009	A601-2743-00.0.0-220	Mitchell Crk Pl (Lenox) Const	1,165.00		
02	2009	A601-2744-00.0.0-077	AD Seeno Oak Crk Cyn SW26-06	62.25		
02	2009	A601-2744-00.0.0-288	Flora Square SWP 47-07	63.75		
02	2009	A601-2744-00.0.0-329	Lemke Diablo Pt SW permit28-06	62.25		
02	2009	A601-2744-00.0.0-381	Gonzalez SW Permit 18-07	62.25		
02	2009	A601-2744-00.0.0-434	C. DelMonte SW Permit 29-07	62.25		
02	2009	A601-2744-00.0.0-444	Childs SW Permit 33-07	62.25		
02	2009	A601-2744-00.0.0-449	Switzer SW Permit 36-07	62.25		
02	2009	A601-2744-00.0.0-459	J Lopez SW Permit 44-07	62.25		
02	2009	A601-2744-00.0.0-461	G Beckham SW Pemit 45-07	62.25		
02	2009	A601-2744-00.0.0-467	P Hollingsworth SW Permit02-08	62.25		
02	2009	A601-2744-00.0.0-473	American Technologies SWP04-08	62.25		
02	2009	A601-2744-00.0.0-474	Insite Design SWP 05-08	62.25		
02	2009	A601-2744-00.0.0-478	Thome Minor SWP 08-04	500.00		
02	2009	A601-2744-00.0.0-482	Michael Archeleta SWP 10-08	62.25		
02	2009	A601-2744-00.0.0-487	Lance Brick SWP 12-08	62.25		
02	2009	A601-2744-00.0.0-492	S.RennerSWP 16-08	62.25		
02	2009	A601-2744-00.0.0-500	Lassiter Excavating SWP 17-08	2,000.00		
02	2009	A601-2744-00.0.0-502	Hawkins Pool SWP 19-08	41.50		
02	2009	A601-2746-00.0.0-129	Diablo Pt Grading Inspections	311.25		
02	2009	A601-2750-00.0.0-004	Clayton 4th of July	946.00		
02	2009	A702-2101-00.0.0-000	Accounts Payable		1,948.14	
02	2009	A702-2730-00.0.0-002	Endeavor Hall Cash Deposits	1,000.00		
02	2009	A702-7332-00.0.0-000	Telephone	59.48		
02	2009	A702-7335-00.0.0-000	Gas & Electricity	264.91		
02	2009	A702-7338-00.0.0-000	Water Services	93.75		
02	2009	A702-7341-00.0.0-000	Buildings/Grounds Maintenance	138.00		

Run date: 08/06/2008 @ 16:44
Bus date: 08/06/2008

City of Clayton
* * * Journal entry trace * * *

CS03784.L02 Page 10

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ		Purchase Journal	** continued **			
	02 2009	A702-7346-00.0.0-000	HVAC Mtn & Repairs	282.00		
	02 2009	A702-7417-00.0.0-000	Janitorial Service	110.00		
		Total for Financial Reporting System		470,283.36	470,283.36	.00

Batch 3784 posted on 08/06/08 by 1004 for business date 08/06/08

Run date: 08/06/2008 @ 16:54
Bus date: 06/30/2008

City of Clayton
* * * Journal entry trace * * *

07-08

CS03785.L02 Page 1

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Obligation summary		entry					3,096.00CR
	A101-2101-00.0.0-000							
PJ	Clean Street	14966	entry	53734				3,096.00
	A101-7409-03.0.0-000							
	Desc1.....: Street Sweeping 6/08							

Batch 3785 posted on 08/06/08 by 1004 for business date 06/30/08

Run date: 08/06/2008 @ 16:54
Bus date: 06/30/2008

City of Clayton
* * * Journal entry trace * * *

CS03785.L02 Page 2

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ			Purchase Journal			
	12 2008	A101-2101-00.0.0-000	Accounts Payable		3,096.00	
	12 2008	A101-7409-03.0.0-000	Street Sweeping Service	3,096.00		
			Total for Financial Reporting System	3,096.00	3,096.00	.00

Batch 3785 posted on 08/06/08 by 1004 for business date 06/30/08

Run date: 08/12/2008 @ 11:56
Bus date: 06/30/2008

City of Clayton
* * * Journal entry trace * * *

07-08

CS03805.L02 Page 1

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Obligation summary A101-2101-00.0.0-000		entry					1,034.41CR
PJ	Obligation summary A201-2101-00.0.0-000		entry					3,044.71CR
PJ	Obligation summary A210-2101-00.0.0-000		entry					11,611.01CR
PJ	CCC General Services A201-7345-00.0.0-000	14967	entry	3252				3,044.71
	Desc1.....: Traffic Signal Maintenance 6/08							
PJ	Contra Costa Water Dist. A101-7338-03.0.0-000	14968	entry B Series 6					1,034.41
	Desc1.....: City Water Usage 6/08-8/6/08							
PJ	Contra Costa Water Dist. A210-7338-00.0.0-000	14968	entry B Series 6					11,611.01
	Desc1.....: City Water Usage 6/08-8/6/08							

Batch 3805 posted on 08/12/08 by 1004 for business date 06/30/08

Run date: 08/12/2008 @ 11:56
Bus date: 06/30/2008

City of Clayton
* * * Journal entry trace * * *

CS03805.L02 Page 2

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ			Purchase Journal			
	12 2008	A101-2101-00.0.0-000	Accounts Payable		1,034.41	
	12 2008	A101-7338-03.0.0-000	Water Services	1,034.41		
	12 2008	A201-2101-00.0.0-000	Accounts Payable		3,044.71	
	12 2008	A201-7345-00.0.0-000	Traffic Signal Maintenance	3,044.71		
	12 2008	A210-2101-00.0.0-000	Accounts Payable		11,611.01	
	12 2008	A210-7338-00.0.0-000	Water Services	11,611.01		
			Total for Financial Reporting System	15,690.13	15,690.13	.00

Batch 3805 posted on 08/12/08 by 1004 for business date 06/30/08

Run date: 08/14/2008 @ 13:12
 Bus date: 08/14/2008

City of Clayton
 * * * Journal entry trace * * *

08-09

CS03806.L02 Page 1

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Obligation summary A101-2101-00.0.0-000		entry					71,739.83CR
PJ	Obligation summary A201-2101-00.0.0-000		entry					1,214.01CR
PJ	Obligation summary A210-2101-00.0.0-000		entry					26,675.94CR
PJ	Obligation summary A211-2101-00.0.0-000		entry					708.53CR
PJ	Obligation summary A212-2101-00.0.0-000		entry					3,202.00CR
PJ	Obligation summary A216-2101-00.0.0-000		entry					577.50CR
PJ	Obligation summary A222-2101-00.0.0-000		entry					11,249.75CR
PJ	Obligation summary A230-2101-00.0.0-000		entry					5,500.00CR
PJ	Obligation summary A301-2101-00.0.0-000		entry					2,140.00CR
PJ	Obligation summary A302-2101-00.0.0-000		entry					38.62CR
PJ	Obligation summary A303-2101-00.0.0-000		entry					150,256.26CR
PJ	Obligation summary A421-2101-00.0.0-000		entry					100,128.00CR
PJ	Obligation summary A601-2101-00.0.0-000		entry					4,714.14CR
PJ	Obligation summary A702-2101-00.0.0-000		entry					287.00CR
PJ	Contra Costa Water Dist. A101-7338-03.0.0-000	14969	entry B Series 7					1,488.54
	Desc1.....: City Water Usage 7-8/08							
PJ	Contra Costa Water Dist. A210-7338-00.0.0-000	14969	entry B Series 7					16,708.54
	Desc1.....: City Water Usage 7-8/08							
PJ	Municipal Pooling Authority A101-7218-02.0.0-000	14970	entry					378.94
	Desc1.....: LTD, Life & ADD 9/08							
PJ	Municipal Pooling Authority A101-7218-03.0.0-000	14970	entry					221.96
	Desc1.....: LTD, Life & ADD 9/08							
PJ	Municipal Pooling Authority A101-7218-04.0.0-000	14970	entry					130.43
	Desc1.....: LTD, Life & ADD 9/08							
PJ	Municipal Pooling Authority A101-7218-06.0.0-000	14970	entry					622.44
	Desc1.....: LTD, Life & ADD 9/08							
PJ	Municipal Pooling Authority A101-7246-02.0.0-000	14970	entry					61.50
	Desc1.....: LTD, Life & ADD 9/08							
PJ	Municipal Pooling Authority A101-7246-03.0.0-000	14970	entry					51.25
	Desc1.....: LTD, Life & ADD 9/08							
PJ	Municipal Pooling Authority A101-7246-04.0.0-000	14970	entry					20.50

Run date: 08/14/2008 @ 13:12
 Bus date: 08/14/2008

City of Clayton
 * * * Journal entry trace * * *

CS03806.L02 Page 2

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: LTD, Life & ADD 9/08 Municipal Pooling Authority A101-7246-06.0.0-000	14970	entry					123.00
PJ	Desc1.....: LTD, Life & ADD 9/08 Arlene H. Kikkawa-Nielsen A601-2739-00.0.0-000	14971	entry					745.00
PJ	Desc1.....: Library Volunteer 8/08 CalPERS A101-7220-01.0.0-000	14972	entry					323.90
PJ	Desc1.....: Retirement PPE 8/10/08 CalPERS A101-7220-02.0.0-000	14972	entry					4,104.92
PJ	Desc1.....: Retirement PPE 8/10/08 CalPERS A101-7220-03.0.0-000	14972	entry					2,411.90
PJ	Desc1.....: Retirement PPE 8/10/08 CalPERS A101-7220-04.0.0-000	14972	entry					1,412.87
PJ	Desc1.....: Retirement PPE 8/10/08 CalPERS A101-7220-06.0.0-000	14972	entry					12,967.54
PJ	Desc1.....: Retirement PPE 8/10/08 PG&E A101-7335-03.0.0-000	14973	entry					2,383.14
PJ	Desc1.....: Service 7/08 (Small Master) PG&E A201-7335-00.0.0-000	14973	entry					170.86
PJ	Desc1.....: Service 7/08 (Small Master) PG&E A210-7335-00.0.0-000	14973	entry					258.99
PJ	Desc1.....: Service 7/08 (Small Master) CalPERS A101-7220-02.0.0-000	14974	entry					4,107.89
PJ	Desc1.....: Retirement PPE 7/27/08 CalPERS A101-7220-03.0.0-000	14974	entry					2,414.11
PJ	Desc1.....: Retirement PPE 7/27/08 CalPERS A101-7220-04.0.0-000	14974	entry					1,412.87
PJ	Desc1.....: Retirement PPE 7/27/08 CalPERS A101-7220-06.0.0-000	14974	entry					14,301.84
PJ	Desc1.....: Retirement PPE 7/27/08 Western Exterminator A101-7341-03.0.0-000	14975	entry	380297				90.50
PJ	Desc1.....: Monthly Svc 7/08 Western Exterminator A101-7341-07.0.0-000	14975	entry	380297				93.50
PJ	Desc1.....: Monthly Svc 7/08 Western Exterminator A101-7419-09.0.0-000	14975	entry	380297				40.50
PJ	Desc1.....: Monthly Svc 7/08 Western Exterminator A702-7341-00.0.0-000	14975	entry	380297				87.00

Run date: 08/14/2008 @ 13:12
 Bus date: 08/14/2008

City of Clayton
 * * * Journal entry trace * * *

CS03806.L02 Page 3

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Monthly Svc 7/08 Alhambra & Sierra Springs A101-7312-05.0.0-000	14976	entry	0808				100.85
PJ	Desc1.....: Water Service-PD, Adm & PW 7/08 Alhambra & Sierra Springs A101-7312-06.0.0-000	14976	entry	0808				614.66
PJ	Desc1.....: Water Service-PD, Adm & PW 7/08 Undercover Computers A101-7415-02.0.0-000	14977	entry	197				675.00
PJ	Desc1.....: Admin Computer Svc 8/08 Turner, Huguet & Adams A212-7413-00.0.0-000	14978	entry	21132				1,073.00
PJ	Desc1.....: GHAD Legal Fees 7/08 CCC Office of the Sheriff-Fisc A101-7373-06.0.0-000	14979	entry	08-1157				250.00
PJ	Desc1.....: PD EVOC Driving Trng 7/08 Don Stone A301-7520-00.0.0-003	14980	entry	8411				220.00
PJ	Desc1.....: Grove Concert Sound Svc 8/23/08 Don Stone A301-7520-00.0.0-003	14981	entry	8412				220.00
PJ	Desc1.....: Grove Concert Sound Svc 9/6/08 RGW Construction Inc A303-7520-00.0.0-112	14982	entry	107946				131,693.40
PJ	Desc1.....: 2008 Pavement Rehab 7/08 JPJ Entertainment A301-7520-00.0.0-003	14983	entry	8/23/08				700.00
PJ	Desc1.....: Grove Concert Band 8/23/08 David Hosley A301-7520-00.0.0-003	14984	entry	9/6/08				1,000.00
PJ	Desc1.....: Grove Concert Band 9/6/08 Allied Waste Services A302-7520-00.0.0-008	14985	entry	403750				38.62
PJ	Desc1.....: Gbg Svc 280 Stranahan 7/08 Verizon Business A101-7332-02.0.0-000	14986	entry	06524262				211.43
PJ	Desc1.....: Admin ISDN Line 9/08 Wells Fargo Bank, N.A. A222-7611-00.0.0-000	14987	entry	M-07/18/08				5,000.00
PJ	Desc1.....: IMP 8-02 Debt Svc 9/08 Wells Fargo Bank, N.A. A222-7612-00.0.0-000	14987	entry	M-07/18/08				6,249.75
PJ	Desc1.....: IMP 8-02 Debt Svc 9/08 Ace Towing Road Service A101-7343-06.0.0-000	14988	entry	1826				80.00
PJ	Desc1.....: PD Towing 7/08 East Bay Rgn Comm System Auth A230-7485-00.0.0-000	14989	entry	8/4/08				3,500.00
PJ	Desc1.....: EBRCSA Assessment 8/08 Motorola A230-7311-00.0.0-000	14990	entry	76217470				2,000.00
PJ	Desc1.....: PD Reprogram Radios 7/08 NSP3 A211-7310-00.0.0-000	14991	entry	11574				678.80

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Grove Play Equip 7/08 NBS Govt. Finance Group A421-7611-00.0.0-000	14992	entry	7/15/08				77,000.00
PJ	Desc1.....: CFD 90-2 Debt Svc 9/08 NBS Govt. Finance Group A421-7612-00.0.0-000	14992	entry	7/15/08				23,128.00
PJ	Desc1.....: CFD 90-2 Debt Svc 9/08 G & G Builders Inc. A303-7520-00.0.0-113	14993	entry	8/12/08				2,486.20
PJ	Desc1.....: Comm Park Retention 8/08 Contra Costa Newspapers A101-7382-02.0.0-000	14994	entry	2835618				117.60
PJ	Desc1.....: CC Election Ad 7/08 Access One A101-7332-02.0.0-000	14995	entry	815436				17.31
PJ	Desc1.....: Long Distance 7/08 Access One A101-7332-03.0.0-000	14995	entry	815436				13.08
PJ	Desc1.....: Long Distance 7/08 Access One A101-7332-04.0.0-000	14995	entry	815436				29.48
PJ	Desc1.....: Long Distance 7/08 Access One A101-7332-06.0.0-000	14995	entry	815436				68.30
PJ	Desc1.....: Long Distance 7/08 Access One A101-7332-07.0.0-000	14995	entry	815436				1.53
PJ	Desc1.....: Long Distance 7/08 Access One A101-7332-08.0.0-000	14995	entry	815436				4.51
PJ	Desc1.....: Long Distance 7/08 LarryLogic Productions A101-7419-01.0.0-000	14996	entry	877				157.50
PJ	Desc1.....: Video Upgrade Conf 7-8/08 Rural Pig Management, Inc A101-7429-09.0.0-000	14997	entry	7/21/08				5,495.00
PJ	Desc1.....: Wild Pig Disposal 7/08 WK McLellan Co A212-7520-00.0.0-061	14998	entry	10762				2,129.00
PJ	Desc1.....: GHAD Sidewalk Repair 8/08 Janet & Gene Centoni A601-2745-00.0.0-384	14999	entry	8/12/08				2,000.00
PJ	Desc1.....: C&D Refund 8/08 Contra Costa Water Dist. A210-7338-00.0.0-000	15000	entry B Series 7					5,338.85
PJ	Desc1.....: City Water Usage 7-8/08 PERMCO, Inc. A101-7411-08.0.0-000	15001	entry	8515-8531				3,387.00
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A201-7412-00.0.0-000	15001	entry	8515-8531				880.88
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A216-7412-00.0.0-000	15001	entry	8515-8531				577.50

Run date: 08/14/2008 @ 13:12
 Bus date: 08/14/2008

City of Clayton
 * * * Journal entry trace * * *

CS03806.L02 Page 5

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A303-7520-00.0.0-106	15001	entry	8515-8531				1,258.13
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A303-7520-00.0.0-108	15001	entry	8515-8531				499.44
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A303-7520-00.0.0-112	15001	entry	8515-8531				6,820.61
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2740-00.0.0-107	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2740-00.0.0-472	15001	entry	8515-8531				155.00
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2741-00.0.0-077	15001	entry	8515-8531				62.00
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2741-00.0.0-153	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2743-00.0.0-220	15001	entry	8515-8531				166.00
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-077	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-288	15001	entry	8515-8531				42.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-329	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-381	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-434	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-444	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-449	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-459	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-461	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-467	15001	entry	8515-8531				41.50

Run date: 08/14/2008 @ 13:12
 Bus date: 08/14/2008

City of Clayton
 * * * Journal entry trace * * *

CS03806.L02 Page 6

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-473	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-474	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-482	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-487	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-492	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-494	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-502	15001	entry	8515-8531				41.50
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2744-00.0.0-505	15001	entry	8515-8531				62.25
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 PERMCO, Inc. A601-2746-00.0.0-129	15001	entry	8515-8531				83.00
PJ	Desc1.....: Eng Svc 7/26/08-8/8/08 Contra Costa Water Dist. A101-7338-09.0.0-000	15002	entry	Unbilled 7				3,346.17
PJ	Desc1.....: Comm Park Unbilled Water 7/08 US Bank Corp Pymt System A101-7312-05.0.0-000	15003	entry	7/22/08 08				675.65
PJ	Desc1.....: Adm: Misc Charges 7/08 US Bank Corp Pymt System A101-7331-05.0.0-000	15003	entry	7/22/08 08				130.98
PJ	Desc1.....: Adm: Misc Charges 7/08 US Bank Corp Pymt System A101-7419-02.0.0-000	15003	entry	7/22/08 08				49.95
PJ	Desc1.....: Adm: Misc Charges 7/08 US Bank Corp Pymt System A101-7311-03.0.0-000	15004	entry	7/22/08 08				189.77
PJ	Desc1.....: PW Misc Charges 7/08 US Bank Corp Pymt System A101-7343-03.0.0-000	15004	entry	7/22/08 08				97.37
PJ	Desc1.....: PW Misc Charges 7/08 US Bank Corp Pymt System A101-7344-03.0.0-000	15004	entry	7/22/08 08				1,261.27
PJ	Desc1.....: PW Misc Charges 7/08 US Bank Corp Pymt System A101-7346-07.0.0-000	15004	entry	7/22/08 08				126.62
PJ	Desc1.....: PW Misc Charges 7/08 US Bank Corp Pymt System A210-7311-00.0.0-000	15004	entry	7/22/08 08				66.67

Run date: 08/14/2008 @ 13:12
 Bus date: 08/14/2008

City of Clayton
 * * * Journal entry trace * * *

CS03806.L02 Page 7

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
	Desc1.....: PW Misc Charges 7/08							
PJ	US Bank Corp Pymt System A210-7344-00.0.0-000	15004	entry	7/22/08 08				1,046.71
	Desc1.....: PW Misc Charges 7/08							
PJ	US Bank Corp Pymt System A211-7310-00.0.0-000	15004	entry	7/22/08 08				29.73
	Desc1.....: PW Misc Charges 7/08							
PJ	US Bank Corp Pymt System A303-7520-00.0.0-113	15004	entry	7/22/08 08				1,728.76
	Desc1.....: PW Misc Charges 7/08							
PJ	US Bank Corp Pymt System A601-2750-00.0.0-004	15004	entry	7/22/08 08				84.44
	Desc1.....: PW Misc Charges 7/08							
PJ	US Bank Corp Pymt System A101-7311-06.0.0-000	15005	entry	7/22/08 08				15.86
	Desc1.....: PD Misc Charges 7/08							
PJ	US Bank Corp Pymt System A101-7312-06.0.0-000	15005	entry	7/22/08 08				393.53
	Desc1.....: PD Misc Charges 7/08							
PJ	US Bank Corp Pymt System A101-7314-06.0.0-000	15005	entry	7/22/08 08				15.96
	Desc1.....: PD Misc Charges 7/08							
PJ	US Bank Corp Pymt System A101-7344-06.0.0-000	15005	entry	7/22/08 08				2,413.14
	Desc1.....: PD Misc Charges 7/08							
PJ	US Bank Corp Pymt System A101-7415-06.0.0-000	15005	entry	7/22/08 08				75.00
	Desc1.....: PD Misc Charges 7/08							
PJ	Rock N Waterfall Co A210-7419-00.0.0-000	15006	entry	376490				650.00
	Desc1.....: OR Waterfall Mtn 8/08							
PJ	RyNck Tire and Auto Center A101-7342-03.0.0-000	15007	entry	C-053220				233.56
	Desc1.....: PW New Tires 7/08							
PJ	Bay Area Barricade Serv. A201-7327-00.0.0-000	15008	entry	239999				162.27
	Desc1.....: PW Banding Rolls 8/08							
PJ	Concord Garden Equipment A101-7342-03.0.0-000	15009	entry	367862.368				96.96
	Desc1.....: PW Equipment Mtn 7/08							
PJ	John Deere Landscapes Inc A101-7329-09.0.0-000	15010	entry	22349552				489.90
	Desc1.....: PW Landscape Supp 7/08							
PJ	John Deere Landscapes Inc A210-7311-00.0.0-000	15010	entry	22349552				1,400.00
	Desc1.....: PW Landscape Supp 7/08							
PJ	Economic Development Systems A303-7520-00.0.0-104	15011	entry	7/31/08				5,769.72
	Desc1.....: Downtown Clayton Project 7/08							
PJ	Cole Supply Company A101-7329-09.0.0-000	15012	entry	0618244.1				516.94
	Desc1.....: PW Trash Bags 8/08							
PJ	Cole Supply Company A210-7311-00.0.0-000	15012	entry	0618244.1				1,206.18

Run date: 08/14/2008 @ 13:12
 Bus date: 08/14/2008

City of Clayton
 * * * Journal entry trace * * *

CS03806.L02 Page 8

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Desc1.....: PW Trash Bags 8/08 Firestone A101-7343-03.0.0-000	15013		entry 0812770019				603.91
PJ	Desc1.....: PW Tires 7/08 CR Fireline Inc A101-7341-03.0.0-000	15014		entry 53601-603				310.00
PJ	Desc1.....: Sprinkler Insp: CH, Lib, EH 7/08 CR Fireline Inc A101-7341-07.0.0-000	15014		entry 53601-603				310.00
PJ	Desc1.....: Sprinkler Insp: CH, Lib, EH 7/08 CR Fireline Inc A702-7341-00.0.0-000	15014		entry 53601-603				200.00
PJ	Desc1.....: Sprinkler Insp: CH, Lib, EH 7/08 Raney Planning & Management, I A601-2741-00.0.0-472	15015		entry 0806P-4				566.95
	Desc1.....: Rivulet Planning Cnslt 7/08							

Batch 3806 posted on 08/14/08 by 1004 for business date 08/14/08

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ			Purchase Journal			
	02	2009 A101-2101-00.0.0-000	Accounts Payable		71,739.83	
	02	2009 A101-7218-02.0.0-000	Life and LTD Insurance	378.94		
	02	2009 A101-7218-03.0.0-000	Life and LTD Insurance	221.96		
	02	2009 A101-7218-04.0.0-000	Life and LTD Insurance	130.43		
	02	2009 A101-7218-06.0.0-000	Life and LTD Insurance	622.44		
	02	2009 A101-7220-01.0.0-000	PERS Retirement	323.90		
	02	2009 A101-7220-02.0.0-000	PERS Retirement	8,212.81		
	02	2009 A101-7220-03.0.0-000	PERS Retirement	4,826.01		
	02	2009 A101-7220-04.0.0-000	PERS Retirement	2,825.74		
	02	2009 A101-7220-06.0.0-000	PERS Retirement	27,269.38		
	02	2009 A101-7246-02.0.0-000	Benefit Insurance	61.50		
	02	2009 A101-7246-03.0.0-000	Benefit Insurance	51.25		
	02	2009 A101-7246-04.0.0-000	Benefit Insurance	20.50		
	02	2009 A101-7246-06.0.0-000	Benefit Insurance	123.00		
	02	2009 A101-7311-03.0.0-000	General Supplies	189.77		
	02	2009 A101-7311-06.0.0-000	General Supplies	15.86		
	02	2009 A101-7312-05.0.0-000	Office Supplies/Expense	776.50		
	02	2009 A101-7312-06.0.0-000	Office Supplies/Expense	1,008.19		
	02	2009 A101-7314-06.0.0-000	Postage	15.96		
	02	2009 A101-7329-09.0.0-000	Park Supplies	1,006.84		
	02	2009 A101-7331-05.0.0-000	Rentals/Leases	130.98		
	02	2009 A101-7332-02.0.0-000	Telecommunications	228.74		
	02	2009 A101-7332-03.0.0-000	Telephone	13.08		
	02	2009 A101-7332-04.0.0-000	Telephone	29.48		
	02	2009 A101-7332-06.0.0-000	Telephone	68.30		
	02	2009 A101-7332-07.0.0-000	Telephone	1.53		
	02	2009 A101-7332-08.0.0-000	Telephone	4.51		
	02	2009 A101-7335-03.0.0-000	Gas & Electricity	2,383.14		
	02	2009 A101-7338-03.0.0-000	Water Services	1,488.54		
	02	2009 A101-7338-09.0.0-000	Water Services	3,346.17		
	02	2009 A101-7341-03.0.0-000	Buildings/Grounds Maintenance	400.50		
	02	2009 A101-7341-07.0.0-000	Buildings/Grounds Maintenance	403.50		
	02	2009 A101-7342-03.0.0-000	Machinery/Equipment Maintenance	330.52		
	02	2009 A101-7343-03.0.0-000	Vehicle Maintenance	701.28		
	02	2009 A101-7343-06.0.0-000	Vehicle Maintenance	80.00		
	02	2009 A101-7344-03.0.0-000	Vehicles: Gas, Oil & Supplies	1,261.27		
	02	2009 A101-7344-06.0.0-000	Vehicles: Gas, Oil & Supplies	2,413.14		
	02	2009 A101-7346-07.0.0-000	HVAC Mtn & Repairs	126.62		
	02	2009 A101-7373-06.0.0-000	Education & Training	250.00		
	02	2009 A101-7382-02.0.0-000	Election Services	117.60		
	02	2009 A101-7411-08.0.0-000	Professional Services Retainer	3,387.00		
	02	2009 A101-7415-02.0.0-000	Computer Services	675.00		
	02	2009 A101-7415-06.0.0-000	Computer Services	75.00		
	02	2009 A101-7419-01.0.0-000	Other Professional Services	157.50		
	02	2009 A101-7419-02.0.0-000	Other Professional Services	49.95		
	02	2009 A101-7419-09.0.0-000	Other Professional Services	40.50		
	02	2009 A101-7429-09.0.0-000	Animal Control Service	5,495.00		
	02	2009 A201-2101-00.0.0-000	Accounts Payable		1,214.01	
	02	2009 A201-7327-00.0.0-000	Street Maintenance Supplies	162.27		
	02	2009 A201-7335-00.0.0-000	Gas & Electricity	170.86		
	02	2009 A201-7412-00.0.0-000	Engineering/Inspection Service	880.88		
	02	2009 A210-2101-00.0.0-000	Accounts Payable		26,675.94	

Run date: 08/14/2008 @ 13:12
 Bus date: 08/14/2008

City of Clayton
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CS03806.L02 Page 10

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ			** continued **			
	02	2009 A210-7311-00.0.0-000	General Supplies	2,672.85		
	02	2009 A210-7335-00.0.0-000	Gas & Electricity	258.99		
	02	2009 A210-7338-00.0.0-000	Water Services	22,047.39		
	02	2009 A210-7344-00.0.0-000	Vehicle Gas, Oil, and Supplies	1,046.71		
	02	2009 A210-7419-00.0.0-000	Other Professional Services	650.00		
	02	2009 A211-2101-00.0.0-000	Accounts Payable		708.53	
	02	2009 A211-7310-00.0.0-000	Supplies and Equipment	708.53		
	02	2009 A212-2101-00.0.0-000	Accounts Payable		3,202.00	
	02	2009 A212-7413-00.0.0-000	Legal Services	1,073.00		
	02	2009 A212-7520-00.0.0-061	Sidewalk rep 5177 Keller Ridge	2,129.00		
	02	2009 A216-2101-00.0.0-000	Accounts Payable		577.50	
	02	2009 A216-7412-00.0.0-000	Engineering/Inspection Service	577.50		
	02	2009 A222-2101-00.0.0-000	Accounts Payable		11,249.75	
	02	2009 A222-7611-00.0.0-000	Principal Payment	5,000.00		
	02	2009 A222-7612-00.0.0-000	Interest Payment	6,249.75		
	02	2009 A230-2101-00.0.0-000	Accounts Payable		5,500.00	
	02	2009 A230-7311-00.0.0-000	General supplies	2,000.00		
	02	2009 A230-7485-00.0.0-000	Capital Equipment-Cleep Grant	3,500.00		
	02	2009 A301-2101-00.0.0-000	Accounts Payable		2,140.00	
	02	2009 A301-7520-00.0.0-003	Concerts in the Grove Park	2,140.00		
	02	2009 A302-2101-00.0.0-000	Accounts Payable		38.62	
	02	2009 A302-7520-00.0.0-008	280 Stranahan LMI-Bamberger	38.62		
	02	2009 A303-2101-00.0.0-000	Accounts Payable		150,256.26	
	02	2009 A303-7520-00.0.0-104	Downtown Economic Dev Project	5,769.72		
	02	2009 A303-7520-00.0.0-106	Clayton Rd Trail Connection	1,258.13		
	02	2009 A303-7520-00.0.0-108	MarshCreekRd Retaining Wall	499.44		
	02	2009 A303-7520-00.0.0-112	Pavement Rehab Project 2008	138,514.01		
	02	2009 A303-7520-00.0.0-113	Com Park Tot Lot/BBQ/Picnic Up	4,214.96		
	02	2009 A421-2101-00.0.0-000	Accounts Payable		100,128.00	
	02	2009 A421-7611-00.0.0-000	Principal Payment	77,000.00		
	02	2009 A421-7612-00.0.0-000	Interest Payment	23,128.00		
	02	2009 A601-2101-00.0.0-000	Accounts Payable		4,714.14	
	02	2009 A601-2739-00.0.0-000	Clayton Community Library Foun	745.00		
	02	2009 A601-2740-00.0.0-107	Oh Rec Pac Bell Minor EP	41.50		
	02	2009 A601-2740-00.0.0-472	OAK St. Mixed Use 01-08	155.00		
	02	2009 A601-2741-00.0.0-077	Oak Creek Canyon Plan Ck Dep	62.00		
	02	2009 A601-2741-00.0.0-153	Seeno Grading Insp (10351)	41.50		
	02	2009 A601-2741-00.0.0-472	OAKSt MixedUse 01-08Consultant	566.95		
	02	2009 A601-2743-00.0.0-220	Mitchell Crk Pl (Lenox) Const	166.00		
	02	2009 A601-2744-00.0.0-077	AD Seeno Oak Crk Cyn SW26-06	41.50		
	02	2009 A601-2744-00.0.0-288	Flora Square SWP 47-07	42.50		
	02	2009 A601-2744-00.0.0-329	Lemke Diablo Pt SW permit28-06	41.50		
	02	2009 A601-2744-00.0.0-381	Gonzalez SW Permit 18-07	41.50		
	02	2009 A601-2744-00.0.0-434	C. DelMonte SW Permit 29-07	41.50		
	02	2009 A601-2744-00.0.0-444	Childs SW Permit 33-07	41.50		
	02	2009 A601-2744-00.0.0-449	Switzer SW Permit 36-07	41.50		
	02	2009 A601-2744-00.0.0-459	J Lopez SW Permit 44-07	41.50		
	02	2009 A601-2744-00.0.0-461	G Beckham SW Pemit 45-07	41.50		
	02	2009 A601-2744-00.0.0-467	P Hollingsworth SW Permit02-08	41.50		
	02	2009 A601-2744-00.0.0-473	American Technologies SWP04-08	41.50		
	02	2009 A601-2744-00.0.0-474	Insite Design SWP 05-08	41.50		
	02	2009 A601-2744-00.0.0-482	Michael Archeleta SWP 10-08	41.50		

Run date: 08/14/2008 @ 13:12
Bus date: 08/14/2008

City of Clayton
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CS03806.L02 Page 11

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ		Purchase Journal	** continued **			
02	2009	A601-2744-00.0.0-487	Lance Brick SWP 12-08	41.50		
02	2009	A601-2744-00.0.0-492	S.RennerSWP 16-08	41.50		
02	2009	A601-2744-00.0.0-494	R&J Pizza (L Caesar) SWP 08-07	41.50		
02	2009	A601-2744-00.0.0-502	Hawkins Pool SWP 19-08	41.50		
02	2009	A601-2744-00.0.0-505	Majestic Pool SWP 21-08	62.25		
02	2009	A601-2745-00.0.0-384	Centoni C&D Recycling Deposit	2,000.00		
02	2009	A601-2746-00.0.0-129	Diablo Pt Grading Inspections	83.00		
02	2009	A601-2750-00.0.0-004	Clayton 4th of July	84.44		
02	2009	A702-2101-00.0.0-000	Accounts Payable		287.00	
02	2009	A702-7341-00.0.0-000	Buildings/Grounds Maintenance	287.00		
		Total for Financial Reporting System		378,431.58	378,431.58	.00

Batch 3806 posted on 08/14/08 by 1004 for business date 08/14/08

Run date: 08/14/2008 @ 13:25
 Bus date: 06/30/2008

City of Clayton
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07-08

CS03807.L02 Page 1

Jnl	Description / Addnl data items	Ref 1	Ref 2	Ref 3	Rate / Resrce	Units	Amount / Rate	Posted amount
PJ	Obligation summary A101-2101-00.0.0-000		entry					49,718.24CR
PJ	Obligation summary A210-2101-00.0.0-000		entry					4,053.96CR
PJ	Obligation summary A303-2101-00.0.0-000		entry					659.42CR
PJ	Obligation summary A502-2101-00.0.0-000		entry					21.65CR
PJ	US Bank Corp Pymt System A101-7312-05.0.0-000 Desc1.....: Adm: Misc Charges 6/08	15016	entry 7/22/08 07					306.93
PJ	US Bank Corp Pymt System A101-7430-08.0.0-000 Desc1.....: Adm: Misc Charges 6/08	15016	entry 7/22/08 07					1,546.50
PJ	US Bank Corp Pymt System A101-7344-03.0.0-000 Desc1.....: PW Misc Charges 6/08	15017	entry 7/22/08 07					112.24
PJ	US Bank Corp Pymt System A101-7347-03.0.0-000 Desc1.....: PW Misc Charges 6/08	15017	entry 7/22/08 07					4,059.38
PJ	US Bank Corp Pymt System A210-7344-00.0.0-000 Desc1.....: PW Misc Charges 6/08	15017	entry 7/22/08 07					343.92
PJ	US Bank Corp Pymt System A303-7520-00.0.0-113 Desc1.....: PW Misc Charges 6/08	15017	entry 7/22/08 07					659.42
PJ	US Bank Corp Pymt System A101-7312-06.0.0-000 Desc1.....: PD Misc Charges 6/08	15018	entry 7/22/08 07					266.34
PJ	US Bank Corp Pymt System A101-7314-06.0.0-000 Desc1.....: PD Misc Charges 6/08	15018	entry 7/22/08 07					15.02
PJ	US Bank Corp Pymt System A101-7343-06.0.0-000 Desc1.....: PD Misc Charges 6/08	15018	entry 7/22/08 07					45.00
PJ	US Bank Corp Pymt System A101-7344-06.0.0-000 Desc1.....: PD Misc Charges 6/08	15018	entry 7/22/08 07					880.47
PJ	US Bank Corp Pymt System A101-7373-06.0.0-000 Desc1.....: PD Misc Charges 6/08	15018	entry 7/22/08 07					274.08
PJ	US Bank Corp Pymt System A502-7311-00.0.0-000 Desc1.....: PD Misc Charges 6/08	15018	entry 7/22/08 07					21.65
PJ	Contra Costa Water Dist. A101-7338-09.0.0-000 Desc1.....: City Water Usage 11/07-6/08	15019	entry Unbilled w					42,212.28
PJ	Contra Costa Water Dist. A210-7338-00.0.0-000 Desc1.....: City Water - Irrigation 6/08	15020	entry B 6/08					3,710.04

Batch 3807 posted on 08/14/08 by 1004 for business date 06/30/08

Run date: 08/14/2008 @ 13:25
Bus date: 06/30/2008

City of Clayton
* * * Journal entry trace * * *

CS03807.L02 Page 2

Jnl	Period	Account	Description	Debit	Credit	Balance
PJ			Purchase Journal			
	12 2008	A101-2101-00.0.0-000	Accounts Payable		49,718.24	
	12 2008	A101-7312-05.0.0-000	Office Supplies/Expense	306.93		
	12 2008	A101-7312-06.0.0-000	Office Supplies/Expense	266.34		
	12 2008	A101-7314-06.0.0-000	Postage	15.02		
	12 2008	A101-7338-09.0.0-000	Water Services	42,212.28		
	12 2008	A101-7343-06.0.0-000	Vehicle Maintenance	45.00		
	12 2008	A101-7344-03.0.0-000	Vehicles: Gas, Oil & Supplies	112.24		
	12 2008	A101-7344-06.0.0-000	Vehicles: Gas, Oil & Supplies	880.47		
	12 2008	A101-7347-03.0.0-000	Deferred Mtn Projects	4,059.38		
	12 2008	A101-7373-06.0.0-000	Education & Training	274.08		
	12 2008	A101-7430-08.0.0-000	Well Monitoring Fee	1,546.50		
	12 2008	A210-2101-00.0.0-000	Accounts Payable		4,053.96	
	12 2008	A210-7338-00.0.0-000	Water Services	3,710.04		
	12 2008	A210-7344-00.0.0-000	Vehicle Gas, Oil, and Supplies	343.92		
	12 2008	A303-2101-00.0.0-000	Accounts Payable		659.42	
	12 2008	A303-7520-00.0.0-113	Com Park Tot Lot/BBQ/Picnic Up	659.42		
	12 2008	A502-2101-00.0.0-000	Accounts Payable		21.65	
	12 2008	A502-7311-00.0.0-000	Supplies	21.65		
			Total for Financial Reporting System	54,453.27	54,453.27	.00

Batch 3807 posted on 08/14/08 by 1004 for business date 06/30/08



Agenda Date: 8-19-08

Agenda Item: 9a

Approved:

Gary A. Napper
City Manager/Executive Director

AGENDA REPORT

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: CITY MANAGER

DATE: 19 AUGUST 2008

**SUBJECT: RESOLUTION ENDORSING BOND EXTENSION MEASURE – NOVEMBER 2008
EAST BAY REGIONAL PARK DISTRICT (EBRPD)**

RECOMMENDATION

Following presentation of request by the Board of Directors of the East Bay Regional Park District, it is recommended the City Council adopt the attached Resolution supporting voter extension of the Regional Open Space, Wildlife, Shoreline and Parks Bond scheduled for consideration on the November 2008 ballot.

BACKGROUND

In 1998 voters in Contra Costa and Alameda Counties approved Measure AA, a \$225 million bond measure that aided the East Bay Regional Park District (EBRPD) in preserving 34,000 acres of open space, the creation of 17 new Regional Parks, added over 100 miles of trails, and funded 235 neighborhood recreation projects. A portion of Measure AA bond proceeds (\$60 million) were allocated to local jurisdictions to fund similar local projects in harmony with the purpose of the Bond Measure.

The City of Clayton received a total of \$235,491 in Measure AA bond monies, of which \$42,947 were merged with additional Clayton Redevelopment Agency revenues to preserve the integrity of the historic resource known as the Keller Ranch House (2005). The bulk of local Measure AA monies (\$192,544) were spent in 1992-1994 on improvements and additions to the City's Trail System, the scope of which covered the following segments:

- **Cardinet Trail**
Bridges at Westwood Park and Lydia Lane Park. Asphalt overlay of trail from new Westwood Park bridge to Lydia Lane. Rock trail spur from Lydia Lane Park to N. Mitchell Canyon Road.
- **Mt. Diablo Creek Trail**
Chip seal and widened from Hamburg Circle south to Regency Drive.

- **Donner Creek Trail**
New rock trail and creek crossing from Marsh Creek Road south to City limits.
- **Oak Street Trail**
Connector trail from Oak Street to Marsh Creek Road.

DISTRICT BOND EXTENSION MEASURE

Attached is a written request by the Board of Directors of the East Bay Regional Park District for the Clayton City Council to endorse the District's proposed park bond extension measure slated for the November 2008 election. The bond extension measure would raise an additional \$500 million in tax funding to continue the District's mission to preserve and protect open space, ridge lands, shorelines, parks and trails. Seventy-five percent (75%) of the new monies (\$375 million) would fund targeted regional park acquisitions, open space preservation, park development and habitat restoration. The balance of bond monies (\$125 million) would be directed to cities and special park districts on a per capita basis for use on local park and recreation capital projects.

If passed by voters, the City of Clayton would receive \$492,883 in bond extension monies. The City has been informed by District Board Member Beverly Lane that use of these monies to improve deteriorated existing City Trails is an eligible local project. One of the policy concerns expressed regarding the proposed bond extension measure is its limitation for use on capital improvement projects that inherently require obligation of unfunded local monies to operate and maintain the new capital assets thereafter.

FISCAL IMPACT

According to the District, the issuance of bonds for this measure has been structured to keep the real property tax rate at or below existing tax rate of \$10 per \$100,000 of assessed property value. Therefore, a property owner residing in a home (and real property) valued at \$700,000 would pay \$70 per tax year. Publicly-owned real properties (City) are exempt from levy of the bond tax.

Respectfully submitted,


Gary A. Napper

Gary A. Napper
City Manager

Attachments: 1. Request by EBRPD [1 pg.]
2. City Resolution [2 pp.]
3. Bond Measure literature [12 pp.]

**Consider Endorsement of East Bay Regional Park District's
Extension of Regional Open Space, Wildlife, Shoreline and Parks Bond**

The East Bay Regional Park District's Board of Directors has requested the City Council of Clayton consider endorsement of the Park District's proposed park bond extension measure to be placed on the November 2008 ballot. Park District Board Member Beverly Lane will be present at the August 19, 2008 City Council meeting to make a presentation and provide background information on plans for the measure.

To summarize, the Park District's Board of Directors has acted to place a bond measure on the November 2008 ballot which would extend the 1988 voter approved Measure AA that made possible the addition of more than 34,000 acres of regional parkland and shoreline as well as provided \$60 million in funding for local parks and recreation projects. Clayton received \$235,491 in funding from Measure AA for City trail projects and preservation work on the historic Keller Ranch House.

With the population in the East Bay growing faster than the number of parks and trails serving residents, the future of local parks and recreation projects and regional parks projects depend on funding from an extension of Measure AA.

The bond extension measure as developed by the Park District's Board of Directors would provide \$500 million in funding to permanently protect open space, ridge lands and shorelines for future generations. Twenty five percent (25%) or \$125 million of the bond revenue would go directly to local parks and recreation departments (and special park districts) on a per capita basis to meet local park needs. Clayton would receive \$492,883 in funding from this measure to meet local parks and recreation capital project needs.

Seventy five percent (75%) of the funds would go to the East Bay Regional Park District to fund regional park acquisitions, open space preservation, park development and habitat restoration.

The bond extension measure must be approved by two-thirds of voters in Alameda and Contra Costa Counties. Importantly, this extension will not increase the existing tax rate for property owners because the issuance of bonds will be structured to retain the property tax rate at or below the existing tax rate of \$10 per \$100,000 of assessed value for property owners.

RESOLUTION NO. - 2008

**A RESOLUTION ENDORSING THE
EAST BAY REGIONAL PARK DISTRICT'S
PROPOSED EXTENSION OF REGIONAL OPEN SPACE,
WILDLIFE, SHORELINE AND PARKS BOND**

**THE CITY COUNCIL
City of Clayton, California**

WHEREAS, the City of Clayton and the East Bay Regional Park District are public agencies each responsible for providing important public services to our resident constituents; and

WHEREAS, the East Bay Regional Park District has expanded by more than 34,000 acres of parkland and shoreline in the last 20 years, largely as a result of funding provided by the 1988 voter approved bond measure AA which also provided \$60 million in funding for local parks and recreation projects; and

WHEREAS, in response to continuing community interest, the East Bay Regional Park District Board of Directors did consider and has now placed a bond measure on the November 2008 ballot to extend the Measure AA program; and

WHEREAS, the proposed measure would replicate and extend the successful \$225 million Measure AA bond passed in 1988; and

WHEREAS, specifics of the Park District's proposed park bond extension measure includes the following information:

- The proposed issuance of bonds is structured to retain the property tax rate at or below the existing tax rate of \$10 per \$100,000 of property value for property owners.
- The \$500 million bond initiative must be approved by two-thirds of voters in Alameda and Contra Costa counties in November 2008.
- \$125 million (25%) of the bond proceeds will fund local park and recreation projects on a per-capita grant program to Cities and other local agencies.
- The City of Clayton would receive \$492,883 in funding from the bond extension measure.
- \$375 million (75%) of the bond proceeds will fund regional park acquisitions, open space preservation, park development, habitat restoration, and an emergency reserve.
- A detailed project list has been compiled and is available to the public on the District's website, www.ebparks.org

- The Park District Board of Directors will conduct annual public hearings on projects to be selected and funded by the Measure.
- EBRPD's Park Advisory Committee provides oversight review.

NOW, THEREFORE, BE IT RESOLVED that the City Council of Clayton, California does hereby endorse the passage and voter approval of the East Bay Regional Park District's Proposed Extension of Regional Open Space, Wildlife, Shoreline and Parks Bond which is placed on the November 4, 2008 ballot in Alameda and Contra Costa Counties.

PASSED, APPROVED AND ADOPTED by the City Council of Clayton, California at a regular public meeting thereof held on the 19th day of August 2008 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

THE CITY COUNCIL OF CLAYTON, CA

Gregory J. Manning, Mayor

ATTEST:

Laci J. Jackson, City Clerk



Fact Sheet

BOARD OF DIRECTORS

Beverly Lane
Ted Radko
Carol Severini
Doug Siden
Nancy Skinner
John Sutter
Ayn Wieskamp,
President

GENERAL MANAGER

Pat O'Brien

East Bay Regional Park District

2950 Peralta Oaks Ct.
Oakland, CA 94605
1-888-EBPARKS
www.ebparks.org



Revised: 7/16/2008

Extension of Regional Open Space, Wildlife, Shoreline and Parks Bond

The East Bay Regional Park District Board of Directors voted to place a \$500 million park bond extension measure on the November 4, 2008 ballot. This measure is an extension of Measure AA, passed by East Bay voters 20 years ago, that helped preserve 34,000 acres of open space, develop over 100 miles of new trails, and fund hundreds of local parks and recreation projects. While much has been accomplished, the growing East Bay population further increases the need for acquiring new parklands, protecting and restoring natural habitat, and helping communities with their local park and recreation facilities. If approved by the voters, this park bond extension will be used to continue to restore urban creeks; protect wildlife; purchase and save open space, wetlands, and bay shoreline; and acquire, develop, and improve local and regional parks, trails, and recreational facilities close to home for East Bay residents.

Quick Facts:

- \$500 million bond extension must be approved by two-thirds of voters in Alameda and Contra Costa counties.
- **This extension will not increase the tax rate above the present maximum rate of \$10 per year per \$100,000 of assessed valuation** (i.e. a home assessed at \$400,000 will pay \$40 per year).
- \$375 million (75%) of revenue will fund Regional Park acquisitions and capital projects, with \$26.2 million (7%) of that amount held in reserve for unanticipated future needs and opportunities.
- \$125 million (25%) of proceeds will go to cities, special park and recreation districts, county service areas, and the Oakland Zoo for much-needed local park and recreation projects. Livermore area voters are not part of this extension tax as Murray Township was not within the East Bay Regional Park District's jurisdiction in 1988 when the initial bond measure was passed. EBRPD continues to serve this community through new acquisitions of parklands.
- The Park Advisory Committee will provide citizens' oversight to monitor all bond expenditures.

Regional Park Project Summary:

Over 67 current and future parks, open space, trails, and shoreline projects will benefit from this measure. Some of the high priority projects include:

- Acquiring and restoring urban creeks.
- Expanding and developing the Bay Trail, East Bay Greenway Trail, Delta Trail, and Ridge Trail.
- Developing the Oakland and North Richmond shorelines.
- Renovating Eastshore State Park.
- Developing a new Regional Park at the Concord Naval Weapons Station.
- Increasing access at Briones, Sunol, and Pleasanton Ridge.
- Acquiring sensitive property at Doolan Canyon.
- Completing the Tidewater Recreation Area at Martin Luther King Jr. Regional Shoreline.

The complete project list can be found on the District's Web site at www.ebparks.org, or can be sent electronically by emailing a request to info@ebparks.org.

About Us:

The East Bay Regional Park District operates 65 regional parks, on 98,000 acres, and 1,100 miles of trails serving the more than 2.4 million residents of Alameda and Contra Costa counties. Measure AA, a \$225 million bond approved by voters in 1988, helped the District preserve 34,000 acres of open space, create 17 new Regional Parks, add over 100 miles of trails, and fund 235 neighborhood recreation projects. The Park District nearly doubled the investment, leveraging money to secure "matching" funds at no cost to taxpayers. Most future local and Regional Park projects depend on funding from an extension of this bond.

REGIONAL OPEN SPACE, WILDLIFE, SHORELINE AND PARKS BOND EXTENSION LOCAL PARK AGENCY ALLOCATIONS

ALAMEDA COUNTY

2008 AA Local Grant	2008 Population	2008 Allocation
CITIES		
Alameda	75,823	\$3,465,489
Albany	16,877	\$771,363
Berkeley	106,697	\$4,876,584
Dublin	46,934	\$2,145,118
Emeryville	9,727	\$444,572
Fremont	213,512	\$9,758,562
Newark	43,872	\$2,005,169
Oakland	420,183	\$19,204,456
Piedmont	11,100	\$507,325
Pleasanton	69,388	\$3,171,377
San Leandro	81,851	\$3,740,998
Union City	73,402	\$3,354,837
Cities Subtotal	1,169,366	\$53,445,852

HAYWARD AREA RECREATION AND PARK DISTRICT

Hayward	149,205	\$6,819,412
Ashland	21,576	\$986,120
Castro Valley	59,448	\$2,717,064
Cherryland	14,357	\$656,202
Fairview	9,826	\$449,094
San Lorenzo	22,722	\$1,038,530
Mt. Eden	881	\$40,262
HARD Subtotal	278,015	\$12,706,683
Unincorporated EBRPD	11,612	\$530,722
Oakland Zoo		\$4,000,000

CONTRA COSTA COUNTY

2008 AA Local Grant	2008 Population	2008 Allocation
CITIES		
Antioch	100,361	\$4,586,998
Brentwood	50,614	\$2,313,312
Clayton	10,784	\$492,883
Concord	123,776	\$5,657,180
Danville	42,629	\$1,948,358
El Cerrito	23,320	\$1,065,840
Hercules	24,324	\$1,111,728
Lafayette	23,962	\$1,095,183
Martinez	36,144	\$1,651,961
Moraga	16,138	\$737,587
Oakley	33,210	\$1,517,862
Orinda	17,542	\$801,757
Pinole	19,193	\$877,216
Pittsburg	63,652	\$2,909,214
Pleasant Hill RPD	33,377	\$1,525,495
Richmond	103,577	\$4,733,985
San Pablo	31,190	\$1,425,538
San Ramon	59,002	\$2,696,685
Walnut Creek	65,306	\$2,984,810
Cities Subtotal	878,101	\$40,133,590

UNINCORPORATED, CSA's / CSD's / RPD's

Alamo and Green Valley	17,896	\$817,931
Bay Point (Ambrose RPD)	24,662	\$1,127,177
Clyde	795	\$36,321
Crockett	4,532	\$207,144
Port Costa	266	\$12,138
Discovery Bay	10,286	\$470,124
El Sobrante	14,041	\$641,740
Green Valley RPD	1,507	\$68,873
Kensington	5,653	\$258,358
Bayview-Montalvin	5,731	\$261,953
Tara Hills	6,106	\$279,086
Pleasant Hill Area RPD	4,555	\$208,171
Rodeo	9,984	\$456,305
Unincorporated EBRPD	67,560	\$3,087,831
Unincorporated Subtotal	173,573	\$7,933,153

Note:

- Allocations are per capita based on California Department of Finance 2008 Population Estimates.
- 5% local grant administration by EBRPD.
- Local agencies will set local priorities and select projects for funding.

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
1	Alameda Point	Trail expansion and development of regional recreation	\$6.5 million to protect wildlife habitat, create regional recreation opportunities on San Francisco Bay, and extend the Bay Trail around Alameda Point in cooperation with City of Alameda. Restore shoreline areas including beach and dune grass habitat.	\$ 6,550,000
2	Alamo Canal Trail	Construct trail undercrossing of highway 580	\$630,000 to complete the key bicycle, pedestrian and equestrian trail connection under the 580-680 interchange, creating the first trail connection linking the communities of Dublin and Pleasanton.	\$ 630,000
3	Anthony Chabot	Complete acquisition of park boundaries	\$2 million to acquire last remaining open space to establish final park boundaries to buffer sensitive wildlife habitats and create new access for all users.	\$ 2,025,000
4	Ardenwood	Improvement and renovation of park picnic and interpretive facilities	\$2.2 million to improve facilities and increase opportunities for school classes and families to experience early California life at the historic Ardenwood Farm.	\$ 2,250,000
5	Bay Point	Park expansion, marsh restoration and improved public access	\$1.6 million to expand and restore wetlands to enhance habitat for Delta Smelt and other species. Provide water access to the Pittsburg/Bay Point shoreline. Establish the first section of the Great Delta Trail project linking the East Bay to the Delta and Central Valley.	\$ 1,575,000
6	Bay Trail	Complete Bay Trail from Fremont to Martinez	\$12.3 million to connect urban communities to shoreline access and wildlife viewing opportunities by completing the 86 mile Bay Trail along the East Bay shoreline. Acquire and develop trail links to close the remaining gaps between Martinez and Fremont.	\$ 12,298,000
7	Bay Water Trail	Create boat launch, landing and camping sites from Fremont to the Delta	\$5.9 million to establish safe and environmentally sound launch sites, wildlife viewing, camping, and other facilities to support the new Bay Water Trail, providing places for kayakers, canoers, and other small boats to travel the length of the East Bay shoreline and ultimately circumnavigate the Bay.	\$ 5,890,000
8	Big Break Shoreline	Expand Delta Science Center	\$2.6 million to enhance delta shoreline access and expand interpretative/educational opportunities for East Contra Costa County schools and families to experience the Delta in a natural setting. Protect and enhance habitat for the threatened California Black Rail and Giant Garter Snake, restore coastal prairie grassland.	\$ 2,600,000

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
9	Black Diamond	Expand park and wildlife corridors. Complete visitor education facility and park improvements	\$4.5 million to complete the underground trail and Mining Museum and to preserve important open space, enhance wetland and riparian habitat in partnership with the East Contra Costa County Habitat Conservation Plan.	\$ 4,500,000
10	Briones	Preserve open space and improve public access	\$7.8 million to preserve additional ridge top and hillside open space surrounding and near the park in partnership with other agencies. Improve Alhambra Valley and Buckeye Ranch access, develop staging area and trail connections for all users, renovate picnic areas and group camps.	\$ 7,785,000
11	Byron Vernal Pools	Resource preservation	\$3 million to acquire rare vernal pool habitat and wetlands near Byron to expand, preserve, protect and interpret rare species including Tiger Salamander, Fairy Shrimp and vernal pool wildflowers in partnership with the East Contra Costa County Habitat Conservation Plan.	\$ 2,970,000
12	Calaveras Ridge Trail	Acquire and construct trail from Carquinez Strait to Sunol	\$11.3 million to acquire open space and park corridor and construct this trail for all users connecting six regional parks along the 680 corridor serving all communities from Sunol to the Carquinez Strait.	\$ 11,323,000
13	Carquinez Strait	Improve public access and expand park	\$4.1 million to complete the shoreline scenic corridor between Martinez and Crockett. Expand outdoor recreation opportunities, preserve shoreline areas, and connect park trails for all users from historic Port Costa to the San Francisco Bay and Ridge Trails.	\$ 4,050,000
14	Clayton Ranch	Expand park and wildlife corridors	\$2 million to preserve open space and complete this critical wildlife corridor for Alameda Whipsnake, Red Legged Frog and rare plants between Mt. Diablo and Black Diamond Mines Regional Preserve in partnership with the East Contra Costa County Habitat Conservation Plan. Provide initial staging and new trail opportunities for all users.	\$ 2,025,000
15	Concord Naval Weapons Station	Acquire open space and develop public access on former military base	\$16 million to work in partnership with Concord and the National Park Service to acquire, restore and develop a major new regional park on the inland portion of former Concord Naval Weapons Station. Protect open space and wildlife habitat for Tiger Salamanders and Red Legged Frogs and restore Mt. Diablo Creek. Develop regional recreation facilities including picnic areas, trails for all users, parking and camp sites. Provide interpretive and education facilities and partner with the National Park Service to provide services in the area.	\$ 15,950,000

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
16	Coyote Hills	Complete park boundaries, restore marsh, build public use facilities	\$8.1 million to acquire remaining lands adjacent to Coyote Hills to complete park boundaries and preserve sensitive riparian wildlife habitat. Restore and expand existing marsh complex to include seasonal wetlands, coastal prairie grassland and reduce cattails. Enhance habitat for Salt Marsh Harvest Mouse and California Black Rail. Replace the aging visitor center with a state of the art facility to interpret the significant cultural and natural resources of the area. Add family camping opportunities at the reclaimed Dumbarton Quarry site and provide trail links to the Don Edwards Wildlife Refuge and Bay Trail.	\$ 8,100,000
17	Crockett Hills	Expand park and improve public access	\$4 million to acquire scenic open space to expand this park near the West County communities of Crockett, Hercules and Rodeo. Build new public access, trails for all users and camp sites easily accessible from Highway 4 and the Cummings Skyway.	\$ 4,050,000
18	Crown Beach	Improve visitor center, restore beach, complete park boundary	\$6.5 million to replace and expand the Crab Cove interpretive center, currently located in an outdated military building. Expand and restore Alameda Beach to increase space for beach recreation and protect the shoreline. Acquire appropriate surplus federal property if it becomes available.	\$ 6,480,000
19	Deer Valley	Park acquisition and development	\$3.6 million to establish a new park near the communities of Brentwood and Oakley. When matched with funding from the East Contra Costa County Habitat Conservation Plan, the park will preserve a regional wildlife corridor for San Joaquin Kit Fox, Tiger Salamander, and other threatened species between Los Vaqueros and Black Diamond and will preserve the rural ranching history of the area.	\$ 3,600,000
20	Delta Access	Park expansion and development at Orwood Tract	\$5 million to open a new regional park on the Delta providing swimming, boating, fishing, picnicking and camping close to East Contra Costa communities. Work with federal and state agencies to provide both Delta recreation and wildlife habitat for threatened California Black Rails, Giant Garter Snakes and migratory waterfowl.	\$ 4,950,000
21	Delta Recreation	Develop new park at Jersey Island	\$1 million for new public access, trails, family camping and picnicking in the Delta on Jersey Island and the San Joaquin River.	\$ 1,000,000
22	Delta Trail	Establish the Great Delta Trail connecting Bay Point to Big Break to the Contra Costa County line	\$4.1 million to provide a new trail for all users connecting the communities of Bay Point, Brentwood, Pittsburg, Antioch, and Oakley to the shoreline. Work with State and local agencies to develop the Great Delta Trail improving urban access to fishing and boating in the Delta.	\$ 4,050,000

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
23	Diablo Foothills/ Castle Rock	Expand open space adjacent to Mt. Diablo State Park and improve Castle Rock picnic and recreation area	\$7.2 million to preserve open space and habitat in central Contra Costa County adjacent to Mt. Diablo State Park, complete renovation of picnic areas, play areas, and trail access improvements for all users.	\$ 7,200,000
24	Doolan Canyon/ Tassajara Hills	Establish new park and preserve open space and ridges	\$5.7 million to acquire land for a new park preserving the last major undeveloped expanse of the Tassajara Hills north of the communities of Dublin and Pleasanton. Restore grassland and seasonal wetland habitat for Tiger Salamanders, Golden Eagles, Prairie Falcons and other species. Provide trails for all users, public access, and scenic resources, rolling hills and open grassland valleys.	\$ 5,675,000
25	Dry Creek	Acquisition and Meyers Estate improvements	\$6.7 million to acquire and preserve scenic ridge lands in the Union City Hills along Walpert Ridge, complete the renovation of the historic Meyers Estate and garden for intimate community gatherings. Complete multi-use Ridge Trail connections.	\$ 6,700,000
26	Dublin Hills	Open space preservation and regional trail connections	\$4.7 million to complete this new park along the ridgelines in the scenic west Dublin hills. Preserve wildlife corridor and connect community residents to regional trails for all users and nearby natural areas. Restore ponds and enhance riparian habitats and grasslands.	\$ 4,725,000
27	Dunsmuir Heights Trail	Complete trail connection through Dunsmuir Heights to Anthony Chabot	\$2.3 million to acquire and construct an urban open space and multi use trail corridor connecting Oakland and San Leandro neighborhoods to Anthony Chabot park through the Dunsmuir Heights area.	\$ 2,350,000
28	East Bay Greenway Trail	Trail corridor protection partnerships with local cities	\$400,000 to partner with local cities to secure public use of this abandoned rail right of way to serve urban residents from Oakland to Fremont.	\$ 400,000
29	Eastshore State Park	Park expansion, restoration and development	\$27 million to expand and restore this eight-mile long urban shoreline park adjacent to the East Bay communities of Oakland, Berkeley, Emeryville, Albany, and Richmond. Consistent with the Eastshore State Park General Plan, develop access improvements, restore upland and wetland areas to enhance wildlife habitat, and to complete east shore segments of the Bay Trail.	\$ 27,000,000

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
30	Garin	Complete park acquisition and improve public access	\$2.9 million to acquire and protect scenic ridges and wildlife habitat adjacent to Union City, Fremont and Hayward communities. Expand park trail system to improve recreational opportunities for all users and connect to the Ridge Trail.	\$ 2,925,000
31	Garin to Pleasanton Ridge Trail	Acquire and construct trail connection	\$2 million to acquire and construct trail connecting Garin Park to Pleasanton Ridge for hiking, biking and equestrian use.	\$ 2,025,000
32	Gateway Shoreline	Park acquisition and development	\$5.4 million to establish a new regional shoreline park as a bicycle trail hub connecting the new Bay Bridge bicycle access to the East Bay and the Bay Trail in cooperation with other agencies. This inter-modal node will include parking, promenade, fishing access, landscape improvements, and facilities to interpret the natural and historic resources of this site.	\$ 5,400,000
33	Hayward Shoreline	Expand park and construct public access and education improvements	\$4.5 million to restore and protect shoreline bird habitat, strengthen and repair levees along this shoreline to address climate change impacts, improve public trail access and cooperate on shoreline interpretive improvements with other state and local agencies. Dredge channels to improve water circulation and enhance habitat on islands for endangered Least Terns.	\$ 4,500,000
34	Iron Horse to Mount Diablo Trail	Complete trail corridor	\$1.4 million to complete trail corridors between Las Trampas, Sycamore Valley and Mount Diablo.	\$ 1,350,000
35	Iron Horse Trail	Extend Iron Horse Trail north and south	\$2.2 million to complete extensions north of Concord and south to Pleasanton of this 28 mile-long urban bicycle trail.	\$ 2,250,000
36	Lake Chabot	Acquisition to complete park boundary	\$1.8 million to preserve hillside areas, connect trails and add public access along the western park boundary.	\$ 1,800,000
37	Las Trampas	Construct interpretive facility, acquire open space and construct public access improvements	\$8.3 million to establish interpretive visitor facility and indoor meeting space to serve the increasing population in the San Ramon Valley. Develop access for all users to recently acquired properties in the Lafayette, Moraga and San Ramon Valley areas including staging, trails, and camping areas.	\$ 8,325,000

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
38	Leona Open Space	Acquire land to complete park boundaries	\$2.5 million to acquire remaining land to complete the park and improve public access.	\$ 2,500,000
39	Marsh Creek Trail	Complete and open trail extension from Brentwood to Round Valley	\$900,000 to complete the Marsh Creek Trail connecting the Brentwood area through the State Historic Park at Cowell Ranch to Round Valley Regional Preserve.	\$ 900,000
40	Martin Luther King Jr. Shoreline	Expand Bay Trail, Tidewater and Shoreline Center facilities	\$12.3 million to expand existing public use, shoreline access and Bay Trail improvements at the Tidewater and Shoreline Center areas of the Martin Luther King Jr. Shoreline.	\$ 12,320,000
41	Mission Peak	Acquire open space and improve public access	\$5.4 million to expand ridgeline corridor on Mission Ridge and improve trails and staging areas including Stanford Avenue.	\$ 5,400,000
42	Morgan Territory	Complete park acquisition and improve public access	\$8.1 million to expand wildlife corridors in partnership with the East Contra Costa Habitat Conservation Plan. Provide trails for all users and additional access to the ridge lands south of Mt. Diablo.	\$ 8,100,000
43	North Richmond Shoreline	Acquire and restore Wildcat Creek and San Pablo Creek marshes	\$3.6 million to preserve San Pablo and Wildcat Creek Marsh and creek deltas to protect and restore the two largest remaining marsh areas along the North Contra Costa Shoreline. Connect the trail corridor from the north Richmond Wetlands to Point Pinole. Develop appropriate public access for wildlife viewing and education programs.	\$ 3,650,000
44	Oak Knoll to Ridge Trail	Develop trail connection from Oak Knoll to Redwood Park	\$720,000 to join with the City of Oakland and community groups to create trail connections between the Oak Knoll redevelopment project and Leona Heights Open Space.	\$ 720,000
45	Oakland Shoreline	Oakland shoreline acquisition, resource restoration and public access	\$10.8 million to join with Oakland to develop new access for urban residents to the Oakland Shoreline. Cleanup and restore marshes to benefit nesting birds, improve water circulation through dredging, and construct improvements on shoreline sites along the Bay Trail from San Leandro Bay, through the Oakland Estuary, and north to connect to Gateway Shoreline Park. Assist with the City's Estuary Plan trail and access projects, including public use facilities.	\$ 10,800,000

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
46	Ohlone	Acquire additional wilderness lands	\$7.4 million to expand Alameda County's largest wilderness park, preserve park wilderness values, protect wildlife habitat and high mountain ridge resources. Develop trail loops and expand public access and camping opportunities. Restore failing ponds to support Tiger Salamander and Red Legged Frog populations.	\$ 7,425,000
47	Oyster Bay	Complete public access improvements	\$2.1 million to complete the development of this 200 acre urban shoreline park and Bay Trail connection by working with the City of San Leandro to provide recycled water for the irrigation of new turf meadows, construct picnic and play areas, parking, restrooms and landscaping.	\$ 2,070,000
48	Pleasanton Ridge	Acquire and construct public access, trail and recreation and interpretive facilities	\$13.7 million to acquire park land on scenic Pleasanton and Sunol ridges and Devaney canyon, complete bicycle loop trail system, construct parking, staging areas, access, picnic, camping and visitor facilities.	\$ 13,725,000
49	Point Pinole	Construct new park access, visitor center, and maintenance amenities	\$7.5 million to develop new Atlas Road access to the park with parking, picnic areas, meadows, play areas, environmental maintenance facility, and new visitor/interpretive center. The center will provide an introduction to the rich natural and cultural resources found at this site. Complete park boundary and wetland restoration. Enhance and restore wetland and coastal prairie habitats.	\$ 7,540,000
50	Point San Pablo Peninsula	Acquire, preserve and make accessible new shoreline open space	\$4.5 million to acquire and restore shoreline and complete Bay Trail spur north of the Richmond/San Rafael Bridge to provide new public access to this scenic north bay shoreline.	\$ 4,450,000
51	Quarry Lakes	Expand recreation facilities	\$4.5 million to complete the development of this regional recreation area by providing new turf meadows, picnic and play areas, restrooms and landscaping. Complete park boundaries in this urban recreation area.	\$ 4,500,000
52	Rancho Pinole	Establish new park	\$3.2 million to preserve open space in West Contra Costa County and establish a new park. Acquire land and provide access for all users in cooperation with Muir Heritage land trust to connect the Ridge Trail to Crockett Hills, Franklin Ridge and West County communities.	\$ 3,150,000

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
53	Redwood	Expand park, protect habitat, construct interpretive and public use facilities	\$5.2 million to acquire and restore Redwood Creek to protect rare native trout habitat; cooperate with the City of Oakland and Chabot Space and Science Center to support youth camping and facilities to interpret the historic and natural features of the East Bay's only native redwoods. Enhance Serpentine prairie for rare plants, improve Whipsnake habitat and rare Manzanita groves.	\$ 5,200,000
54	Ridge Trail	Complete Bay Ridge Trail, Carquinez Strait to Mission Peak	\$12.7 million to acquire and construct trail corridor segments to close gaps in the existing 25 mile long East Bay Ridge Trail alignment. Providing a continuous trail connection through 16 regional parks from Martinez to Fremont.	\$ 12,690,000
55	Roberts	Renovate swimming pool	\$1.4 million to update existing pool and facilities to accommodate regional swimming meets and events.	\$ 1,350,000
56	Round Valley	Acquire open space, improve access	\$7.2 million to expand park to protect this unique pristine valley. Acquire lands in cooperation with the East Contra Costa County Habitat Conservation Plan. Expand trail access for all users, staging, picnic and camping opportunities. Connect trail corridors to adjacent State Parks and to Morgan Territory Regional Preserve. Improve grasslands for Kit Fox and Golden Eagle habitat.	\$ 7,200,000
57	San Pablo Bay	Preserve shoreline and provide bay trail access	\$855,000 to acquire and restore the scenic San Pablo Bay shoreline to provide access and wildlife viewing to bayside natural resources. Provide Bay Trail amenities to enhance public use of the bay shoreline.	\$ 855,000
58	Sibley / Huckleberry	Expand park and construct visitor amenities	\$5.9 million to acquire additional open space south of Sibley Regional Preserve between Oakland, Orinda and Moraga. Expand trails including connection to Lake Temescal, construct new trailhead and develop new camping opportunities. Restore ponds and riparian habitat.	\$ 5,900,000
59	Sunol	Renovate visitor center and expand park	\$5 million to expand wilderness area to protect Alameda Creek watershed, preserve wildlife habitat, remove barriers to Steelhead migration and to renovate and/or replace the aging visitor center, picnic and campground facilities.	\$ 4,950,000
60	Sycamore Valley Open Space	Acquisition and trail connections	\$925,000 to acquire lands to complete open space boundaries and trail connections, both inside the park and to Mt. Diablo. Enhance Red Legged Frog habitat.	\$ 925,000
61	Tassajara Creek Trail	Develop trail connections	\$875,000 to acquire and develop the regional trail connecting Tassajara Creek in Dublin to Mt. Diablo. Cooperate with the Cities of Dublin, San Ramon and Contra Costa County to complete this trail.	\$ 900,000

2008 Regional Parks Bond Project List

#	Location	Project	Description	Total \$
62	Tilden Park	Remodel visitor centers	\$2 million to renovate and/or expand Tilden Park's visitor facilities at the Botanic Garden and Environmental Education Center for public interpretive programs, lectures and research.	\$ 2,040,000
63	Urban Creeks	Acquire and restore creeks in urban core	\$8 million to work with cities and community organizations to restore urban creeks and acquire creek easements, such as BART to Bay and other urban creek projects.	\$ 8,040,000
64	Vargas Plateau	Expand park and develop public access	\$7.6 million to expand park, develop access and construct parking, picnic areas, trails for all users, and camp sites at this new park. Preserve Alameda Creek watershed, extend the Ridge Trail, connect the park to Fremont and Sunol, protect hillside vistas and open space east of Fremont and south of Niles Canyon. Restore wetlands and enhance grasslands.	\$ 7,649,000
65	Vasco Caves	Improve safe access to site	\$ 4.7 million to expand the preserve to protect unique natural and cultural resources in partnership with the East Contra Costa County Habitat Conservation Plan. Improve habitat for Kit Fox, Golden Eagles and enhance wetlands. Provide suitable, guided public access, parking and visitor facilities.	\$ 4,725,000
66	Wildcat Canyon	Acquire parkland and improve access	\$900,000 to expand park boundaries along the San Pablo Ridge, improve access to park for all users.	\$ 900,000
67	Wildcat Creek Trail	Richmond Parkway	\$900,000 to work with the City of Richmond and Contra Costa County to safely re-open the Wildcat Creek Trail crossing under the Richmond Parkway to connect north Richmond communities to the bay shoreline.	\$ 900,000

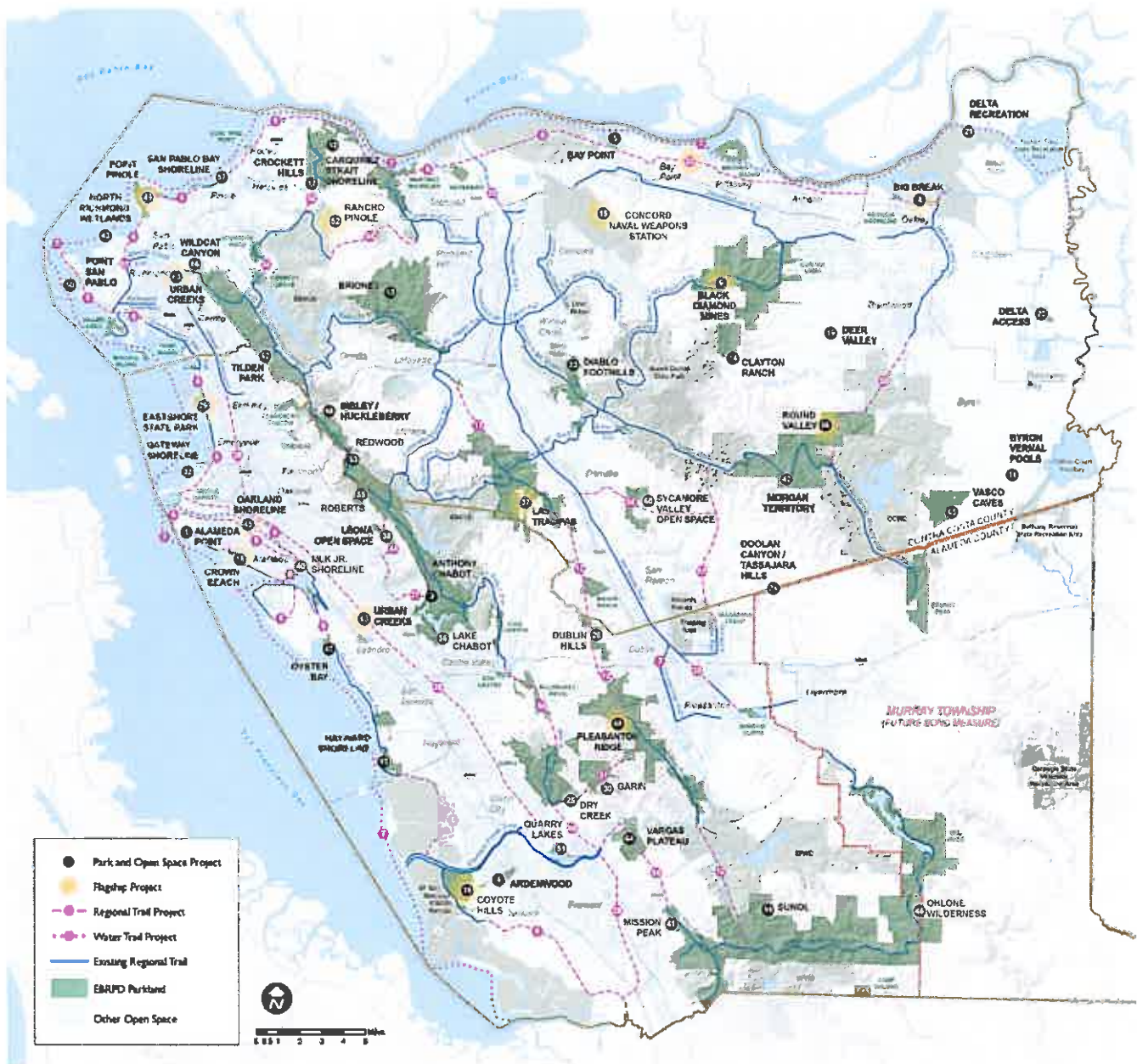
Subtotal, District Project List \$ 348,750,000

7% Reserve for unanticipated future needs or opportunities \$ 26,250,000

Total, District Project List \$ 375,000,000

Local Grant Program Amount \$ 125,000,000

Total Amount of Bond \$500,000,000





Agenda Date: 8-19-08

Agenda Item: 9b

Approved:

Gary A. Napper
City Manager/Executive Director

AGENDA REPORT

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: CHIEF OF POLICE

DATE: AUGUST 19, 2008

SUBJECT: CONSIDER THE INTRODUCTION AND FIRST READING OF A PROPOSED ORDINANCE ADDING SECTIONS 10.36.320 AND 10.04.155 TO TITLE 10 OF THE CLAYTON MUNICIPAL CODE TO PROHIBIT PARKING IN PUBLIC PARKING FACILITIES BETWEEN THE HOURS OF ONE A.M. AND FOUR A.M.

RECOMMENDATION

1) Receive the staff report; 2) Receive public comment; 3) Motion to have the City Clerk read the Ordinance No. 418 by title and number only and waive further reading; and 4) Following the City Clerk's reading, a motion to approve Ordinance No. 418 for Introduction and First Reading.

BACKGROUND

When the City of Clayton incorporated in 1964, Title 10 of the Clayton Municipal Code was established in order to address parking issues that occur within the City's limits. Since its inception the Municipal Code has been amended on several occasions to address changing and different parking issues that have occurred over time.

DISCUSSION

With the increase of residential development occurring near City owned public parking facilities, staff has noticed an increase in the number of vehicles that utilize City owned public parking facilities for overnight parking and storage of privately owned vehicles. There could be several reasons for this activity. First, the majority of these residences have little or no off-street parking, except for their garages, or short driveways. Secondly, many of the home owners may have two to three vehicles, or recreational vehicles and boats. Lastly, many residential garages have dedicated space to storage instead of vehicle parking.

In order to prevent an increasing practice of overnight parking and storage of vehicles in City owned parking lots, it is necessary to limit times for parking in these facilities. By restricting parking between the hours of 1am to 4am, the practice of overnight parking and storage of privately owned vehicles could be prevented. If the proposed additions (Attachment) to the *Clayton Municipal Code* are adopted it would provide the police department with an effective enforcement tool to mitigate illegal overnight parking and storage of vehicles. In addition, the police department's enforcement philosophy would include an educational approach for first time violators of the new *Municipal Code* section with either verbal warnings or letters left with the unattended vehicle. Written citations could be issued for future repeat violators involving the same privately owned vehicles. The penalty for a violation of this section has not been set at this time. If the City Council adopts this new section for parking restrictions, staff will recommend an appropriate penalty (monetary citations) at a subsequent City Council meeting.

FISCAL IMPACT

Fiscal impact to the City is unknown at this time. However, if *Clayton Municipal Code* Section 10.36.320 is added and adopted, there would be nominal expenses incurred when issuing warnings or issuing citations for repeat violators. Staff estimates that revenue from parking fines returned to the City would be minimal.

Attachments: Attachment- Proposed Ordinance [3 pp.]

ORDINANCE NO. 418

**AN ORDINANCE ADDING SECTIONS 10.36.320 AND 10.04.155 TO
TITLE 10 OF THE CLAYTON MUNICIPAL CODE ENTITLED
VEHICLES AND TRAFFIC TO PROHIBIT PARKING IN
PUBLIC PARKING FACILITIES BETWEEN THE HOURS
OF ONE A.M. AND FOUR A.M.**

**THE CITY COUNCIL
City of Clayton, California**

**THE CITY COUNCIL OF THE CITY OF CLAYTON DOES HEREBY ORDAIN
AS FOLLOWS:**

Section 1 Findings Purpose and Intent

The City Council of the City of Clayton ("City") has determined that it is necessary to restrict parking in public parking facilities to control overnight parking and storage of privately owned vehicles. Accordingly, this Ordinance is adopted to amend Title 10 of the Clayton Municipal Code in order to control overnight parking and storage of privately owned vehicles. The Ordinance is adopted based upon the matters set forth herein and as set forth in the Staff Report which accompanies this Ordinance, said Staff Report being incorporated herein by reference.

Section 2 Amendment of Title 10 of the Clayton Municipal Code

Sections 10.36.320 and 10.04.155 are added to Title 10 of the Municipal Code to read as follows:

"10.36.320 Restricted Public Off Street Parking

No person shall stop, park, or leave standing any vehicle whether attended or unattended, between the hours of One A.M. and Four A.M. on any "public parking facility".

Section 10.04.155 Public Parking Facility

"Public Parking Facility" means any public parking lot or parking structure owned or otherwise possessed by the City in which parking by the general public is permitted by the City.

Section 3 **Action to Challenge This Ordinance**

Any action or proceeding to attack, review, set aside, void or annul this ordinance must be commenced and the service made on the City no later than ninety (90) days after its effective date.

Section 4 **Conflicting Ordinances Repealed**

Any ordinance or part thereof, or regulations in conflict with the provisions of this ordinance, are hereby repealed. The provisions of this ordinance shall control with regard to any provision of the Clayton Municipal Code that may be inconsistent with the provisions of this ordinance.

Section 5 **Severability**

If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council has declared that it would have passed this ordinance and each section, subsection, sentence, clause or phrase thereof irrespective of the fact that any one or more section, subsection, sentence, clause or phrase thereof be declared unconstitutional, invalid or ineffective.

Section 6 **Effective Date and Publication**

This ordinance shall become effective thirty (30) days from and after its passage. Within fifteen (15) days after the passage of the ordinance, the City Clerk shall cause it to be posted in three (3) public places heretofore designated by resolution of the City Council for the posting of ordinances and public notices.

The foregoing Ordinance was introduced at a regular public meeting of the City Council of Clayton, California held on the 19th day of August 2008.

PASSED, ADOPTED AND ORDERED POSTED at a regular public meeting of the City Council of Clayton, California on the ____ day of _____ 2008 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

THE CITY COUNCIL OF CLAYTON, CA

Gregory J. Manning, Mayor

ATTEST:

Laci J. Jackson, City Clerk

APPROVED AS TO FORM:

APPROVED AS TO ADMINISTRATION:

J. Daniel Adams, City Attorney,

Gary A. Napper, City Manager

* * * * *

I hereby certify that the foregoing Ordinance was duly introduced at a regular public meeting of the City Council of Clayton, California held the ____ day of August 2008, and was duly adopted, passed and ordered posted at a regular meeting of the City Council held on _____, 2008.

Laci J. Jackson, City Clerk



Agenda Date: **8-19-08**

Agenda Item: **9c**

Approved:

Gary A. Napper
City Manager/Executive Director

STAFF REPORT

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: Laci J. Jackson, City Clerk

DATE: August 19, 2008

SUBJECT: Designation of Voting Representative and Alternate for League of California Cities 2008 Annual Conference being held September 24-27, in Long Beach.

RECOMMENDATION

It is recommended the City Council consider designating one of its members as the Voting Delegate and one member as the Alternate to represent the City of Clayton during the 2008 League of California Cities Annual Business Meeting.

BACKGROUND

The League of California Cities' "Annual Conference" is scheduled for Wednesday, September 24 through Saturday, September 27 at the Long Beach Convention Center. A Business Meeting will take place on Saturday, September 27, 2008. Mayor Manning is the City Council's delegate to the East Bay Division of the League of California Cities (Councilmember Shuey is the alternate). Vice Mayor Pierce serves on the Transportation, Communications and Public Works Policy Committee of the League of California Cities.

League bylaws provide that each City is entitled to one vote in matters affecting municipal or League policy. Per the attached Annual Conference Voting Procedures, a City official must have in possession the City's Voting Card and be registered with the Credentials Committee to cast City's vote. A voting card will be issued to the City officials designated by the City Council on the attached Voting Delegate Form.

Conference registration is required for voting delegates.

FISCAL IMPACT

In order to balance the FY 2008-2009 budget the vast majority of conference and training budget for the City Council was eliminated. If the Council wishes to send a delegate funds will need to be allocated. Expenses for the entire conference will cost approximately \$1,000 including transportation costs.

20-47-2
21

Please review this memo carefully. New procedures were adopted in 2006 regarding designation of voting delegates and alternates and voting at the Annual Conference.

June 13, 2008

TO: Mayors, City Managers and City Clerks

RE: DESIGNATION OF VOTING DELEGATES AND ALTERNATES
League of California Cities Annual Conference – September 24-27, Long Beach

The League's 2008 Annual Conference is scheduled for September 24-27 in Long Beach. An important part of the Annual Conference is the Annual Business Meeting, scheduled for 8:30 a.m., September 27, at the Long Beach Convention Center. At this meeting, the League membership considers and takes action on resolutions that establish League policy.

In order to vote at the Annual Business Meeting, your city council must designate a voting delegate. In the event that the designated voting delegate is unable to serve in that capacity, your city may appoint up to two alternate voting delegates. In 2006, the ability to appoint up to two alternates was the result of approval of a League bylaws amendment that increased the number of voting delegate alternates from one to two.

Please complete the attached Voting Delegate form and return it to the League's office no later than September 5, so that voting delegate/alternates records may be established prior to the conference. At the conference, voting delegate forms may be returned to the Voting Delegate Desk located in the conference registration area.

Please note the following procedures that are intended to ensure the integrity of the voting process at the Annual Business Meeting.

- **Action by Council Required.** Consistent with League bylaws, a city's voting delegate and up to two alternates must be designated by the city council. When completing the attached Voting Delegate form, please attach either a copy of the council resolution that reflects the council action taken, or have your city clerk or mayor sign the form affirming that the names provided are those selected by the city council. Please note that designating the voting delegate and alternates **must** be done by city council action and cannot be accomplished by individual action of the mayor or city manager alone.
- **Conference Registration Required.** The voting delegate and alternates must be registered to attend the conference. At least one must be present at the Business Meeting and in possession of voting card in order to cast a vote. Voting delegates and alternates

-more-

are requested to pick up their conference badges before signing in and picking up the voting delegate card at the Voting Delegates Desk. This will enable them to receive the special stamps on their name badges that will admit them into the voting area during the Business Meeting.

- **Transferring Voting Card to Non-Designated Individuals Not Allowed.** The voting card may be transferred freely between the voting delegate and alternates, but *only* between the voting delegate and alternates. If the voting delegate and alternates find themselves unable to attend the Business Meeting, they may *not* transfer the voting card to another city official.
- **New Seating Protocol during General Assembly.** At the Business Meeting, individuals with the voting card will sit in a separate area. Admission to this area will be limited to those individuals with a special stamp on their name badge identifying them as a voting delegate or alternate. If the voting delegate and alternates wish to sit together, they should be sure to sign in at the Voting Delegate desk and obtain the special stamps on their badges.

The Voting Delegate desk in the conference registration area will be open September 24, 25 and 26, and prior to the Business Meeting on September 27. The conference registration area will open at 12:00 p.m., on September 24, at the Long Beach Convention Center. The Voting Delegate desk will also be open at the Business Meeting, but not during a roll call vote, should one be undertaken.

The voting procedures that will be used at the conference are attached to this memo. Please share it and this memo with your council and especially with the individuals your council designates as your city's voting delegate and alternates.

Once again, thank you for completing the voting delegate and alternate form and returning it to the League office by September 5. If you have questions, please call Mary McCullough at (916) 658-8247.

Attachments:

- 2008 Annual Conference Voting Procedures
- Voting Delegate/Alternate Form

Annual Conference Voting Procedures

2008 Annual Conference

1. **One City One Vote.** Each member city has a right to cast one vote on matters pertaining to League policy.
2. **Designating a City Voting Representative.** Prior to the Annual Conference, each city council may designate a voting delegate and up to two alternates; these individuals are identified on the Voting Delegate Form provided to the League Credentials Committee.
3. **Registering with the Credentials Committee.** The voting delegate, or alternates, may pick up the city's voting card at the Voting Delegate Desk in the conference registration area. We encourage voting delegates and alternates to sign in at the Voting Delegate Desk so that they may receive a special stamp on their name badge and thus be admitted to the voting area at the Business Meeting.
4. **Signing Initiated Resolution Petitions.** Only those individuals who are voting delegates (or alternates) and who have picked up their city's voting card by providing a signature to the Credentials Committee at the Voting Delegate Desk may sign petitions to initiate a resolution.
5. **Voting.** To cast the city's vote, a city official must have in his or her possession the city's voting card and be registered with the Credentials Committee. The voting card may be transferred freely between the voting delegate and alternates, but may not be transferred to another city official who is not either a voting delegate or alternate.
6. **Voting Area at Business Meeting.** At the Business Meeting, individuals with the voting card will sit in a separate area. Admission will be limited to those individuals with a special stamp on their name badge identifying them as a voting delegate or alternate. If the city's voting delegate and alternates wish to sit together, all should sign in at the Voting Delegate desk and obtain the special stamps on their badges.
7. **Resolving Disputes.** In case of dispute, the Credentials Committee will determine the validity of signatures on petitioned resolutions and the right of a city official to vote at the Business Meeting.



CITY: _____

**2008 ANNUAL CONFERENCE
VOTING DELEGATE/ALTERNATE FORM**

Please complete this form and return it to the League office by September 5, 2008. Forms not sent by this deadline may be submitted to the Voting Delegate Desk located in the Annual Conference Registration Area. Your city council may designate one voting delegate and up to two alternates.

In order to vote at the Annual Business Meeting, voting delegates and alternates must be designated by your city council. Please attach the council resolution as proof of designation. As an alternative, the Mayor or City Clerk may sign this form, affirming that the designation reflects the action taken by the council.

Please note: Voting delegates and alternates will be seated in a separate area at the Annual Business Meeting. Admission to this special area will be limited to individuals (voting delegates and alternates) who are identified with a special stamp on their conference badge. If your city's voting delegate and alternates wish to sit together at the Business Meeting, they are all encouraged to sign in at the Voting Desk in order to obtain the identifying stamp that will admit them to the special voting area.

1. VOTING DELEGATE

Name: _____

Title: _____

2. VOTING DELEGATE - ALTERNATE

Name: _____

Title: _____

3. VOTING DELEGATE - ALTERNATE

Name: _____

Title: _____

PLEASE ATTACH COUNCIL RESOLUTION DESIGNATING VOTING DELEGATE AND ALTERNATES.

ATTEST (I affirm that the information provided reflects action by the city council to designate the voting delegate and alternate.)

Name: _____

Phone: _____

Title: _____

Date: _____

Please complete and return by September 5 to:

League of California Cities
ATTN: Mary McCullough
1400 K Street
Sacramento, CA 95814

FAX: (916) 658-8240



Agenda Date: 8-19-08

Agenda Item: 9d

Approved:

Gary A. Napper
City Manager/Executive Director

AGENDA REPORT

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: CITY MANAGER

DATE: 19 AUGUST 2008

SUBJECT: RESOLUTION OPPOSING FURTHER STATE TAKEAWAYS OF LOCAL MONIES

RECOMMENDATION

It is recommended the City Council consider and then adopt the attached Resolution opposing the State of California's continued fiscal irresponsibility by "borrowing" or seizing local government monies to patch a deficit State Budget each year.

BACKGROUND

The California Legislature and Governor agonize each year to adopt a State Budget. This year, the State's fiscal deficit is significant, calculated to be \$15.2 billion. In order to band-aid previous deficits the State of California has developed an insatiable appetite to take, shift, divert, borrow, and seize local government funds to bridge its fiscal gap. The cumulative net loss through Fiscal Year 2007-08 of local revenues belonging to the City now exceeds \$4.5 million!

To halt this irresponsible practice of partially solving State Budget deficits by taking local government funds, voters in 2004 and in 2006 approved hallmark propositions (Prop. 42 and Prop. 1A, respectively) eliminating this legislative thievery except during a "severe state of fiscal hardship". Rather than address its own budgetary gap with measures employed by local governments to cut expenses, trim programs or seek voter approval for additional revenues, the California Legislature is seriously contemplating "borrowing" local funds again as a means to overcome its Budget stalemate. Rough estimate of the negative impact to Clayton's annual revenues in Fiscal Year 2008-09 totals another \$476,415, which of course would occur after our City has already adopted its balanced Budget for FY 2008-09.

The mindset of the California Legislature to constantly rely on the "Banks of Local Government" to patch together out-of-balance State Budgets must end. It is time for the State to cut up this credit card and manage its fiscal affairs using state funds, not ours.

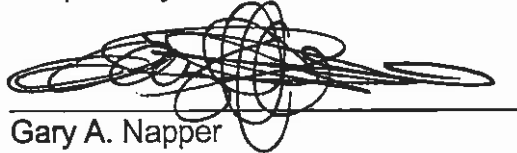
Cities must do it, counties must do it, school districts must do it, and household budgets must do it; the State of California must do it too by matching state expenditures to state revenues.

The attached Resolution, endorsed by the League of CA Cities, is recommended for adoption.

FISCAL IMPACT

As noted above, State of California "takeaways" have resulted in the loss of over \$4.5 million for the City of Clayton community and its public services. The State Legislature's current deliberation of invoking the same fiscal tactic this year poses another \$476,000 risk to our operations. For local governments in Contra Costa County alone, the total projected siphon would equal \$91,934,297 of public monies leaving our county for use by Sacramento.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Gary A. Napper", is written over a horizontal line. The signature is stylized with loops and flourishes.

Gary A. Napper
City Manager

Attachments: 1. Resolution [3 pp.]

**A RESOLUTION OPPOSING FISCALLY IRRESPONSIBLE STATE
BUDGET DECISIONS BY THE CALIFORNIA LEGISLATURE
OR THE GOVERNOR THAT WOULD ONCE AGAIN “BORROW”
CITY GOVERNMENT, REDEVELOPMENT AGENCY OR LOCAL
TRANSPORTATION FUNDS**

**THE CITY COUNCIL
City of Clayton, California**

WHEREAS, on July 1, 2008 the State Legislature missed its California Constitutional budget deadline to enact and adopt a State Budget for its operation in Fiscal Year 2008-09; and

WHEREAS, both the Governor and the Legislative Budget Conference Committee have recommended a balanced State Budget without resorting to “loans” or seizures of local government property taxes, redevelopment agency tax increment revenues and local transportation sales tax funds (i.e. Proposition 42); and

WHEREAS, in 1952 the voters of California approved Article XVI, Section 16, of the California Constitution providing for tax increment financing for community revitalization/redevelopment, not for balancing the State Budget, and the voters never authorized the State Legislature to take or “borrow” community redevelopment funds for state programs; and

WHEREAS, in 2004 by an 84% margin of approval the voters of California approved Proposition 1A delivering a loud and unambiguous message to state leaders that they should stop the destructive and irresponsible practice of taking local government funds to finance the State Budget and mask the state deficit; and

WHEREAS, in 2006 by a 77% margin of approval the voters of California also approved Proposition 42, providing similar protections to transportation funding for state and local transportation projects, including important street maintenance and public transit programs; and

WHEREAS, both ballot measures allow the Governor to declare a “severe state of fiscal hardship” and “borrow” these funds if they are repaid in three years with interest, yet the Governor has stated it would be irresponsible to “borrow” such funds because it would deepen the State’s structural deficit and cripple local government and transportation services; and

WHEREAS, refusal by the Legislature to carryout its constitutional obligation to compromise on a balanced budget is not a “severe state of fiscal hardship” and would not justify reductions in critical local services, community revitalization/redevelopment programs and infrastructure maintenance at a time when cities are struggling to balance their own budgets during this economic downturn; and

WHEREAS, the City of Clayton's continued investment in infrastructure, affordable housing and basic public safety and other community services creates needed jobs and hastens our economic recovery; and

WHEREAS, the Legislature should balance the State Budget *with state revenues* and respect the overwhelming support of voters for not using local property taxes, redevelopment tax increment and transportation sales tax funds to fund the day-to-day operating cost of State programs; and

WHEREAS, it would be the height of fiscal irresponsibility to mask the state structural deficit with more borrowing, and Californians deserve state leaders who will tell them honestly what needs to be done to produce a balanced State Budget; and

WHEREAS, the cumulative net fiscal loss through Fiscal Year 2007-08 to the City of Clayton's budget, operations and essential community services by the State of California's continual "shift, diversion and theft" of local City monies has now reached an astounding \$4,548,839; and

WHEREAS, the exact unknown yet estimated exposure of City funds at risk during the State Legislature's reckless musing over using local government monies again for its State Budget deficit includes \$153,606 in General Fund (local property tax) revenues, \$101,031 in Proposition 42 allocation for the 2008 Street Rehabilitation Project on Clayton Road, and \$221,778 in Clayton Redevelopment Agency tax increment revenues, for a grand total of \$476,415 poised for State swiping from the City's annually balanced budget; and

WHEREAS, it is time for the State of California to cut up its local government credit cards, stop banking on city coffers, and deal with its budget deficit in a straightforward way: *Balance the State Budget with state funds.*

NOW, THEREFORE, BE IT RESOLVED that the City Council of Clayton, California does hereby vociferously oppose any and all efforts by the California Legislature and the Governor to "borrow" or seize local tax funds, redevelopment tax increment revenues or transportation sales tax funds for the state government to finance its operations. Such a move would be fiscally irresponsible for the State and hamper effective local services and infrastructure investments; and

BE IT FURTHER RESOLVED the Mayor of the City of Clayton is hereby directed to send this Resolution and communicate this Council's adamant and unswerving opposition on this matter to our State Legislators and the Governor along with an expression of our continued appreciation for the Governor's and any supportive legislators' steadfast opposition to the further borrowing or seizure of local funds.

PASSED, APPROVED AND ADOPTED by the City Council of Clayton, California at a regular public meeting thereof held on the 19th day of August 2008 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

THE CITY COUNCIL OF CLAYTON, CA

Gregory J. Manning, Mayor

ATTEST:

Laci J. Jackson, City Clerk

MINUTES
OF THE
REGULAR MEETING
CLAYTON REDEVELOPMENT AGENCY

Agenda Date: 8-19-08

Agenda Item: 3a RDA

July 1, 2008

1. **CALL TO ORDER & ROLL CALL** - the meeting was called to order at 9:06 p.m. by Chairman Stratford in the Library Community Room, 6125 Clayton Road, Clayton, CA. **Boardmembers present:** Chairman Stratford, Board Members Manning, Pierce and Walcutt. **Absent:** Vice Chairman Shuey. **Staff present:** Executive Director, Secretary, and General Counsel.

2. **PUBLIC COMMENTS-** None.

3. **CONSENT CALENDAR** – It was moved by Boardmember Manning, seconded by Boardmember Pierce to approve the Consent Calendar as submitted (4-0 vote).

(a) Approved the minutes of the regular meeting of June 17, 2008.

4. **PUBLIC HEARINGS-**

(a) Public Hearing for consideration and adoption of a 5-Year Implementation Plan for the City of Clayton Community Redevelopment Agency.

Marie Munson, Seifel Consulting Inc. presented the 5-year Implementation Plan and stated the Agency had been successful with spending its discretionary funds but that its needed to start focusing on affordable housing requirements and obligations per law. She noted the housing targets would be for the low and very low income categories and 19 units would need to be produced in the project area by 2014.

Ms. Munson answered questions by the Board and indicated the plan would be a guide for the Agency going forward.

Chairman Stratford opened the Public Hearing at 9:34 p.m. No comments were received. The Public Hearing Closed at 9:35 p.m.

It was moved by Boardmember Pierce, seconded by Boardmember Manning to adopt Resolution 03-2008 approving the Agency's 5-Year Implementation Plan for FY 2008-09 to FY 2012-13 (4-0 vote).

5. **ACTION ITEMS-** None.

7. **BOARD ITEMS-** None.

9. **ADJOURN** – on call by Chairman Stratford the meeting adjourned at 9:37 p.m.

Respectfully submitted,

Laci J. Jackson, Secretary

Clayton Redevelopment Agency Board

Ross "Hank" Stratford, Chairman



Agenda Date: 8-19-08

Agenda Item: 5a RDA

Approved:

Gary A. Napper
City Manager/Executive Director

AGENDA REPORT

TO: HONORABLE CHAIRMAN AND BOARD MEMBERS

FROM: EXECUTIVE DIRECTOR

DATE: 19 AUGUST 2008

SUBJECT: DRAFT RETAIL MARKET ANALYSIS – CLAYTON TOWN CENTER

RECOMMENDATION

Following presentation of the draft "Downtown Retail Report" prepared by Mr. Jim Harrigan, Managing Principal of Economic Development Systems (EDS), it is recommended the Board discuss the draft analysis and recommendations of the Agency's consultant.

On completion of that dialogue and receipt of public comment, it is further recommended the Board instruct the Executive Director to refer copies of the draft Retail Report to the City Planning Commission, Clayton Town Center property owners and business owners, and the Clayton Business & Community Association (CBCA) requesting their reviews and written comments (if any) be submitted back to the Board for consideration at one of its meetings in October 2008.

BACKGROUND

At its public meeting of 15 January 2008, the Board considered a proposal by Economic Development Systems to assist the Agency in its objective to enhance and revitalize retail commercial opportunities in the Clayton Town Center. EDS not only demonstrated substantial successful experience performing traditional retail market studies of commercial business sectors in California but also offered unique retail implementation/recruitment services and actual commercial placement in those business sectors following adoption of the recommended marketing plan. Based in part on Mr. Jim Harrigan's proposal and the joint recommendations of the City Council's Economic Development Subcommittee (Ms. Pierce and Mr. Shuey) and the Executive Director, the Board adopted action approving a Consultant Services Agreement with EDS.

The first milestones of performance were for Mr. Harrigan to analyze current retail market conditions within the Clayton Town Center and its competing market areas, and to contact

(and hopefully meet with) each commercial property owner in the Downtown Area. In addition, compilation of retail data from various sources was obtained and critiqued for application to the geographic location of the Clayton Town Center for development of a draft Retail Report. The preliminary Report and findings were submitted to the Agency in late May 2008, followed by a meeting with Mr. Harrigan, the Economic Development Subcommittee and the Executive Director on June 12th to review the recommendations, which resulted in requests for further information. The draft Downtown Retail Report with its Executive Summary was received by the Agency during the week of July 21st.

Due to cancellation of the Board's August 5th meeting, Mr. Harrigan's presentation of his draft Report was deferred to this public meeting.

DRAFT RETAIL REPORT RECOMMENDATIONS

Attached is a copy of the draft Report with its recommendations. An 8-page Executive Summary prefaces the Report outlining the research methodology and analyses leading to the recommendation(s). As noted at the top of Page 8 of the draft Report, the finding is:

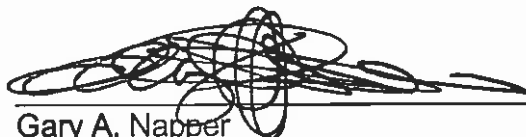
"The recruitment of independent 'destination' restaurants, by cuisine that is not currently represented in Downtown Clayton, will provide the critical mass for establishing a 'restaurant district' and, therefore, the 'niche' that the Downtown does not now have and will differentiate itself from other downtowns and shopping districts in the East Bay.

Independent restaurants – versus national and regional restaurants – are being recommended, first, because the 'footprint/square footage' of the independent is usually smaller and has a more conducive 'scale' for a [this] downtown ... especially for a downtown with a limited size, retail district like Downtown Clayton and, second, the demographic profile of the 14,044 households in Clayton's primary trade area does not reach these national/regional restaurants' minimum requirement."

FISCAL IMPACT

Through June 2008 approximately \$44,400 of the initial year budget of \$99,760 has been expended for the services to date. Once officially adopted by the Agency and the Clayton City Council, the Downtown Retail Report and Implementation Strategy will become the footprint to guide the recruitment and placement components of the consultant's services.

Respectfully submitted,



Gary A. Napper
Executive Director

Attachment: EDS draft Clayton Downtown Retail Report

Date: July 15, 2008

To: Gary Napper
City Manager
The City of Clayton

From: Jim Harrigan
Managing Principal
Economic Development Systems

Re: Downtown Clayton Retail Project Area
Retail Analysis, Strategies and Recommendations

City of Clayton Downtown Retail Report

Definitions and Delineations

The City of Clayton commercial district that is being analyzed by Economic Development Systems ("EDS") in the following Retail Analysis, Retail Strategies and Retail Concept Recommendations will be delineated as follows:

Commercially zoned properties/parcels that are located in:

- **Historical Downtown Clayton.**

Before preparing the following retail report and determining the recommended retail category increases, upgrades and diversifications, as listed below, the following protocols, definitions, sources and methodologies were applied:

- Careful consideration was given to the increase, upgrade and diversification recommendations for the shopping and/or dining uses in Downtown Clayton that have previously been commercially developed. The reason for this concern is to validate that the upgrades and diversifications within Downtown Clayton would be complementary, rather than competitive, to the existing *successful* retail businesses;
- The recommendations given for the commercially undeveloped

parcels in Downtown Clayton were made knowing that "time is money" when it comes to the "carry" on all such properties;

- When the term "retail" is used, we include the categories of "traditional" retail stores, restaurants and entertainment venues;
- The inventories of available retail space opportunities were determined by a field survey by Economic Development Systems and supplemented with property owner and commercial real estate broker information. (Further inventory review and analysis will follow final receipt of the Property Owner Questionnaires. Cover letter and questionnaire example attached.);
- Direct and paraphrased excerpts in this report were gathered from statistical provider Claritas, Inc.; the International Council of Shopping Centers' Reference Center; the Arlington, Virginia based CLUE Marketing Group; the Solimar Research Group; the United States Census Bureau, and; Hyett-Palma and Associates;
- EDS has used Claritas information services for all demographic and psychographic source information used in this report. Since 1971, Claritas has been the pre-eminent source of accurate, up-to-date demographic data and target marketing information about the population, consumer behavior, consumer spending, households and businesses within any specific geographic market area in the United States. Claritas demographic data estimates include US demographic data, market demographic data and demographic/psychographic population estimates;

The result of Claritas marketing research analysis, market demographic data and psychographic population information allowed EDS to go beyond conventionally accepted target marketing strategies to capitalize on new market segment opportunities and existing market potentials;

- EDS working knowledge of retail trends in other downtowns, commercial corridors and neighborhood shopping districts were applied, and;
- Many interviews, to identify market perceptions and conditions, were held with professionals knowledgeable with Downtown Clayton including brokers, tenants, property owners, developers and representatives of the City of Clayton.

It should be prominently noted that the assistance provided by the City of Clayton City Manager Gary Napper was invaluable in the support given during this fact-gathering and analysis phase.

Executive Summary

Historical Downtown Clayton

Since the Middle Ages, downtowns functioned as the commercial, government, and social hubs of their communities - the places where people came together to conduct business, shop and dine, administer government, relax, and celebrate.

But, communities throughout America have gone through a series of profound transformations over the past several decades that have changed the economies of the nation's downtowns and, as a microcosm, Downtown Clayton.

Many of these transformations are a consequence of the expanding highway system, that has stimulated suburban development and made it possible for people to move farther away from town centers. As people have moved outward, the retail industry - always a market follower, rather than a market leader - has moved outward, also. With the advent of regional shopping malls like Walnut Creek's Broadway Plaza outdoor mall and Somersville Towne Center and discount superstores like Fry's or Best Buy, downtown retailing - the bedrock of a traditional main street district's economic foundation - has slowly eroded...yet, the three historical retail categories are still valid:

- Convenience: Retail goods and services for which shoppers tend to patronize the closest business, like gas stations, dry cleaners, and the "neighborhood" grocery store. "Impulse" retail - like card shops, florists, and gourmet cookies - also fall into this category;
- Comparison: Retail goods and services for which shoppers like to compare styles, brands and prices before making a purchase, like apparel, shoes, automobiles, electronics and (sometimes) furniture. For this reason, comparison retail businesses tend to cluster together (e.g., clothing stores in traditional shopping malls; car dealers in auto malls), and a comparison business is likely to be more successful if located in a cluster than if it is freestanding, without related businesses nearby. Internet shopping has also exploited the comparison category;
- Destination: Retail goods and services for which shoppers will travel significant distances. These might include specialty businesses (like western wear), large clusters of related businesses (like restaurants or antiques), or businesses that offer exceptional products/services and that have developed a very loyal clientele.

In the mid-twentieth century, following World War II, many downtowns offered a blend of businesses in all three categories. Shopping malls, though, specialize in comparison retail businesses (particularly apparel and apparel accessories, like shoes and jewelry) and typically offer enough of a concentration of these businesses to dominate the local market and make it very difficult for downtowns like Clayton to successfully compete in this category. Subsequently...we have to find another way.

Discount superstores and "category killers", which began appearing in the 1970s and 1980s, respectively, have created additional challenges for traditional Main Street districts by saturating additional retail niches. Discount superstores offer such a broad range of merchandise that they put a broad range of existing businesses in the community at risk. By siphoning away even relatively small percentages of sales from existing downtown businesses, discount superstores often make it difficult or impossible for those businesses to achieve the gross sales levels needed to remain in business.

These late twentieth century-shopping options also coincided with the fact that consumer buying power – the amount of money people have available to spend on retail goods and services – has not kept up with the rate of growth in the amount of retail space that has been built. This economic fact has exacerbated the "leakage" of consumers and sales, further diminishing the collective downtown.

This effect has not only affected the profitability of the downtown retailer...but it also drove down rental rates, leading to property / building owners' deferring or ignoring maintenance responsibilities (as well as decreasing the feasibility for new construction). The result of this syndrome has been the physical and visual blight to the downtown shopping district/shopping experience.

Interestingly, lower rental rates, while attractive to the under-performing retailer, is no panacea to the successful businessperson who understands that fair rental rates are a necessary component to a successful business district. (It is not coincidental that the most successful retail districts in the world also have the highest rental rates...although, one could argue the primacy order of the "chicken-egg/rental rates-success" theory.)

Another historic feature of an under-performing/low rental rate commercial district is the influx of service businesses (e.g., medical/dental; insurance; real estate offices, etc.), non-profit institutions (city halls, churches, libraries, etc.) and/or strictly office-type uses in what one would consider "first-floor retail" locations.

The mixing of these "non-retail" business categories (that in more successful retail districts would - because of the higher retail and lower office rent structure - be located above the first-floor or on secondary / tertiary streets) has the detrimental effect of limiting the "browsing" factor that every successful retail district exhibits.

This fragile retail consumer trait of browsing (e.g., the store-to-store strolling of both casual and serious shoppers) is upset if the retail line-up on the street is interrupted with the aforementioned non-retail business storefronts, vacant stores, non-profits and/or even the lack of attractive/interesting window displays/merchandising.

In communities similar to Clayton - that have experienced steady, sustained residential growth and increasing demand for retail goods and services - the typical evidence of change in these downtowns has been most apparent in the same changing types of retail businesses, with community-serving retail businesses that provide the staples of everyday living - like supermarkets, hardware and department stores - gradually giving way to the aforementioned office and service businesses. In Downtown Clayton these phenomena are present...but will start to change as our recruitment program is effected through the development of undeveloped land and the natural rise in retail rental rates as the increase, upgrade and diversification of retailers occurs.

This shift that communities have undergone for the last fifty years - from concentrating retail activity in a central business district to diffusing retail activity throughout a number of commercial centers and along highway strips - transformed downtowns like Clayton into districts that are unable to support the number and mix of retail businesses they once embraced. This means that:

- We must find new combinations of "destination" retail uses to occupy Downtown Clayton's first-floor retail spaces and developable retail land as fully and as soon as possible...followed by new neighborhood-serving "convenience" shopping and service businesses;
- We must find new ways for the locally owned retail businesses to reach new customers, and;
- We must be very strategic in implementing our retail revitalization program.

It is therefore the charge of EDS, in the building of Downtown Clayton's economic viability, to restructure the economy of the district, focusing intently on one or two specific, tightly coordinated economic development goals.

Fortunately, there are many opportunities available for older and traditional downtowns like Downtown Clayton. Among the many paths other California districts have successfully pursued:

- A district might develop one or more retail niches unique within a 0 to 10-mile radius. Many districts have focused on gourmet

food items, books, neighborhood-serving and regional restaurant opportunities, home furnishings or any number of other niches with little regional competition.

- A district might create or expand a group of restaurants and after-hours live, club entertainment.
- A district might create enough residential units and small industries or professional offices (on second floors or on secondary / tertiary streets) within the district to provide enough "captive" customers (residents and workers) to support convenience-oriented businesses in many or most of the district's retail storefront spaces. (An added benefit: because this path does not depend on attracting many customers from outside the district, it does not increase demand on parking and traffic infrastructure.)
- A district might intensively target a particular demographic segment whose needs are not being well met within the community or region - "Generation Xers", for example, or "empty nesters" - and might provide an array of housing, shopping, work, and appropriate entertainment options for them.

Each of these is an example of a market-based strategy - a strategy that is based on the district's specific economic opportunities - that has a specific economic goal. Many districts can successfully pursue more than one market-based strategy simultaneously - but it is unlikely that a district can successfully implement more than two market-based strategies without losing focus and diluting the impact of their work.

Successfully implementing these market-based strategies involves thinking and acting locally and regionally; marketing the district and its businesses creatively and collaboratively by:

- Creating and implementing an effective, professional, district-wide retail recruitment plan as in what Clayton has contracted with EDS to provide;
- Building strong, collaborative partnerships between the many organizations, agencies and constituents with vested interests in the district, like the Summer Concert Series at The Grove, the weekly Farmer's Market, and;
- Crafting a carefully synchronized work plan that reinforces the district's market-based strategies, has the strong support

and involvement of all the district's partners, and helps ensure that all the downtown-related tasks undertaken by the district's partners focus tightly on these strategies.

With this charge clarified...the EDS goal for Downtown Clayton will be to initially increase, upgrade and diversify the current tenant mix with destination retail businesses that are listed as a retail category void - or a void within a sub-category - as listed in the 0 to approximately 10-mile "opportunity gap" trade areas.

And why do we want to "increase, upgrade and diversify the current tenant mix with 'destination' retail businesses" rather than recruit "comparison" or "convenience" retail?...because, at this time, EDS believes that the "comparison" consumer (e.g., ...retail goods and services for which shoppers like to compare styles, brands and prices before making a purchase) is being served by East Bay regional malls and the aforementioned ubiquitous Internet...while the "convenience" consumer (represented by just 14,044 households in a 3-mile radius) is being served by larger neighborhood centers like the two retail locations at Clayton and Kirker Pass Roads.

Even though Downtown Clayton is somewhat of a cul-de-sac – with limited regional access to the district from the south and east - it is the charge of EDS to find a way to turn Downtown Clayton into this 0 to 10-mile retail destination rather than the largely neighborhood serving retail/office/service business district that it is today.

With this methodology established...from our analysis and interviews with knowledgeable Downtown Clayton stakeholders...at this time, EDS, with knowledge of retail space opportunities today and projecting into the future, has culled the *Claritas Opportunity Gap* listings into the following Downtown Clayton retail category recommendations:

- Independent Full-Service Restaurants
 - Seafood
 - Barbecue/Cajun
 - Asian
 - French
 - Latin/South American
 - Indian
 - Thai
 - Vegetarian, etc.
- Jazz/Blues Entertainment Venue

The recruitment of independent "destination" restaurants, by cuisine that is not currently represented in Downtown Clayton, will provide the critical mass for establishing a "restaurant district" and, therefore, the "niche" that the Downtown does not now have and will differentiate itself from other downtowns and shopping districts in the East Bay.

It is the belief of EDS that independent destination restaurants, and the aforementioned recommendation of a small, club entertainment venue, will be especially important draws for consumers from outside the City's resident population and will assist in establishing longer hours of operation for the Downtown into the mid-to-later evening with that entertainment venue complementing the restaurants...and the restaurants complementing that entertainment venue.

Independent restaurants - versus national and regional restaurants - are being recommended, first, because the "footprint/square footage" of the independent is usually smaller and has a more conducive "scale" for a downtown... especially for a downtown with a limited size, retail district like Downtown Clayton and, second, the demographic profile of the 14,044 households in Clayton's primary trade area does not reach these national/regional restaurants' minimum requirement.

EDS also believes that, although this retail strategy is valid, credible and sustainable, the implementation will take a number of business cycles to complete. Vacancies are now at a premium, but our instinct and research tells us that a majority of leases are on a month-to-month basis or will be coming to term within a two years period, including first-floor office and service uses. (Our property owner questionnaire results, template attached, has verified that feeling.)

EDS will also emphasize to the property ownership of the Downtown that, to validate this retail strategy, the lease of future vacant first-floor retail space, and the build-out of all Downtown developable land, should be made with their and the Downtown's "long-term" goals in mind, rather than offering the space/land to whomever first shows up on their doorstep with counter-productive, non-retail plans. The incentive to the landlord will be an increase in property rental rates and sale prices, but...a heightened awareness of Downtown real estate market potential and patience will be needed.

Addendum Contents

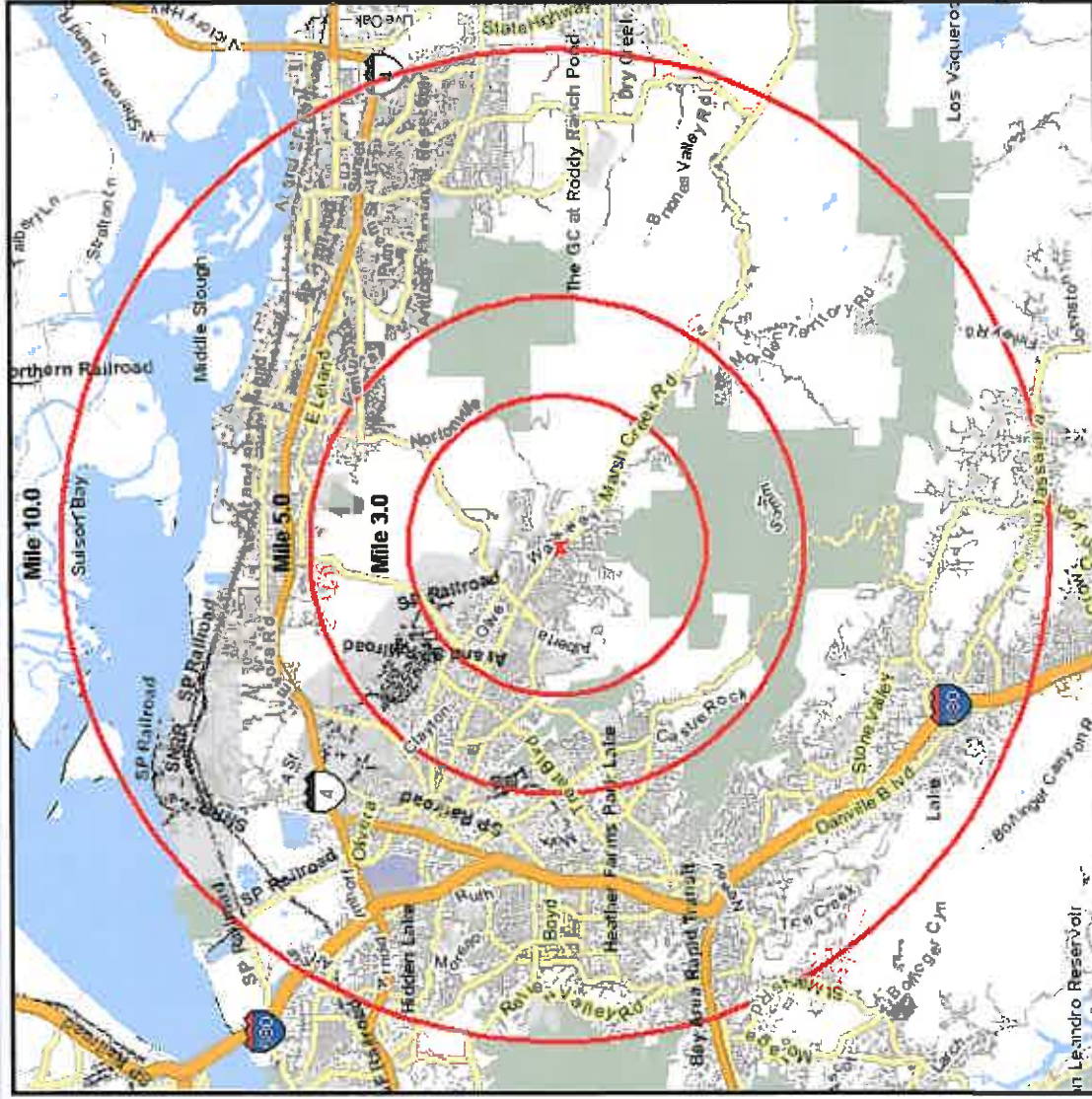
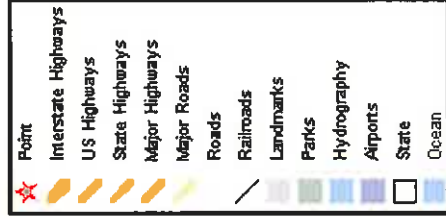
- 1 Primary (3-mile), Secondary (5-mile) and Tertiary (10-mile) Trade Areas' Map and Demographic Profiles
- 2 Primary Trade Area Consumer Psychographic Profile by Number of Households and Percentage of Total Households
- 3 Secondary Trade Area Consumer Psychographic Profile by Number of Households and Percentage of Total Households
- 4 Tertiary Trade Area Consumer Psychographic Profile by Number of Households and Percentage of Total Households
- 5 Consumer Psychographic Methodology Review
- 6 Sales Void Analysis and Retail Market Demand and Supply Methodology
- 7 Primary Trade Area Supply and Demand Gap Analysis by Retail Category
- 8 Secondary Trade Area Supply and Demand Gap Analysis by Retail Category
- 9 Tertiary Trade Area Supply and Demand Gap Analysis by Retail Category
- 10 Downtown Ripon Property Owner Letter and Questionnaire

Area Map

Prepared For: Hurst Harrigan
Project Code: 3213901

Order #: 966280703
Site: 01

DIABLO ST AT CENTER ST
CLAYTON, CA 94517
Coord: 37.940500, -121.935900
Radius - See Appendix for Details



Pop-Facts: Demographic Snapshot Report

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	<i>Radius 1</i>	%	<i>Radius 2</i>	%	<i>Radius 3</i>	%
Population						
2012 Projection	39,460		99,796		555,273	
2007 Estimate	38,367		97,343		532,568	
2000 Census	37,232		95,232		505,696	
1990 Census	32,614		86,666		434,115	
Growth 2007-2012	2.85%		2.52%		4.26%	
Growth 2000-2007	3.05%		2.22%		5.31%	
Growth 1990-2000	14.16%		9.88%		16.49%	
2007 Est. Population by Single Race Classification						
White Alone	29,033	75.67	69,997	71.91	351,107	65.93
Black or African American Alone	778	2.03	3,475	3.57	34,169	6.42
American Indian and Alaska Native Alone	180	0.47	565	0.58	3,602	0.68
Asian Alone	4,417	11.51	11,626	11.94	59,836	11.24
Native Hawaiian and Other Pacific Islander Alone	75	0.20	265	0.27	2,166	0.41
Some Other Race Alone	1,510	3.94	5,341	5.49	47,681	8.95
Two or More Races	2,375	6.19	6,073	6.24	34,006	6.39
2007 Est. Population Hispanic or Latino by Origin*						
Not Hispanic or Latino	33,690	87.81	82,529	84.78	419,878	78.84
Hispanic or Latino:	4,677	12.19	14,815	15.22	112,690	21.16
Mexican	2,443	52.23	8,512	57.46	75,180	66.71
Puerto Rican	183	3.91	570	3.85	3,768	3.34
Cuban	63	1.35	173	1.17	877	0.78
All Other Hispanic or Latino	1,988	42.51	5,560	37.53	32,864	29.16
2007 Est. Hispanic or Latino by Single Race Class.						
White Alone	2,558	54.69	7,643	51.59	51,004	45.26
Black or African American Alone	33	0.71	95	0.64	1,261	1.12
American Indian and Alaska Native Alone	49	1.05	183	1.24	1,496	1.33
Asian Alone	45	0.96	174	1.17	922	0.82
Native Hawaiian and Other Pacific Islander Alone	10	0.21	33	0.22	207	0.18
Some Other Race Alone	1,411	30.17	5,099	34.42	46,457	41.23
Two or More Races	570	12.19	1,587	10.71	11,343	10.07



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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2007 Est. Pop. Asian Alone Race by Category*	4,417		11,626		59,836	
Chinese, except Taiwanese	1,167	26.42	2,950	25.37	14,978	25.03
Filipino	1,377	31.18	3,943	33.92	21,974	36.72
Japanese	405	9.17	975	8.39	4,422	7.39
Asian Indian	671	15.19	1,780	15.31	7,189	12.01
Korean	291	6.59	696	5.99	3,440	5.75
Vietnamese	168	3.80	438	3.77	3,190	5.33
Cambodian	5	0.11	13	0.11	203	0.34
Hmong	2	0.05	2	0.02	20	0.03
Laotian	13	0.29	34	0.29	245	0.41
Thai	20	0.45	55	0.47	385	0.64
Other Asian	177	4.01	442	3.80	2,288	3.82
Two or more Asian categories	121	2.74	299	2.57	1,502	2.51
2007 Est. Population by Ancestry	38,367		97,343		532,568	
Pop, Arab	217	0.57	480	0.49	2,435	0.46
Pop, Czech	141	0.37	301	0.31	1,334	0.25
Pop, Danish	266	0.69	644	0.66	3,632	0.68
Pop, Dutch	472	1.23	1,150	1.18	5,029	0.94
Pop, English	3,209	8.36	7,379	7.58	37,027	6.95
Pop, French (except Basque)	680	1.77	1,672	1.72	8,518	1.60
Pop, French Canadian	123	0.32	415	0.43	2,015	0.38
Pop, German	4,231	11.03	9,023	9.27	45,911	8.62
Pop, Greek	167	0.44	363	0.37	2,212	0.42
Pop, Hungarian	203	0.53	374	0.38	1,653	0.31
Pop, Irish	3,825	9.97	8,498	8.73	40,218	7.55
Pop, Italian	2,973	7.75	7,155	7.35	33,458	6.28
Pop, Lithuanian	48	0.13	107	0.11	692	0.13
Pop, United States or American	1,310	3.41	3,592	3.69	18,037	3.39
Pop, Norwegian	602	1.57	1,400	1.44	7,282	1.37
Pop, Polish	685	1.79	1,538	1.58	7,348	1.38
Pop, Portuguese	401	1.05	1,212	1.25	7,053	1.32
Pop, Russian	287	0.75	858	0.88	5,309	1.00
Pop, Scottish	597	1.56	1,600	1.64	8,198	1.54
Pop, Scotch-Irish	520	1.36	1,401	1.44	6,662	1.25
Pop, Slovak	26	0.07	37	0.04	241	0.05
Pop, Sub-Saharan African	106	0.28	270	0.28	2,834	0.53
Pop, Swedish	685	1.79	1,491	1.53	7,582	1.42
Pop, Swiss	188	0.49	420	0.43	1,601	0.30
Pop, Ukrainian	55	0.14	195	0.20	1,104	0.21
Pop, Welsh	182	0.47	425	0.44	2,198	0.41
Pop, West Indian (exc Hisp groups)	23	0.06	38	0.04	310	0.06



Prepared On: Fri Feb 01, 2008

Page 2 Of 12

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Prepared For: Hurst Harrigan

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SITE REPORTS

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2007 Est. Population by Ancestry						
Pop, Other ancestries	11,650	30.36	33,029	33.93	203,046	38.13
Pop, Ancestry Unclassified	4,493	11.71	12,275	12.61	69,629	13.07
2007 Est. Pop Age 5+ by Language Spoken At Home						
Speak Only English at Home	29,365	81.32	72,463	79.03	375,447	75.42
Speak Asian/Pacific Islander Language at Home	1,927	5.34	5,738	6.26	31,396	6.31
Speak IndoEuropean Language at Home	2,137	5.92	5,387	5.87	25,701	5.16
Speak Spanish at Home	2,486	6.88	7,675	8.37	62,356	12.53
Speak Other Language at Home	197	0.55	432	0.47	2,888	0.58
2007 Est. Population by Sex						
Male	18,644	48.59	47,484	48.78	260,938	49.00
Female	19,723	51.41	49,859	51.22	271,630	51.00
Male/Female Ratio	0.95		0.95		0.96	
2007 Est. Population by Age						
Age 0 - 4	2,255	5.88	5,649	5.80	34,782	6.53
Age 5 - 9	2,409	6.28	5,996	6.16	36,103	6.78
Age 10 - 14	2,759	7.19	6,844	7.03	39,023	7.33
Age 15 - 17	1,831	4.77	4,532	4.66	24,377	4.58
Age 18 - 20	1,547	4.03	3,776	3.88	19,879	3.73
Age 21 - 24	1,858	4.84	4,775	4.91	25,830	4.85
Age 25 - 34	3,942	10.27	10,566	10.85	64,748	12.16
Age 35 - 44	5,527	14.41	13,557	13.93	77,100	14.48
Age 45 - 49	3,368	8.78	8,164	8.39	42,817	8.04
Age 50 - 54	3,375	8.80	7,987	8.21	39,908	7.49
Age 55 - 59	3,056	7.97	7,476	7.68	35,568	6.68
Age 60 - 64	2,306	6.01	5,789	5.95	26,909	5.05
Age 65 - 74	2,616	6.82	7,072	7.27	33,520	6.29
Age 75 - 84	1,144	2.98	3,716	3.82	21,674	4.07
Age 85 and over	373	0.97	1,445	1.48	10,334	1.94
Age 16 and over	30,335	79.07	77,297	79.41	414,388	77.81
Age 18 and over	29,113	75.88	74,323	76.35	398,284	74.79
Age 21 and over	27,566	71.85	70,547	72.47	378,406	71.05
Age 65 and over	4,134	10.77	12,233	12.57	65,527	12.30
2007 Est. Median Age						
	39.67		39.82		37.79	
2007 Est. Average Age						
	38.19		38.85		37.77	



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Page 3 Of 12

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2007 Est. Male Population by Age	18,644		47,484		260,938	
Age 0 - 4	1,169	6.27	2,925	6.16	17,819	6.83
Age 5 - 9	1,215	6.52	3,039	6.40	18,547	7.11
Age 10 - 14	1,387	7.44	3,475	7.32	19,976	7.66
Age 15 - 17	917	4.92	2,243	4.72	12,461	4.78
Age 18 - 20	793	4.25	1,984	4.18	10,428	4.00
Age 21 - 24	916	4.91	2,357	4.96	12,906	4.95
Age 25 - 34	1,993	10.69	5,387	11.34	32,984	12.64
Age 35 - 44	2,588	13.88	6,532	13.76	37,931	14.54
Age 45 - 49	1,572	8.43	3,909	8.23	20,984	8.04
Age 50 - 54	1,630	8.74	3,829	8.06	19,467	7.46
Age 55 - 59	1,457	7.81	3,579	7.54	17,147	6.57
Age 60 - 64	1,085	5.82	2,747	5.79	12,948	4.96
Age 65 - 74	1,290	6.92	3,409	7.18	15,586	5.97
Age 75 - 84	498	2.67	1,588	3.34	8,512	3.26
Age 85 and over	133	0.71	481	1.01	3,241	1.24
2007 Est. Median Age, Male	38.60		38.57		36.41	
2007 Est. Average Age, Male	37.42		37.87		36.48	
2007 Est. Female Population by Age	19,723		49,859		271,630	
Age 0 - 4	1,085	5.50	2,724	5.46	16,962	6.24
Age 5 - 9	1,194	6.05	2,957	5.93	17,556	6.46
Age 10 - 14	1,372	6.96	3,369	6.76	19,047	7.01
Age 15 - 17	914	4.63	2,289	4.59	11,915	4.39
Age 18 - 20	754	3.82	1,791	3.59	9,451	3.48
Age 21 - 24	942	4.78	2,418	4.85	12,924	4.76
Age 25 - 34	1,950	9.89	5,179	10.39	31,764	11.69
Age 35 - 44	2,939	14.90	7,025	14.09	39,169	14.42
Age 45 - 49	1,796	9.11	4,255	8.53	21,832	8.04
Age 50 - 54	1,745	8.85	4,158	8.34	20,441	7.53
Age 55 - 59	1,599	8.11	3,897	7.82	18,421	6.78
Age 60 - 64	1,221	6.19	3,042	6.10	13,960	5.14
Age 65 - 74	1,326	6.72	3,663	7.35	17,933	6.60
Age 75 - 84	646	3.28	2,128	4.27	13,162	4.85
Age 85 and over	241	1.22	964	1.93	7,093	2.61
2007 Est. Median Age, Female	40.62		40.98		39.13	
2007 Est. Average Age, Female	38.91		39.78		39.01	



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Page 4 Of 12

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2007 Est. Population Age 15+ by Marital Status*	30,944		78,855		422,661	
Total, Never Married	7,070	22.85	18,519	23.48	106,306	25.15
Married, Spouse present	18,855	60.93	46,446	58.90	230,401	54.51
Married, Spouse absent	851	2.75	2,563	3.25	18,183	4.30
Widowed	1,267	4.09	3,893	4.94	25,016	5.92
Divorced	2,900	9.37	7,433	9.43	42,755	10.12
Males, Never Married	3,838	12.40	10,146	12.87	58,256	13.78
Previously Married	1,538	4.97	4,128	5.23	24,200	5.73
Females, Never Married	3,233	10.45	8,373	10.62	48,050	11.37
Previously Married	3,024	9.77	8,273	10.49	50,461	11.94
2007 Est. Pop. Age 25+ by Educational Attainment*	25,708		65,771		352,576	
Less than 9th grade	605	2.35	1,958	2.98	16,564	4.70
Some High School, no diploma	1,022	3.98	3,720	5.66	26,362	7.48
High School Graduate (or GED)	4,708	18.31	13,041	19.83	71,588	20.30
Some College, no degree	6,843	26.62	17,320	26.33	88,207	25.02
Associate Degree	2,391	9.30	5,923	9.01	28,248	8.01
Bachelor's Degree	7,310	28.43	16,432	24.98	81,788	23.20
Master's Degree	2,006	7.80	4,963	7.55	26,075	7.40
Professional School Degree	610	2.37	1,679	2.55	9,125	2.59
Doctorate Degree	213	0.83	736	1.12	4,619	1.31
Households						
2012 Projection	14,549		36,124		202,098	
2007 Estimate	14,044		35,077		194,532	
2000 Census	13,542		34,230		186,491	
1990 Census	11,426		30,330		164,165	
Growth 2007-2012	3.60%		2.98%		3.89%	
Growth 2000-2007	3.71%		2.47%		4.31%	
Growth 1990-2000	18.52%		12.86%		13.60%	
2007 Est. Households by Household Type	14,044		35,077		194,532	
Family Households	10,749	76.54	26,626	75.91	135,082	69.44
Nonfamily Households	3,295	23.46	8,450	24.09	59,450	30.56
2007 Est. Group Quarters Population	53		879		5,076	
2007 Households by Ethnicity, Hispanic/Latino	1,299	9.25	4,009	11.43	28,978	14.90



Prepared On: Fri Feb 01, 2008

Page 5 Of 12

Claritas Tech Support: 1 800 866 6511

Project Code: 3213901

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Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, aggregate

Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2007 Est. Households by Household Income	14,044		35,077		194,532	
Income Less than \$15,000	570	4.06	1,830	5.22	13,867	7.13
Income \$15,000 - \$24,999	530	3.77	1,651	4.71	12,542	6.45
Income \$25,000 - \$34,999	759	5.40	2,048	5.84	14,191	7.29
Income \$35,000 - \$49,999	1,193	8.49	3,734	10.65	22,916	11.78
Income \$50,000 - \$74,999	2,727	19.42	6,663	19.00	35,843	18.43
Income \$75,000 - \$99,999	2,280	16.23	5,609	15.99	28,644	14.72
Income \$100,000 - \$149,999	3,158	22.49	7,489	21.35	35,743	18.37
Income \$150,000 - \$249,999	2,115	15.06	4,388	12.51	20,642	10.61
Income \$250,000 - \$499,999	539	3.84	1,205	3.44	6,811	3.50
Income \$500,000 and more	172	1.22	460	1.31	3,332	1.71
2007 Est. Average Household Income	\$110,267		\$103,562		\$98,519	
2007 Est. Median Household Income	\$88,623		\$82,188		\$73,540	
2007 Est. Per Capita Income	\$40,436		\$37,516		\$36,213	
2007 Est. Household Type, Presence Own Children*	14,044		35,077		194,532	
Single Male Householder	995	7.08	2,564	7.31	18,101	9.30
Single Female Householder	1,536	10.94	3,903	11.13	27,659	14.22
Married-Couple Family, own children	4,230	30.12	10,084	28.75	52,206	26.84
Married-Couple Family, no own children	4,635	33.00	11,682	33.30	54,172	27.85
Male Householder, own children	267	1.90	677	1.93	4,206	2.16
Male Householder, no own children	246	1.75	658	1.88	3,907	2.01
Female Householder, own children	758	5.40	1,881	5.36	11,794	6.06
Female Householder, no own children	613	4.36	1,644	4.69	8,797	4.52
Nonfamily, Male Householder	437	3.11	1,138	3.24	7,933	4.08
Nonfamily, Female Householder	326	2.32	846	2.41	5,756	2.96
2007 Est. Households by Household Size*	14,044		35,077		194,532	
1-person household	2,531	18.02	6,467	18.44	45,761	23.52
2-person household	4,864	34.63	12,068	34.40	61,815	31.78
3-person household	2,723	19.39	6,583	18.77	32,804	16.86
4-person household	2,485	17.69	6,058	17.27	30,291	15.57
5-person household	968	6.89	2,493	7.11	14,015	7.20
6-person household	311	2.21	894	2.55	5,579	2.87
7 or more person household	162	1.15	514	1.47	4,266	2.19
2007 Est. Average Household Size	2.73		2.75		2.71	



Prepared On: Fri Feb 01, 2008

Page 6 Of 12

Claritas Tech Support: 1 800 866 6511

Project Code: 3213901

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2007 Est. Households by Presence of People*	14,044		35,077		194,532	
Households with 1 or more People under Age 18:						
Married-Couple Family	4,371	31.12	10,553	30.09	54,640	28.09
Other Family, Male Householder	298	2.12	781	2.23	4,956	2.55
Other Family, Female Householder	872	6.21	2,179	6.21	13,586	6.98
Nonfamily, Male Householder	33	0.23	86	0.25	508	0.26
Nonfamily, Female Householder	10	0.07	35	0.10	243	0.12
Households no People under Age 18:						
Married-Couple Family	4,494	32.00	11,213	31.97	51,738	26.60
Other Family, Male Householder	215	1.53	553	1.58	3,157	1.62
Other Family, Female Householder	500	3.56	1,346	3.84	7,005	3.60
Nonfamily, Male Householder	1,399	9.96	3,616	10.31	25,527	13.12
Nonfamily, Female Householder	1,853	13.19	4,714	13.44	33,172	17.05
2007 Est. Households by Number of Vehicles*	14,044		35,077		194,532	
No Vehicles	435	3.10	1,185	3.38	12,241	6.29
1 Vehicle	3,510	24.99	8,854	25.24	59,479	30.58
2 Vehicles	6,392	45.51	16,103	45.91	80,275	41.27
3 Vehicles	2,536	18.06	5,981	17.05	30,093	15.47
4 Vehicles	930	6.62	2,275	6.49	9,334	4.80
5 or more Vehicles	241	1.72	679	1.94	3,109	1.60
2007 Est. Average Number of Vehicles*	2.07		2.06		1.88	
Family Households						
2012 Projection	11,106		27,343		140,059	
2007 Estimate	10,749		26,626		135,082	
2000 Census	10,414		26,109		129,949	
1990 Census	8,924		23,840		115,122	
Growth 2007-2012	3.32%		2.69%		3.68%	
Growth 2000-2007	3.22%		1.98%		3.95%	
Growth 1990-2000	16.70%		9.52%		12.88%	



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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	<i>Radius 1</i>	%	<i>Radius 2</i>	%	<i>Radius 3</i>	%
2007 Est. Family Households by Household Income	10,749		26,626		135,082	
Income Less than \$15,000	190	1.77	618	2.32	5,264	3.90
Income \$15,000 - \$24,999	300	2.79	868	3.26	5,636	4.17
Income \$25,000 - \$34,999	321	2.99	1,075	4.04	7,152	5.29
Income \$35,000 - \$49,999	705	6.56	2,285	8.58	12,910	9.56
Income \$50,000 - \$74,999	1,742	16.21	4,626	17.37	23,511	17.40
Income \$75,000 - \$99,999	1,903	17.70	4,652	17.47	22,177	16.42
Income \$100,000 - \$149,999	2,850	26.51	6,809	25.57	30,409	22.51
Income \$150,000 - \$249,999	2,058	19.15	4,148	15.58	18,787	13.91
Income \$250,000 - \$499,999	523	4.87	1,130	4.24	6,243	4.62
Income \$500,000 and more	157	1.46	414	1.55	2,992	2.21
2007 Est. Average Family Household Income	\$125,579		\$117,364		\$115,471	
2007 Est. Median Family Household Income	\$103,753		\$95,637		\$89,731	
2007 Est. Families by Poverty Status*	10,749		26,626		135,082	
Income At or Above Poverty Level:						
Married-Couple Family, own children	4,397	40.91	10,488	39.39	53,021	39.25
Married-Couple Family, no own children	4,319	40.18	10,931	41.05	50,697	37.53
Male Householder, own children	240	2.23	581	2.18	4,219	3.12
Male Householder, no own children	263	2.45	693	2.60	3,094	2.29
Female Householder, own children	800	7.44	1,940	7.29	10,716	7.93
Female Householder, no own children	470	4.37	1,265	4.75	6,508	4.82
Income Below Poverty Level:						
Married-Couple Family, own children	125	1.16	260	0.98	1,939	1.44
Married-Couple Family, no own children	23	0.21	88	0.33	721	0.53
Male Householder, own children	4	0.04	45	0.17	642	0.48
Male Householder, no own children	7	0.07	16	0.06	157	0.12
Female Householder, own children	99	0.92	275	1.03	2,976	2.20
Female Householder, no own children	2	0.02	45	0.17	391	0.29
2007 Est. Pop Age 16+ by Employment Status*	30,335		77,297		414,388	
In Armed Forces	25	0.08	93	0.12	542	0.13
Civilian - Employed	20,590	67.88	49,807	64.44	261,323	63.06
Civilian - Unemployed	700	2.31	2,150	2.78	12,819	3.09
Not in Labor Force	9,020	29.73	25,246	32.66	139,703	33.71



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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2007 Est. Civ Employed Pop 16+ Class of Worker*	20,590		49,807		261,323	
For-Profit Private Workers	14,915	72.44	35,543	71.36	191,810	73.40
Non-Profit Private Workers	1,218	5.92	3,014	6.05	15,027	5.75
Local Government Workers	1,702	8.27	4,050	8.13	19,439	7.44
State Government Workers	564	2.74	1,511	3.03	7,402	2.83
Federal Government Workers	471	2.29	1,212	2.43	5,426	2.08
Self-Emp Workers	1,671	8.12	4,359	8.75	21,616	8.27
Unpaid Family Workers	49	0.24	117	0.23	603	0.23
2007 Est. Civ Employed Pop 16+ by Occupation*	20,590		49,807		261,323	
Management, Business, and Financial Operations	4,739	23.02	10,605	21.29	51,472	19.70
Professional and Related Occupations	4,662	22.64	10,752	21.59	55,038	21.06
Service	2,264	11.00	6,088	12.22	35,553	13.61
Sales and Office	6,048	29.37	14,444	29.00	74,183	28.39
Farming, Fishing, and Forestry	6	0.03	29	0.06	268	0.10
Construction, Extraction and Maintenance	1,415	6.87	4,225	8.48	23,954	9.17
Production, Transportation and Material Moving	1,456	7.07	3,665	7.36	20,856	7.98
2007 Est. Pop 16+ by Occupation Classification*	20,590		49,807		261,323	
Blue Collar	2,871	13.94	7,890	15.84	44,810	17.15
White Collar	15,428	74.93	35,760	71.80	180,547	69.09
Service and Farm	2,291	11.13	6,157	12.36	35,966	13.76
2007 Est. Workers Age 16+, Transportation To Work*	20,156		48,856		256,433	
Drove Alone	15,064	74.74	35,715	73.10	183,042	71.38
Car Pooled	1,945	9.65	5,527	11.31	31,759	12.38
Public Transportation	1,881	9.33	4,516	9.24	22,617	8.82
Walked	188	0.93	400	0.82	3,830	1.49
Motorcycle	64	0.32	117	0.24	467	0.18
Bicycle	50	0.25	146	0.30	1,242	0.48
Other Means	115	0.57	300	0.61	2,388	0.93
Worked at Home	849	4.21	2,133	4.37	11,087	4.32
2007 Est. Workers Age 16+ by Travel Time to Work*	19,306		46,722		245,346	
Less than 15 Minutes	2,539	13.15	8,381	17.94	52,809	21.52
15 - 29 Minutes	6,476	33.54	14,343	30.70	67,935	27.69
30 - 44 Minutes	3,961	20.52	9,165	19.62	46,429	18.92
45 - 59 Minutes	2,511	13.01	5,668	12.13	29,124	11.87
60 or more Minutes	3,820	19.79	9,166	19.62	49,049	19.99
2007 Est. Average Travel Time to Work in Minutes*	38.41		37.38		37.14	



Prepared On: Fri Feb 01, 2008

Page 9 Of 12

Claritas Tech Support: 1 800 866 6511

Project Code: 3213901

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2007 Est. Tenure of Occupied Housing Units	14,044		35,077		194,532	
Owner Occupied	11,182	79.62	27,078	77.20	134,570	69.18
Renter Occupied	2,862	20.38	7,999	22.80	59,961	30.82
2007 Occ Housing Units, Avg Length of Residence	10		11		10	
2007 Est. All Owner-Occupied Housing Values	11,182		27,078		134,570	
Value Less than \$20,000	4	0.04	60	0.22	454	0.34
Value \$20,000 - \$39,999	14	0.13	81	0.30	731	0.54
Value \$40,000 - \$59,999	20	0.18	88	0.32	650	0.48
Value \$60,000 - \$79,999	6	0.05	83	0.31	708	0.53
Value \$80,000 - \$99,999	15	0.13	68	0.25	715	0.53
Value \$100,000 - \$149,999	6	0.05	90	0.33	1,568	1.17
Value \$150,000 - \$199,999	107	0.96	321	1.19	2,827	2.10
Value \$200,000 - \$299,999	724	6.47	1,524	5.63	12,362	9.19
Value \$300,000 - \$399,999	869	7.77	2,711	10.01	18,237	13.55
Value \$400,000 - \$499,999	1,470	13.15	4,164	15.38	18,837	14.00
Value \$500,000 - \$749,999	4,096	36.63	9,143	33.77	31,508	23.41
Value \$750,000 - \$999,999	2,495	22.31	4,916	18.15	18,138	13.48
Value \$1,000,000 or more	1,355	12.12	3,829	14.14	27,835	20.68
2007 Est. Median All Owner-Occupied Housing Value	\$643,764		\$618,917		\$580,901	
2007 Est. Housing Units by Units in Structure*	14,351		35,829		201,804	
1 Unit Attached	1,639	11.42	2,680	7.48	17,509	8.68
1 Unit Detached	10,278	71.62	26,786	74.76	125,942	62.41
2 Units	37	0.26	212	0.59	2,740	1.36
3 to 19 Units	1,530	10.66	3,403	9.50	27,887	13.82
20 to 49 Units	379	2.64	728	2.03	7,730	3.83
50 or More Units	446	3.11	1,590	4.44	15,449	7.66
Mobile Home or Trailer	41	0.29	426	1.19	4,397	2.18
Boat, RV, Van, etc.	2	0.01	4	0.01	149	0.07



Prepared On: Fri Feb 01, 2008

Page 10 Of 12

Claritas Tech Support: 1 800 866 6511

Project Code: 3213901

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Description	0.00 - 3.00 miles		0.00 - 5.00 miles		0.00 - 10.00 miles	
	<i>Radius 1</i>	%	<i>Radius 2</i>	%	<i>Radius 3</i>	%
2007 Est. Housing Units by Year Structure Built	14,351		35,829		201,804	
Housing Units Built 1999 to 2007	1,175	8.19	2,635	7.35	18,853	9.34
Housing Unit Built 1995 to 1998	1,026	7.15	1,619	4.52	8,872	4.40
Housing Unit Built 1990 to 1994	1,097	7.64	1,978	5.52	13,815	6.85
Housing Unit Built 1980 to 1989	2,812	19.59	5,779	16.13	37,445	18.56
Housing Unit Built 1970 to 1979	4,494	31.31	9,971	27.83	47,145	23.36
Housing Unit Built 1960 to 1969	2,630	18.33	8,507	23.74	34,936	17.31
Housing Unit Built 1950 to 1959	840	5.85	4,119	11.50	26,250	13.01
Housing Unit Built 1940 to 1949	149	1.04	863	2.41	10,465	5.19
Housing Unit Built 1939 or Earlier	127	0.88	358	1.00	4,024	1.99
2007 Est. Median Year Structure Built **	1978		1974		1975	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



Prepared On: Fri Feb 01, 2008

Page 11 Of 12

Project Code: 3213901

Prepared For: Hurst Harrigan

Claritas Tech Support: 1 800 866 6511

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Appendix: Area Listing

Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:DIABLO ST AT CENTER ST
CLAYTON, CA 94517Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 3.00**Area Name:**

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:DIABLO ST AT CENTER ST
CLAYTON, CA 94517Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 5.00**Area Name:**

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:DIABLO ST AT CENTER ST
CLAYTON, CA 94517Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 10.00**Project Information:**

Site: 1

Order Number: 966280703



Prepared On: Fri Feb 01, 2008

Page 12 Of 12

Claritas Tech Support: 1 800 866 6511

Project Code: 3213901

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**SITE**REPORTS

Executive Summary

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total



- The population in this area is estimated to change from 37,232 to 38,367, resulting in a growth of 3.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 2.8%.

The population in the United States is estimated to change from 281,421,906 to 301,045,522, resulting in a growth of 7.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.6%.

- The current year median age for this population is 39.7, while the average age is 38.2. Five years from now, the median age is projected to be 41.2.
The current year median age for the United States is 36.5, while the average age is 37.3. Five years from now, the median age is projected to be 37.6.
- Of this area's current year estimated population:
75.7% are White Alone, 2.0% are Black or African Am. Alone, 0.5% are Am. Indian and Alaska Nat. Alone, 11.5% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 3.9% are Some Other Race, and 6.2% are Two or More Races.
For the entire United States:
73.1% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.3% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.4% are Some Other Race, and 2.8% are Two or More Races.
- This area's current estimated Hispanic or Latino population is 12.2%, while the United States current estimated Hispanic or Latino population is 14.9%.



- The number of households in this area is estimated to change from 13,542 to 14,044, resulting in an increase of 3.7% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 3.6%.
The number of households in the United States is estimated to change from 105,480,101 to 113,668,003, resulting in an increase of 7.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.9%.



- The average household income is estimated to be \$110,267 for the current year, while the average household income for the United States is estimated to be \$66,670 for the same time frame.
The average household income in this area is projected to increase 10.3% over the next five years, from \$110,267 to \$121,668. The United States is projected to have a 10.6% increase in average household income.
- The current year estimated per capita income for this area is \$40,436, compared to an estimate of \$25,495 for the United States as a whole.



Executive Summary

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total



- For this area, 53.7% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.1% are in the Armed Forces, 67.9% are employed civilians, 2.3% are unemployed civilians, and 29.7% are not in the labor force.

For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.7% are not in the labor force.

- For this area, 53.7% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

13.9% have occupation type blue collar, 74.9% are white collar, and 11.1% are Service & farm workers.

For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

23.9% have occupation type blue collar, 60.1% are white collar, and 16.0% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

23.0% are in "Management, Business, and Financial Operations", 22.6% are in "Professional and Related Occupations", 11.0% are in "Service", and 29.4% are in "Sales and Office".

0.0% are in "Farming, Fishing, and Forestry", 6.9% are in "Construction, Extraction, and Maintenance", and 7.1% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.7% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 11.0% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 28.4% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.7% had earned a Bachelor's Degree.



Executive Summary

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total



- Most of the dwellings in this area (79.6%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.0%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (71.6%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (31.3%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year. The majority of housing units in the United States (16.5%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



Executive Summary

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total



- The population in this area is estimated to change from 95,232 to 97,343, resulting in a growth of 2.2% between 2000 and the current year. Over the next five years, the population is projected to grow by 2.5%.

The population in the United States is estimated to change from 281,421,906 to 301,045,522, resulting in a growth of 7.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.6%.

- The current year median age for this population is 39.8, while the average age is 38.8. Five years from now, the median age is projected to be 41.2.

The current year median age for the United States is 36.5, while the average age is 37.3. Five years from now, the median age is projected to be 37.6.

- Of this area's current year estimated population:

71.9% are White Alone, 3.6% are Black or African Am. Alone, 0.6% are Am. Indian and Alaska Nat. Alone, 11.9% are Asian Alone, 0.3% are Nat. Hawaiian and Other Pacific Isl. Alone, 5.5% are Some Other Race, and 6.2% are Two or More Races.

For the entire United States:

73.1% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.3% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.4% are Some Other Race, and 2.8% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 15.2%, while the United States current estimated Hispanic or Latino population is 14.9%.



- The number of households in this area is estimated to change from 34,230 to 35,077, resulting in an increase of 2.5% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 3.0%.

The number of households in the United States is estimated to change from 105,480,101 to 113,668,003, resulting in an increase of 7.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.9%.



- The average household income is estimated to be \$103,562 for the current year, while the average household income for the United States is estimated to be \$66,670 for the same time frame. The average household income in this area is projected to increase 9.5% over the next five years, from \$103,562 to \$113,395. The United States is projected to have a 10.6% increase in average household income.

- The current year estimated per capita income for this area is \$37,516, compared to an estimate of \$25,495 for the United States as a whole.



Executive Summary

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total



- For this area, 51.2% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.1% are in the Armed Forces, 64.4% are employed civilians, 2.8% are unemployed civilians, and 32.7% are not in the labor force.

For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.7% are not in the labor force.

- For this area, 51.2% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
15.8% have occupation type blue collar, 71.8% are white collar, and 12.4% are Service & farm workers.

For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

23.9% have occupation type blue collar, 60.1% are white collar, and 16.0% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
21.3% are in "Management, Business, and Financial Operations", 21.6% are in "Professional and Related Occupations", 12.2% are in "Service", and 29.0% are in "Sales and Office".
0.1% are in "Farming, Fishing, and Forestry", 8.5% are in "Construction, Extraction, and Maintenance", and 7.4% are in "Production, Transportation, and Material Moving".
For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
13.7% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 11.2% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 25.0% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.7% had earned a Bachelor's Degree.



Executive Summary

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total



- Most of the dwellings in this area (77.2%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.0%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (74.8%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (27.8%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year. The majority of housing units in the United States (16.5%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



Executive Summary

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total



- The population in this area is estimated to change from 505,696 to 532,568, resulting in a growth of 5.3% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.3%.

The population in the United States is estimated to change from 281,421,906 to 301,045,522, resulting in a growth of 7.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.6%.

- The current year median age for this population is 37.8, while the average age is 37.8. Five years from now, the median age is projected to be 38.9.

The current year median age for the United States is 36.5, while the average age is 37.3. Five years from now, the median age is projected to be 37.6.

- Of this area's current year estimated population:

65.9% are White Alone, 6.4% are Black or African Am. Alone, 0.7% are Am. Indian and Alaska Nat. Alone, 11.2% are Asian Alone, 0.4% are Nat. Hawaiian and Other Pacific Isl. Alone, 9.0% are Some Other Race, and 6.4% are Two or More Races.

For the entire United States:

73.1% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.3% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.4% are Some Other Race, and 2.8% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 21.2%, while the United States current estimated Hispanic or Latino population is 14.9%.



- The number of households in this area is estimated to change from 186,491 to 194,532, resulting in an increase of 4.3% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 3.9%.

The number of households in the United States is estimated to change from 105,480,101 to 113,668,003, resulting in an increase of 7.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.9%.



- The average household income is estimated to be \$98,519 for the current year, while the average household income for the United States is estimated to be \$66,670 for the same time frame. The average household income in this area is projected to increase 9.4% over the next five years, from \$98,519 to \$107,739. The United States is projected to have a 10.6% increase in average household income.

- The current year estimated per capita income for this area is \$36,213, compared to an estimate of \$25,495 for the United States as a whole.



Executive Summary

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total



- For this area, 49.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.1% are in the Armed Forces, 63.1% are employed civilians, 3.1% are unemployed civilians, and 33.7% are not in the labor force.
For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.7% are not in the labor force.

- For this area, 49.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
17.1% have occupation type blue collar, 69.1% are white collar, and 13.8% are Service & farm workers.

For the United States, 47.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

23.9% have occupation type blue collar, 60.1% are white collar, and 16.0% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
19.7% are in "Management, Business, and Financial Operations", 21.1% are in "Professional and Related Occupations", 13.6% are in "Service", and 28.4% are in "Sales and Office".
0.1% are in "Farming, Fishing, and Forestry", 9.2% are in "Construction, Extraction, and Maintenance", and 8.0% are in "Production, Transportation, and Material Moving".
For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
13.7% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 11.3% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 23.2% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.7% had earned a Bachelor's Degree.



Executive Summary

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total



- Most of the dwellings in this area (69.2%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.0%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (62.4%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (23.4%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year. The majority of housing units in the United States (16.5%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



Executive Summary

Appendix: Area Listing

Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:DIABLO ST AT CENTER ST
CLAYTON, CA 94517Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 3.00**Area Name:**

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:DIABLO ST AT CENTER ST
CLAYTON, CA 94517Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 5.00**Area Name:**

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:DIABLO ST AT CENTER ST
CLAYTON, CA 94517Latitude/Longitude 37.940500 -121.935900
Radius 0.00 - 10.00**Project Information:**

Site: 1

Order Number: 966280703



Prepared On: Fri Feb 01, 2008

Page 10 Of 10

Project Code: 3213901

Prepared For: Hurst Harrigan

Claritas Tech Support: 1 800 866 6511

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**SITEREPORTS**

PRIZM NE Household Distribution

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	1116	7.95%	1733015	1.52%	521.2
02	Blue Blood Estates	690	4.91%	1113596	0.98%	501.5
03	Movers and Shakers	2074	14.77%	1836308	1.62%	914.1
04	Young Digerati	0	0.00%	1388902	1.22%	0.0
05	Country Squires	461	3.28%	2192590	1.93%	170.2
06	Winner's Circle	534	3.80%	1257011	1.11%	343.8
07	Money and Brains	0	0.00%	2278635	2.00%	0.0
08	Executive Suites	315	2.24%	1038055	0.91%	245.6
09	Big Fish, Small Pond	395	2.81%	2602144	2.29%	122.9
10	Second City Elite	961	6.84%	1340606	1.18%	580.2
11	God's Country	456	3.25%	1780508	1.57%	207.3
12	Brite Lites, Li'l City	1518	10.81%	1694022	1.49%	725.3
13	Upward Bound	1409	10.03%	1804891	1.59%	631.8
14	New Empty Nests	221	1.57%	1203103	1.06%	148.7
15	Pools and Patios	424	3.02%	1492553	1.31%	229.9
16	Bohemian Mix	0	0.00%	2010509	1.77%	0.0
17	Beltway Boomers	240	1.71%	1095259	0.96%	177.4
18	Kids and Cul-de-Sacs	273	1.94%	1853880	1.63%	119.2
19	Home Sweet Home	16	0.11%	2091620	1.84%	6.2
20	Fast-Track Families	0	0.00%	1982588	1.74%	0.0
21	Gray Power	88	0.63%	1046408	0.92%	68.1
22	Young Influentials	17	0.12%	1659223	1.46%	8.3
23	Greenbelt Sports	1	0.01%	1646958	1.45%	0.5
24	Up-and-Comers	832	5.92%	1366547	1.20%	492.8
25	Country Casuals	0	0.00%	1841125	1.62%	0.0
26	The Cosmopolitans	0	0.00%	1325689	1.17%	0.0
27	Middleburg Managers	887	6.32%	2088515	1.84%	343.7
28	Traditional Times	25	0.18%	3253503	2.86%	6.2
29	American Dreams	0	0.00%	2446048	2.15%	0.0
30	Suburban Sprawl	54	0.38%	1488376	1.31%	29.4
31	Urban Achievers	0	0.00%	1711082	1.51%	0.0
32	New Homesteaders	3	0.02%	2327025	2.05%	1.0
33	Big Sky Families	0	0.00%	2010266	1.77%	0.0
34	White Picket Fences	528	3.76%	1406079	1.24%	303.9
35	Boomtown Singles	167	1.19%	1456182	1.28%	92.8
36	Blue-Chip Blues	20	0.14%	1416795	1.25%	11.4
37	Mayberry-ville	0	0.00%	2839730	2.50%	0.0
38	Simple Pleasures	0	0.00%	2635524	2.32%	0.0
39	Domestic Duos	0	0.00%	1360305	1.20%	0.0
40	Close-In Couples	0	0.00%	1324020	1.16%	0.0
41	Sunset City Blues	87	0.62%	1889008	1.66%	37.3
42	Red, White and Blues	0	0.00%	1389756	1.22%	0.0
43	Heartlanders	0	0.00%	2291139	2.02%	0.0



Prepared On: Fri Feb 01, 2008

Page 1 Of 7

Claritas Tech Support: 1 800 866 6511

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PRIZM NE Household Distribution

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 3.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	5	0.04%	1703233	1.50%	2.4
45	Blue Highways	0	0.00%	1781210	1.57%	0.0
46	Old Glories	8	0.06%	1101074	0.97%	5.9
47	City Startups	14	0.10%	1271177	1.12%	8.9
48	Young and Rustic	0	0.00%	2281989	2.01%	0.0
49	American Classics	4	0.03%	1156092	1.02%	2.8
50	Kid Country, USA	3	0.02%	1529683	1.35%	1.6
51	Shotguns and Pickups	0	0.00%	1828591	1.61%	0.0
52	Suburban Pioneers	0	0.00%	1171495	1.03%	0.0
53	Mobility Blues	16	0.11%	1326675	1.17%	9.8
54	Multi-Culti Mosaic	0	0.00%	1910430	1.68%	0.0
55	Golden Ponds	0	0.00%	1805911	1.59%	0.0
56	Crossroads Villagers	0	0.00%	2400787	2.11%	0.0
57	Old Milltowns	0	0.00%	1699060	1.49%	0.0
58	Back Country Folks	0	0.00%	2629485	2.31%	0.0
59	Urban Elders	0	0.00%	1484170	1.31%	0.0
60	Park Bench Seniors	106	0.75%	1199575	1.06%	71.5
61	City Roots	0	0.00%	1301315	1.14%	0.0
62	Hometown Retired	12	0.09%	1249908	1.10%	7.8
63	Family Thrifts	63	0.45%	1895774	1.67%	26.9
64	Bedrock America	1	0.01%	2069178	1.82%	0.4
65	Big City Blues	0	0.00%	1260034	1.11%	0.0
66	Low-Rise Living	0	0.00%	1602059	1.41%	0.0
67	Unclassified	0	0.00%	0		
Total		14044	100.00%	113668003	100.00%	100.0



Prepared On: Fri Feb 01, 2008

Page 2 Of 7

Project Code: 3213901

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SITE REPORTS

PRIZM NE Household Distribution

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	2437	6.95%	1733015	1.52%	455.7
02	Blue Blood Estates	1298	3.70%	1113596	0.98%	377.7
03	Movers and Shakers	2955	8.42%	1836308	1.62%	521.5
04	Young Digerati	0	0.00%	1388902	1.22%	0.0
05	Country Squires	632	1.80%	2192590	1.93%	93.4
06	Winner's Circle	840	2.39%	1257011	1.11%	216.5
07	Money and Brains	0	0.00%	2278635	2.00%	0.0
08	Executive Suites	396	1.13%	1038055	0.91%	123.6
09	Big Fish, Small Pond	512	1.46%	2602144	2.29%	63.8
10	Second City Elite	4267	12.16%	1340606	1.18%	1,031.4
11	God's Country	578	1.65%	1780508	1.57%	105.2
12	Brite Lites, Li'l City	4704	13.41%	1694022	1.49%	899.8
13	Upward Bound	5317	15.16%	1804891	1.59%	954.6
14	New Empty Nests	490	1.40%	1203103	1.06%	132.0
15	Pools and Patios	553	1.58%	1492553	1.31%	120.1
16	Bohemian Mix	0	0.00%	2010509	1.77%	0.0
17	Beltway Boomers	497	1.42%	1095259	0.96%	147.0
18	Kids and Cul-de-Sacs	807	2.30%	1853880	1.63%	141.1
19	Home Sweet Home	372	1.06%	2091620	1.84%	57.6
20	Fast-Track Families	0	0.00%	1982588	1.74%	0.0
21	Gray Power	125	0.36%	1046408	0.92%	38.7
22	Young Influentials	98	0.28%	1659223	1.46%	19.1
23	Greenbelt Sports	1	0.00%	1646958	1.45%	0.2
24	Up-and-Comers	2130	6.07%	1366547	1.20%	505.1
25	Country Casuals	0	0.00%	1841125	1.62%	0.0
26	The Cosmopolitans	0	0.00%	1325689	1.17%	0.0
27	Middleburg Managers	2554	7.28%	2088515	1.84%	396.3
28	Traditional Times	26	0.07%	3253503	2.86%	2.6
29	American Dreams	0	0.00%	2446048	2.15%	0.0
30	Suburban Sprawl	80	0.23%	1488376	1.31%	17.4
31	Urban Achievers	0	0.00%	1711082	1.51%	0.0
32	New Homesteaders	3	0.01%	2327025	2.05%	0.4
33	Big Sky Families	1	0.00%	2010266	1.77%	0.2
34	White Picket Fences	1589	4.53%	1406079	1.24%	366.2
35	Boomtown Singles	376	1.07%	1456182	1.28%	83.7
36	Blue-Chip Blues	106	0.30%	1416795	1.25%	24.2
37	Mayberry-ville	0	0.00%	2839730	2.50%	0.0
38	Simple Pleasures	0	0.00%	2635524	2.32%	0.0
39	Domestic Duos	51	0.15%	1360305	1.20%	12.1
40	Close-In Couples	0	0.00%	1324020	1.16%	0.0
41	Sunset City Blues	272	0.78%	1889008	1.66%	46.7
42	Red, White and Blues	0	0.00%	1389756	1.22%	0.0
43	Heartlanders	0	0.00%	2291139	2.02%	0.0



Prepared On: Fri Feb 01, 2008

Page 3 Of 7

Claritas Tech Support: 1 800 866 6511

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SITEREPORTS

PRIZM NE Household Distribution

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 5.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	5	0.01%	1703233	1.50%	1.0
45	Blue Highways	3	0.01%	1781210	1.57%	0.5
46	Old Glories	25	0.07%	1101074	0.97%	7.4
47	City Startups	109	0.31%	1271177	1.12%	27.8
48	Young and Rustic	0	0.00%	2281989	2.01%	0.0
49	American Classics	18	0.05%	1156092	1.02%	5.0
50	Kid Country, USA	3	0.01%	1529683	1.35%	0.6
51	Shotguns and Pickups	2	0.01%	1828591	1.61%	0.4
52	Suburban Pioneers	1	0.00%	1171495	1.03%	0.3
53	Mobility Blues	35	0.10%	1326675	1.17%	8.5
54	Multi-Culti Mosaic	0	0.00%	1910430	1.68%	0.0
55	Golden Ponds	0	0.00%	1805911	1.59%	0.0
56	Crossroads Villagers	3	0.01%	2400787	2.11%	0.4
57	Old Milltowns	0	0.00%	1699060	1.49%	0.0
58	Back Country Folks	0	0.00%	2629485	2.31%	0.0
59	Urban Elders	0	0.00%	1484170	1.31%	0.0
60	Park Bench Seniors	499	1.42%	1199575	1.06%	134.8
61	City Roots	0	0.00%	1301315	1.14%	0.0
62	Hometown Retired	83	0.24%	1249908	1.10%	21.5
63	Family Thrifts	222	0.63%	1895774	1.67%	37.9
64	Bedrock America	2	0.01%	2069178	1.82%	0.3
65	Big City Blues	0	0.00%	1260034	1.11%	0.0
66	Low-Rise Living	0	0.00%	1602059	1.41%	0.0
67	Unclassified	0	0.00%	0		
Total		35077	100.00%	113668003	100.00%	100.0



Prepared On: Fri Feb 01, 2008

Page 4 Of 7

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SITEREPORTS

PRIZM NE Household Distribution

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	11497	5.91%	1733015	1.52%	387.6
02	Blue Blood Estates	5791	2.98%	1113596	0.98%	303.9
03	Movers and Shakers	10818	5.56%	1836308	1.62%	344.2
04	Young Digerati	0	0.00%	1388902	1.22%	0.0
05	Country Squires	7554	3.88%	2192590	1.93%	201.3
06	Winner's Circle	7849	4.03%	1257011	1.11%	364.9
07	Money and Brains	0	0.00%	2278635	2.00%	0.0
08	Executive Suites	3144	1.62%	1038055	0.91%	177.0
09	Big Fish, Small Pond	3920	2.02%	2602144	2.29%	88.0
10	Second City Elite	15174	7.80%	1340606	1.18%	661.4
11	God's Country	3113	1.60%	1780508	1.57%	102.2
12	Brite Lites, Li'l City	24609	12.65%	1694022	1.49%	848.8
13	Upward Bound	17808	9.15%	1804891	1.59%	576.5
14	New Empty Nests	4186	2.15%	1203103	1.06%	203.3
15	Pools and Patios	3107	1.60%	1492553	1.31%	121.6
16	Bohemian Mix	0	0.00%	2010509	1.77%	0.0
17	Beltway Boomers	1969	1.01%	1095259	0.96%	105.0
18	Kids and Cul-de-Sacs	3979	2.05%	1853880	1.63%	125.4
19	Home Sweet Home	3279	1.69%	2091620	1.84%	91.6
20	Fast-Track Families	0	0.00%	1982588	1.74%	0.0
21	Gray Power	3259	1.68%	1046408	0.92%	182.0
22	Young Influentials	856	0.44%	1659223	1.46%	30.1
23	Greenbelt Sports	36	0.02%	1646958	1.45%	1.3
24	Up-and-Comers	12830	6.60%	1366547	1.20%	548.6
25	Country Casuals	9	0.00%	1841125	1.62%	0.3
26	The Cosmopolitans	0	0.00%	1325689	1.17%	0.0
27	Middleburg Managers	10846	5.58%	2088515	1.84%	303.4
28	Traditional Times	61	0.03%	3253503	2.86%	1.1
29	American Dreams	0	0.00%	2446048	2.15%	0.0
30	Suburban Sprawl	820	0.42%	1488376	1.31%	32.2
31	Urban Achievers	0	0.00%	1711082	1.51%	0.0
32	New Homesteaders	41	0.02%	2327025	2.05%	1.0
33	Big Sky Families	18	0.01%	2010266	1.77%	0.5
34	White Picket Fences	9218	4.74%	1406079	1.24%	383.1
35	Boomtown Singles	2943	1.51%	1456182	1.28%	118.1
36	Blue-Chip Blues	1149	0.59%	1416795	1.25%	47.4
37	Mayberry-ville	0	0.00%	2839730	2.50%	0.0
38	Simple Pleasures	13	0.01%	2635524	2.32%	0.3
39	Domestic Duos	827	0.43%	1360305	1.20%	35.5
40	Close-In Couples	0	0.00%	1324020	1.16%	0.0
41	Sunset City Blues	1840	0.95%	1889008	1.66%	56.9
42	Red, White and Blues	0	0.00%	1389756	1.22%	0.0
43	Heartlanders	2	0.00%	2291139	2.02%	0.1



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Page 5 Of 7

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PRIZM NE Household Distribution

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 9451, 0.00 - 10.00 Miles, Total

PRIZM NE		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	423	0.22%	1703233	1.50%	14.5
45	Blue Highways	12	0.01%	1781210	1.57%	0.4
46	Old Glories	441	0.23%	1101074	0.97%	23.4
47	City Startups	4570	2.35%	1271177	1.12%	210.1
48	Young and Rustic	0	0.00%	2281989	2.01%	0.0
49	American Classics	3052	1.57%	1156092	1.02%	154.3
50	Kid Country, USA	13	0.01%	1529683	1.35%	0.5
51	Shotguns and Pickups	8	0.00%	1828591	1.61%	0.3
52	Suburban Pioneers	493	0.25%	1171495	1.03%	24.6
53	Mobility Blues	1579	0.81%	1326675	1.17%	69.5
54	Multi-Culti Mosaic	0	0.00%	1910430	1.68%	0.0
55	Golden Ponds	7	0.00%	1805911	1.59%	0.2
56	Crossroads Villagers	13	0.01%	2400787	2.11%	0.3
57	Old Milltowns	10	0.01%	1699060	1.49%	0.3
58	Back Country Folks	0	0.00%	2629485	2.31%	0.0
59	Urban Elders	0	0.00%	1484170	1.31%	0.0
60	Park Bench Seniors	3696	1.90%	1199575	1.06%	180.0
61	City Roots	0	0.00%	1301315	1.14%	0.0
62	Hometown Retired	1435	0.74%	1249908	1.10%	67.1
63	Family Thrifts	6205	3.19%	1895774	1.67%	191.3
64	Bedrock America	9	0.00%	2069178	1.82%	0.3
65	Big City Blues	0	0.00%	1260034	1.11%	0.0
66	Low-Rise Living	0	0.00%	1602059	1.41%	0.0
67	Unclassified	0	0.00%	0		
Total		194531	100.00%	113668003	100.00%	100.0

PRIZM NE Clusters and 2007 Estimates are Copyright by Claritas, Inc. "Ratio Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Households Base Percent" for the cluster, times 100.



Prepared On: Fri Feb 01, 2008

Page 6 Of 7

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PRIZM NE

Methodology Summary



PRIZM—The New Evolution (PRIZM® NE) culminates years of research and development in a groundbreaking methodology that allows marketers to seamlessly shift from five-digit ZIP Code to Census Tract to Block Group to ZIP+4, all the way down to the individual household level—all with the same set of 66 segments. This single set of segments affords marketers the benefits of household-level precision in applications such as direct mail, while at the same time maintaining the broad market linkages, usability and cost-effectiveness of geodemographics for applications such as market sizing and site selection.

New statistical techniques

In 1980 and 1990, Claritas statisticians rebuilt PRIZM by essentially repeating the same steps they performed when Claritas pioneered geodemographic segmentation for marketing in 1976. They aggressively analyzed the data, isolated key factors and developed a new clustering system. The development of each new system provided an opportunity to evaluate and implement improvements as they became available, but the underlying marketing segmentation technique was clustering.

With PRIZM NE, Claritas breaks with traditional clustering algorithms to embrace a new technology that yields better segmentation results. PRIZM NE was created by a proprietary method developed by Claritas statisticians called Multivariate Divisive Partitioning (MDP). MDP borrows and extends a tree partitioning method that creates the segments based on demographics that matter most to a households' behaviors.

The most common tree partitioning marketing segmentation technique, Classification and Regression Trees (often referred to as "CART"), involves a more modeling-oriented process than clustering. Described simply, statisticians begin with a single behavior they wish to predict and start with all participating households in a single segment. Predictor variables, such as income, age or presence of children, are analyzed to find the variable—and the appropriate value of that variable—that divides the single segment into two that have the greatest difference for that behavior. Additional splitting takes place until all effective splits have been made or the size of the segment created falls below a target threshold.



A significant limitation of the CART technique is that it generates an optimal model for only a single behavior. Because PRIZM NE is a multi-purpose marketing segmentation system, optimization across a broader range of behaviors is necessary. Claritas' modifications to CART that resulted in the MDP technique, for which a patent is now pending, extends this simple CART process to simultaneously optimize across 250 distinct behaviors at once. This advancement allowed Claritas to take full advantage of the nearly 10,000 behaviors and hundreds of demographic predictor variables at different geographic levels, including household, that are available. The MDP process was run hundreds of times, varying the sets of behaviors, the predictor variables sets and a number of other parameters to ensure that the resulting segments represent behaviorally important groupings.

New data sources

In addition to this unique statistical technique, Claritas employed an unprecedented number of data sources and data levels in the development of PRIZM NE. Geodemographic data, the mainstay of previous marketing segmentation systems, included Census 2000 demographics and ZIP+4-level demographics summarized from compiled lists.

For the first time, Claritas also used household-level demographics in the development process. A massive database was assembled that included more than 890,000 household records from sources as diverse as Claritas' proprietary Market Audit® financial survey, R.L. Polk's new car buyers, Mediamark Research Inc., Simmons lifestyle surveys, Medstat's PULSE survey of healthcare behaviors and Claritas' client files.

Each of these 890,000 records included rich behavioral data, including both penetration ("Has a mutual fund") and volume ("Has \$X in a mutual fund"). Further, a substantial subset of the file—about 350,000—even had self-reported demographics to serve as a benchmark for the other sources, including the compiled list data.

Claritas urbanization measures

Another important dimension of PRIZM NE is Claritas' "urbanization" model which proved to be a critical input to the earlier PRIZM marketing segmentation systems. Multiple refinements to the urbanization model for the PRIZM NE release allow it to provide a better contextual framework than earlier models. The result of these improvements was the identification of five distinct urbanization classes; however, PRIZM NE development showed optimal performance by using the following four classes:



Urban areas (U) have population density scores mostly between 85 and 99. They include both the downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities. While almost always anchored by the downtown central business district, these areas often extend beyond city limits and into surrounding jurisdictions to encompass most of America's earliest suburban expansions.



Second Cities (C) are less densely populated than urban areas, with population density scores typically between 40 and 85. While similar to the suburban densities, second cities are the population center of their surrounding community. As such, many are concentrated within America's larger towns and smaller cities. This class also includes thousands of satellite cities—higher density suburbs encircling major metropolitan centers, typically with far greater affluence than their small city cousins.



Suburbs (S) have population density scores between 40 and 90, and are clearly dependent on urban areas or second cities. Unlike second cities, they are not the population center of their surrounding community, but rather a continuation of the density decline as you move out from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another, or to the urban or second city core, than within themselves.



Town & Country (T) areas, collapsed into a single urbanization category, have population density scores under 40. This category includes exurbs, towns, farming communities and a wide range of other rural areas. The "town" aspect of this class covers the thousands of small towns and villages scattered amongst the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America's major metros. Households in these exurban segments live amongst higher densities and are more affluent than their rural neighbors.



To each household record, Claritas appended geographic identifiers at the census Block Group and ZIP+4 levels, compiled list demographics from the Equifax TotalSource file, compiled neighborhood-level characteristics from census block group data and summarized ZIP+4-level demographics and Claritas custom measures. The resulting database was used to design and evaluate systems at the self-reported household, list-based household, ZIP+4 and Block Group levels.

While self-reported data outperformed all other sources, the limited availability of such data makes it unsuitable for broad-use marketing segmentation. The next-best performing data source is list-based household data, which is available for nearly 200 million households. While geodemographic data—the basis for previous marketing segmentation systems—is valuable for many applications, it does not reach the level of list-based household data.

After fully assessing the performance of list data and comparing it to self-reported data, Claritas chose to use the list data for PRIZM NE development after making a number of enhancements:

- Rebalancing the list data to national norms
- Enhancing the household-level demographic models in select cases
- Estimating missing values
- Making adjustments for differences in data ranges or “breaks”

Measuring consumer behavior with demographic predictors

Using urbanization and list-based demographics as predictor variables for the nearly 10,000 behaviors available, MDP produced a candidate model for each set of behaviors and predictor variables. Each candidate model’s performance was assessed on its own merit, as well as in comparison to various benchmark systems. If the overall performance was sufficient in this initial evaluation, the candidate model was saved and its performance further analyzed in terms of more specific criteria. In general, only one of every five or six models created was considered good enough to save. Claritas statisticians saved more than 80 models for additional evaluation and submitted the best to a cross-functional marketing segmentation evaluation team for final performance assessment and model selection.

To evaluate the candidate models, approximately 6,300 of the 10,000 behavioral profiles were selected as a representative “test bed” of behaviors. For each of the 80 models under final consideration, a set of performance statistics was calculated for each of the 6,300 profiles. The performance of each candidate system was then compared to a number of benchmark systems, including:

- PRIZM 62 at both Block Group and ZIP+4 levels
- MicroVision® 50 at the ZIP+4 level
- MicroVision 95 at the ZIP+4 level
- LifeP\$YCLE®, Claritas’ household-level insurance/financial system
- ConneXions™, Claritas’ household-level telecommunications system

Each candidate model was examined for:

- Overall model performance
- Performance within more than 150 specific behavior categories, including:
 - Cable, Satellite, Telephone and Technology
 - Real Estate, Restaurants, Retail and Travel
 - Media Usage
 - Automotive
- Performance on the individual profiles within the customer behavior categories

Transition to marketing segmentation with PRIZM NE

PRIZM NE replaced the PRIZM system (now referred to as "PRIZM 62") and MicroVision. PRIZM NE will continue to lead the industry in helping marketers reach a deeper understanding of their most important customer groups.

Among the current offerings for PRIZM NE:



Household-level coding

Household-level is the new and powerful extension of PRIZM NE—the same segment codes as the geodemographic system that differentiate between households in the same neighborhood. Using the customer's name and address, household-level demographic data is appended and used in an algorithm to determine the household's PRIZM NE code.



Profile databases

What makes marketing segmentation more than a score is the means to assess what your customers are like, where they live and shop, and how best to reach them. Profile databases provide descriptive detail to create a fully three-dimensional view of your best customers. Lifestyle profiles are available for both the Simmons and MRI surveys; automotive detail comes from Polk data; industry-specific behaviors are captured by Claritas' surveys—Market Audit for financial behaviors, Insurance Audit for insurance and Convergence Audit for communications and energy behaviors.



Geodemographic coding

PRIZM NE codes can be appended to nearly every address in the U.S. using Claritas' online geocoder MyBestCustomers.com, our desktop geocoder PrecisionCode™, or a PRIZM NE directory file. Codes continue to be easy to append, with nearly 100% coverage for geographies ranging from ZIP+4 to Block Group to ZIP Code to Census Tract.

Directory license



Segmentation best serves marketing when it provides an organizing framework for how the entire company thinks about its customers. To make PRIZM NE as accessible—and cost-effective—as possible, the geodemographic levels can be licensed for unlimited use by means of a directory. A directory flat file can be delivered to your technology users.

Segment distributions



With a coded customer file, you can determine your own customer penetration using the PRIZM NE distributions. The distributions provide counts "on the ground," by segment, for standard geographic levels across the entire U.S. Distributions are available for U.S., State, DMA, MSA, County, Tract, ZIP and BG (ZIP+4 is available only as a single assignment). Segment distributions are also useful for ranking markets and estimating demand.

Link partners



Extending the legacy of PRIZM 62 and MicroVision, Claritas intends to make PRIZM NE marketing segmentation services available everywhere. Our network of partner companies makes PRIZM NE available on virtually all industry-standard databases, direct marketing service bureaus and primary research vendors. Marketers can utilize the power of PRIZM NE continuously from market research, analysis and targeting, through media planning and evaluation.



MyBestSegments.com

MyBestSegments.com provides the rich demographic and behavioral detail to answer the question "What are my customers like?" This data was previously provided through "Cluster Snapshots" or the "Marketer's Guides." MyBestSegments.com links directly to the ConsumerPoint™ datamart—making data for PRIZM NE available online and updates automatic.

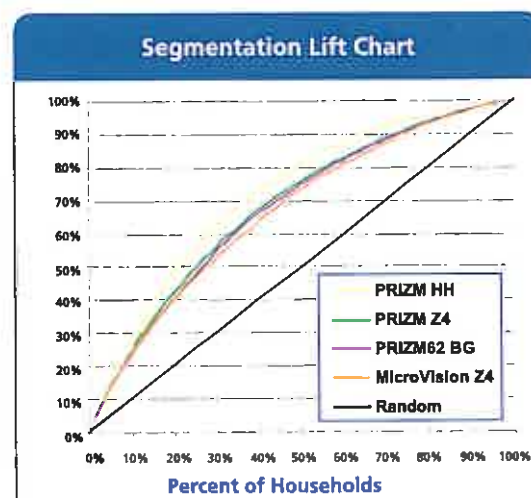


The final PRIZM NE model, selected for its consistently outstanding performance compared to Claritas' benchmark systems, incorporates the following predictors:

- Claritas' urbanization measure
- Household characteristics such as affluence, age and family composition
- Neighborhood characteristics such as housing stock and home ownership

The 66 segments are numbered according to socioeconomic rank (which takes into account characteristics such as income, education, occupation and home value) and are grouped in two different ways:

- **Social Groups:** 14 groups based on urbanization and socioeconomic rank
- **LifeStage Groups:** 11 groups based on age and presence of children at home, as well as socioeconomic rank



This graph demonstrates the improved performance of PRIZM NE over other Claritas marketing segmentation systems, as well as the power of household-level demographic data as compared to geodemographic data. The black "random" line represents marketing without any targeting—contacting 40% of all households results in reaching 40% of all likely customers for the product. The ZIP+4 implementation of PRIZM NE, represented by the green line, provides a small lift over the older geodemographic systems, reaching roughly 65% of customers by contacting the best 40% of households. PRIZM HH (yellow line) shows marked lift over all of the geodemographic systems, reaching more than 70% of customers by contacting the best 40% of households.



Discover the power of marketing segmentation with PRIZM NE.
Call (800) 234-5973 today for more details or visit claritas.com



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PRIZM NE

Lifestyle Segmentation System



Know your customers and prospects through segmentation

Today's consumers have high expectations for personalized products and services. They might consider your marketing proposition...if you reach them...and if you offer them what they want...and if it's on their terms. Your key to survival is to increase your odds by finding your most profitable prospects and then delivering what they need. But, how do you know your most profitable prospects? How do you reach them, how do you get them to respond?

Your best approach is to tailor your marketing strategies to match your customers' behaviors. Through our industry-standard PRIZM®, The New Evolution (PRIZM NE) segmentation system, you will deliver the right products to the right people through the right channels—all at the right time!

PRIZM NE distills an ocean of demographic and behavioral data into an easy way to identify, understand and target your customers and prospects. By defining every household in terms of 66 demographically and behaviorally distinct types or "segments,"

PRIZM NE helps you learn about their likes, dislikes, lifestyles and purchase behavior. This revolutionary marketing tool provides a sound basis for effective decision making across every aspect of consumer marketing. Once you understand your customers and prospects, you will target them more efficiently, tailoring your message and products specifically to them.

What differentiates PRIZM NE is its powerful ability to link household and neighborhood-level segment assignments. This integrated system provides a seamless transition from market planning and media strategy, to customer acquisition, cross-selling and retention. The result? You'll target more precisely, while still linking to geography and syndicated data sources.

This seamless transition between household-level precision and the power of neighborhood context marks the first time a segmentation system—one complete with links to market estimates, syndicated lifestyle descriptors and media measures, and access through multiple data partners—shares the same segments for all levels of analyses. Once again, Claritas' commitment to expanding marketing's frontiers gives you cutting-edge marketing strategy tools.



Product Purchases

- Foods & Beverages
- Clothing
- Household Goods
- Appliances
- Electronics
- Sports Equipment
- Automobiles



Lifestyles

- Travel
- Vacations
- Hobbies
- Sports
- Music



Media

- Cable
- Print
- Outdoor
- Broadcast TV
- Radio
- Internet



Neighborhoods

- Maps
- High Potential Areas
- High Penetrated Areas

Through PRIZM NE segmentation, you will discover many pieces of behavioral and lifestyle information about your best customers. Knowing where they live, the products they purchase, what they like to do in their free time and their media preferences helps you communicate more effectively with them. Segmentation also gives you the ability to find more customers just like them.

#21
Gray Power



The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend; a segment of older, midscale singles and couples who live in quiet comfort.

#65
Big City Blues



With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school.

#04
Young Digerati



Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs, clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.

Deliver results with PRIZM NE segmentation

Your company depends on you to select the best targets and maximize results. You can put the 66 PRIZM segments to work in a variety of ways to provide greater targeting precision for your marketing efforts. Here's how PRIZM NE delivers your best consumers.

Find your targets

PRIZM NE links your customer market data with neighborhood demographics, syndicated survey data and survey market research. It reveals exactly which types of consumers are most likely to use your product or service and allows you to group similar segments together to realize the greatest targeting efficiency and reach. Any customer file, list or survey can be PRIZM NE-coded. If you don't have a customer database, Claritas can create surrogate consumer profiles for you from our storehouse of syndicated consumer surveys and marketing data. With PRIZM NE, you'll find customers who represent your most profitable and sustainable opportunities.

Discover what your best targets are like

Once you have identified and defined your targets, you can use PRIZM NE to generate a thorough lifestyle profile that discloses your targets' predominant lifestyle, hobby and product usage patterns. Armed with this information, you can highlight the products, services and communications you know they value. With segmentation, you can also find out how your targets don't spend their time and money to avoid making costly and ineffective marketing research decisions.

Determine where they live

PRIZM NE works with all levels of geography, which means you can discover where your current customers or prospects live and locate more people like them, anywhere in the United States. Accurate geographic information is essential for effective site selection, product distribution, media planning and overall resource allocation.

Learn how you can reach them

Once you understand your targets, you can use PRIZM NE segmentation to evaluate the best ways to reach them. For media planning, you can learn which magazines and newspapers they read and which TV, cable or radio shows they prefer. For direct marketing, you can define selection criteria for mailing lists. With PRIZM NE, you can also analyze site potential and optimize in-store promotions and merchandise mix.

Make your data actionable

PRIZM NE is everywhere. It links with virtually every major marketing database in the U.S., making it a common language for integrated marketing. Consumer marketing surveys, audience measurement systems, compiled direct mail lists and syndicated marketing databases all link to PRIZM NE, allowing you to select survey samples by PRIZM NE segments or have your completed surveys or customer data PRIZM coded and profiled. If your budget doesn't allow for household data, PRIZM NE also provides you with an economical, precision targeting alternative, as well as the flexibility to integrate household data at any time.

Claritas pioneered customer segmentation systems for commercial use over 30 years ago—giving you an insider's view of your customers and prospects. PRIZM, the first segmentation system of its kind, provides a standard way of sorting the population into similar groups by demographics, lifestyle preferences and consumer behaviors to provide you with actionable target marketing information.

You benefit from new statistical techniques

PRIZM has been relied upon by many of the nation's top companies for decades. Because it has been used so vigorously, we have the benefit of feedback from our clients, which we then include in the system. The result is a controlled process for producing the best segmentation system possible.

With the 2000 census data, Claritas statisticians completely rebuilt the previous version of PRIZM by aggressively analyzing new data sources and utilizing advanced statistical techniques to develop an entirely new system. This new version of PRIZM breaks with traditional clustering algorithms to embrace a new technology that yields better segmentation results; that's why we dubbed it PRIZM—The New Evolution.

#43
Heartlanders



America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

#18
Kids & Cul-de-Sacs



Upscale, suburban, married couples with children—that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

#03
Movers & Shakers



Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.



The most accurate and reliable demographic updates

PRIZM NE neighborhood assignments and distributions are updated annually to reflect the demographic changes occurring in neighborhoods. Accurate and reliable demographic estimates and projections are critical to this process. Claritas has the most experienced staff of demographers in the industry who tap into hundreds of local government and private sources to develop current-year estimates and five-year projections for thousands of demographic items at all levels of geography, nationwide. The accuracy and reliability of Claritas estimates has been proven time and time again. In fact, several state courts have even permitted the use of Claritas estimates as "admissible evidence" in cases involving site location disputes between a parent company and their franchisees.

Segmentation—more than a score

While there are many powerful applications in direct mail, true segmentation is not a list-scoring model. Its purpose is much broader and more strategic than any one application. Segmentation should provide your organization with a "lingua franca" for understanding your customers, those of your competitors, as well as the marketplace in general. It should also move beyond your internal departments to empower your advertising agency, direct mail house, primary research provider and franchisees.

Integration of your marketing message is perhaps the best way to cut through the near-constant barrage of market messaging that leads to consumer burnout. To reach today's marketing-savvy consumer, you need to have the right message, in the right media, and at the right time. Ask yourself—does your outdoor advertising tie into your direct mail campaigns? How about your television and print strategies? Radio? Internet? In-store promotions? Successful marketers know the power of integrated marketing and the common language that segmentation can provide for those efforts. Successful marketers use PRIZM NE.



Begin understanding your best customers and prospects with PRIZM NE segmentation. Call **(800) 234-5973** for more information or visit **claritas.com**.



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- ▶ [By Product Type](#)

PRIZM NE's lifestage classifications provide a different way to look at groups of PRIZM NE segments. While social groups are based on both affluence and the Claritas Urbancity measure, lifestage groups account for affluence and a combination of householder age and kids still living at home.

Within three lifestage classes—*Younger Years*, *Family Life*, and *Mature Years*—the 66 segments are further grouped into 11 lifestage groups. Each lifestage group's combination of the three variables—affluence, householder age, and presence of children at home—help paint a more vivid picture of the likely lifestyle of the segments in that group. For example, the three lifestage groups that comprise the class *Younger Years* share the characteristic that the majority of households are young and childless.

Product Literature

The following documents
require [Acrobat Reader](#)

View the [PRIZM NE Brochure](#)

View the [PRIZM NE
Methodology Summary](#)

View the [PRIZM NE
Successful Direct Marketing
Applications Brochure](#)

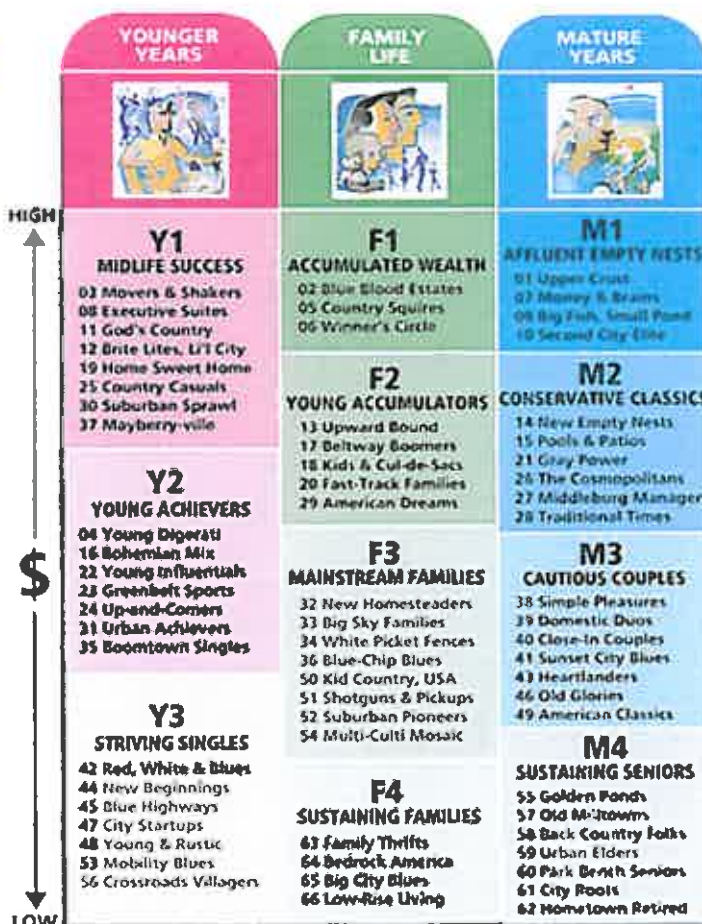
View the [Claritas PRIZM HH
Test Encoding Fact Sheet](#)

View the [PRIZM NE Profile
Analysis sample](#): contains
information useful in developing
a targeted marketing strategy.

View the [PRIZM NE Target
Analysis sample](#): provides in-
depth details, including charts,

Customer Segmentation Quick Links

- ▶ [Claritas Data Dictionary](#)
- ▶ [Support & Training](#)



What differentiates Y1: *Midlife Success*, from Y2: *Young Achievers*, is the age at which residents have achieved this level of affluence. Similarly, the four groups of segments that make up *Family Life* have children in common, while segments categorized as *Mature Years* are mostly empty nesters. The most affluent family segments fall into F1: *Accumulated Wealth*, which includes *Blue Blood Estates*, *Country Squires*, and *Winner's Circle*.

Younger Years

The first class, *Younger Years*, consists of 22 segments in three lifestage groups where singles and couples are typically under 45 years old and child free: residents may be too young to have kids or are approaching middle age and have chosen not to have them.

- [Group Y1 – Midlife Success](#)
- [Group Y2 – Young Achievers](#)
- [Group Y3 – Striving Singles](#)

Family Life

The presence of children is the defining characteristic of the segments in the *Family Life* class. *Family Life* is comprised of 20 segments in four Lifestage Groups, all of which have high indexes for middle aged adults and children living at home.

- [Group F1 – Accumulated Wealth](#)
- [Group F2 – Young Accumulators](#)

maps and reports.

View PRIZM NE Map Samples:
[Demographic Density Map](#)

[Percent of Residents in Poverty](#)

[Dominant PRIZM NE Cluster by ZIP Code](#)

[Detroit Demographic Map](#)

[US Demographic Map](#)

[US Market Potential Map](#)

Related Information

View a listing of Claritas' [segmentation case studies](#).

View a listing of Claritas' [segmentation podcasts](#).

[You Are Where You Live](#)

Enter a ZIP Code and learn more about the lifestyle of the PRIZM NE segments that live in that neighborhood!

[USA Today Feature: Who We Are](#)

(Requires [Macromedia Flash Player](#).)

As the US population becomes more diverse and affluent, Claritas has redefined the way segments in American society are analyzed. Claritas provided the source data for this USA Today presentation.

[Wall Street with Fortune Feature: Following The Money](#)

Claritas, PRIZM NE and Mike Mancini, Vice President of Consumer Targeting Applications, are prominently featured in this news segment from the PBS program, "Wall Street Week with Fortune".

View this feature by choosing your desired [format](#).

Related Information

Clients share their Claritas experiences:

- **Houston Chronicle**
[300K / 56K](#)
- **Wayne Homes**
[300K / 56K](#)
- **MCI**
[300K / 56K](#)
- **AOL**
[300K / 56K](#)

- [Group F3 – Mainstream Families](#)
- [Group F4 – Sustaining Families](#)

300K is for broadband users
and 56K is for dial-up users.

Mature Years

The final class, *Mature Years*, comprises 24 segments in four lifestage groups, all with residents who tend to be over 45 years old and childless—segments with high rates for both 50 year old residents and children under 18 are included in *Family Life*.

- [Group M1 – Affluent Empty Nests](#)
- [Group M2 – Conservative Classics](#)
- [Group M3 – Cautious Couples](#)
- [Group M4 – Sustaining Seniors](#)

Group Y1 – Midlife Success

The eight segments in Midlife Success typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college educated residents who make six figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise, and travel.

- [03. Movers & Shakers](#)
- [08. Executive Suites](#)
- [11. God's Country](#)
- [12. Brite Lites Li'l City](#)
- [19. Home Sweet Home](#)
- [25. Country Casuals](#)
- [30. Suburban Sprawl](#)
- [37. Mayberry-ville](#)



03. Movers & Shakers – Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.



08. Executive Suites – Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and

entertainment.



11. God's Country – When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.



12. Brite Lites Li'l City – Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double income, no kids) households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.



19. Home Sweet Home – Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.



25. Country Casuals – There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.



30. Suburban Sprawl – Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing

trivia games and renting videos.



37. Mayberry-ville – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

[Return to General Group Listing](#)

Group Y2 – Young Achievers

Young, hip singles are the prime residents of *Young Achievers*, a lifestage group of twentysomethings who've recently settled in metro neighborhoods. Their incomes range from working class to well to do, but most residents are still renting apartments in cities or close in suburbs. These seven segments contain a high percentage of Asian singles, and there's a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music, and lively nightlife. *Young Achiever* segments are twice as likely as the general population to include college students living in group quarters.

- [04. Young Digerati](#)
- [16. Bohemian Mix](#)
- [22. Young Influentials](#)
- [23. Greenbelt Sports](#)
- [24. Up-and-Comers](#)
- [31. Urban Achievers](#)
- [35. Boomtown Singles](#)



04. Young Digerati – Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.



16. Bohemian Mix – A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.



22. Young Influentials – Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.



23. Greenbelt Sports – A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.



24. Up-and-Comers – Up-and-Comers is a stopover for young, midscale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile, twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.



31. Urban Achievers – Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.



35. Boomtown Singles – Affordable housing, abundant entry-level jobs and a thriving singles scene—all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.

[Return to General Group Listing](#)

Group Y3 – Striving Singles

The seven segments in *Striving Singles* make up the most

downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twentysomething singles typically have low incomes—often under \$30,000 a year—from service jobs or part time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories, and mobile homes. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food, and inexpensive cars.

- 42. [Red, White & Blues](#)
- 44. [New Beginnings](#)
- 45. [Blue Highways](#)
- 47. [City Startups](#)
- 48. [Young & Rustic](#)
- 53. [Mobility Blues](#)
- 56. [Crossroads Villagers](#)



42. Red, White & Blues – The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.



44. New Beginnings – Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.



45. Blue Highways – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.



47. City Startups – In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats and clubs that cater to



twentysomethings. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.



48. Young & Rustic – Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.



53. Mobility Blues – Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America's satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.



56. Crossroads Villagers – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated, with lower-middle incomes and modest housing; one-quarter live in mobile homes. And there's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.

[Return to General Group Listing](#)

Group F1 – Accumulated Wealth

The three segments in *Accumulated Wealth* contain the wealthiest families, mostly college educated, white collar Baby Boomers living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals—the group's median income is nearly six figures—who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games, and top of the line sporting equipment. The adults in these households are also a prime audience for print media, expensive cars and frequent vacations—often to theme parks as well as European destinations.

- [02. Blue Blood Estates](#)
- [05. Country Squires](#)
- [06. Winner's Circle](#)



02. Blue Blood Estates – Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.



5. Country Squires – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.



06. Winner's Circle – Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.

[Return to General Group Listing](#)

Group F2 – Young Accumulators

Compared to the *Accumulated Wealth* group, the five segments in *Young Accumulators* are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in *Young Accumulators* have fashioned comfortable, upscale lifestyles in their mid sized homes. They favor outdoor sports, kid friendly technology and adult toys like campers, powerboats, and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

- [13. Upward Bound](#)
- [17. Beltway Boomers](#)
- [18. Kids & Cul-de-Sacs](#)
- [20. Fast-Track Families](#)

29. American Dreams



13. Upward Bound – More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.



17. Beltway Boomers – The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.



18. Kids & Cul-de-Sacs – Upscale, suburban, married couples with children—that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.



20. Fast-Track Families – With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.



29. American Dreams – American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods—one in ten speaks a language other than English—middle-aged immigrants and their children live in middle-

class comfort.

[Return to General Group Listing](#)

Group F3 – Mainstream Families

Mainstream Families refers to a collection of seven segments of middle and working class child filled households. While the age range of adults is broad—from 25 to 54—these are households with at least one child under 18 still at home. And residents in this exurban group share similar consumption patterns, living in modestly priced homes—including mobile homes—and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk, and televised media.

- [32. New Homesteaders](#)
- [33. Big Sky Families](#)
- [34. White Picket Fences](#)
- [36. Blue-Chip Blues](#)
- [50. Kid Country, USA](#)
- [51. Shotguns & Pickups](#)
- [52. Suburban Pioneers](#)
- [54. Multi-Culti Mosaic](#)



32. New Homesteaders – Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.



33. Big Sky Families – Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball, besides going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.



34. White Picket Fences – Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.



36. Blue-Chip Blues – Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.



50. Kid Country, USA – Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, these working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.



51. Shotguns & Pickups – The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.



52. Suburban Pioneers – Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.



54. Multi-Culti Mosaic – An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status.

[Return to General Group Listing](#)

Group F4 – Sustaining Families

Sustaining Families is the least affluent of the *Family Life groups*, an assortment of segments that range from working class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian, and Hispanic families, these segments also display geographic diversity—from inner cities to some of the most isolated communities in the nation. Most adults hold blue collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest: households here are into playing games and sports, shopping at discount chains and convenience stores, and tuning into nearly everything that airs on TV and radio.

- [63. Family Thrifts](#)
- [64. Bedrock America](#)
- [65. Big City Blues](#)
- [66. Low-Rise Living](#)



63. Family Thrifts – The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.



64. Bedrock America – Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.



65. Big City Blues – With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school.



66. Low-Rise Living – The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance.

[Return to General Group Listing](#)

Group M1 – Affluent Empty Nests

While those on the "MTV side" of fifty may debate their inclusion in this group, Americans in the Mature Years tend to be over 45 years old and living in houses that have empty nested. The four wealthiest segments in this group are classified Affluent Empty Nests, and they feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes—from urban to small town areas—they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media. These folks are also community activists who write politicians, volunteer for environmental groups, and vote regularly in elections.

- [01. Upper Crust](#)
- [07. Money and Brains](#)
- [09. Big Fish, Small Pond](#)
- [10. Second City Elite](#)



01. Upper Crust – The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.



07. Money and Brains – The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these citydwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.



9. Big Fish, Small Pond – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.



10. Second City Elite – There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.

[Return to General Group Listing](#)

Group M2 – Conservative Classics

College educated, over 55 years old and upper middle class, the six segments in *Conservative Classics* offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater, or a casual dining restaurant like the Olive Garden or Lone Star Steakhouse

- [14. New Empty Nests](#)
- [15. Pools & Patios](#)
- [21. Gray Power](#)
- [26. The Cosmopolitans](#)
- [27. Middleburg Managers](#)
- [28. Traditional Times](#)



14. New Empty Nests – With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.



15. Pools & Patios – Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting



couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960s—residents work as white-collar managers and professionals, and are now at the top of their careers.



21. Gray Power – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.



26. The Cosmopolitans – These immigrants and descendants of multi-cultural backgrounds in multi-racial, multi-lingual neighborhoods typify the American Dream. Married couples, with and without children, as well as single parents are affluent from working hard at multiple trades and public service jobs. They have big families, which is unusual for social group U1.



27. Middleburg Managers – Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class and over 55 years old, with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.



28. Traditional Times – Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

[Return to General Group Listing](#)

Group M3 – Cautious Couples

Another large group of *Mature Years* segments is *Cautious Couples*, featuring an over 55 year old mix of singles, couples, and widows. Widely scattered throughout the nation, the

residents in these seven segments typically are working class and white, with some college education and a high rate of homeownership. Given their blue collar roots, *Cautious Couples* today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants, and pursuing home based hobbies like coin collecting and gardening.

- [38. Simple Pleasures](#)
- [39. Domestic Duos](#)
- [40. Close-In Couples](#)
- [41. Sunset City Blues](#)
- [43. Heartlanders](#)
- [46. Old Glories](#)
- [49. American Classics](#)



38. Simple Pleasures – With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.



39. Domestic Duos – Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.



40. Close-In Couples – Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.



41. Sunset City Blues – Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to it. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.



43. Heartlanders – America was once a land of small middle-class towns, which can



still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.



46. Old Glories – Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.



49. American Classics – They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.

[Return to General Group Listing](#)

Group M4 – Sustaining Seniors

Sustaining Seniors consists of nine segments filled with older, economically challenged Americans. Ethnically diverse and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under \$30,000. Many are single or widowed, have modest educational achievement, and live in older apartments or small homes. On their fixed incomes, they lead low key, home centered lifestyles. They're big on watching TV, gardening, sewing, and woodworking. Their social life often revolves around activities at veterans clubs and fraternal organizations.

- [55. Golden Ponds](#)
- [57. Old Milltowns](#)
- [58. Back Country Folks](#)
- [59. Urban Elders](#)
- [61. City Roots](#)
- [60. Park Bench Seniors](#)
- [62. Hometown Retired](#)



55. Golden Ponds – Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns



around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.



57. Old Milltowns – America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.



58. Back Country Folks – Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.



59. Urban Elders – For Urban Elders—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami—life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans, and tend to be downscale, with singles living in older apartment rentals.



61. City Roots – Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than a third are African-American and Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.



60. Park Bench Seniors – Park Bench Seniors are typically retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game

shows.



62. Hometown Retired – With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

[Return to General Group Listing](#)

About Claritas

Since 1971, Claritas has been the pre-eminent source of accurate, up-to-date demographic data and target marketing information about the population, consumer behavior, consumer spending, households and businesses within any specific geographic market area in the United States. Claritas' target marketing research and market analysis services are aimed at reducing your cost of customer acquisition and growing customer value.

Claritas is a target marketing information company dedicated to helping you with consumer and B2B marketing, and dedicated to maximizing your profitability with measurable target marketing programs, marketing tools and B2B marketing software. Claritas offers industry-leading market segmentation systems, market analysis consulting services and marketing software applications to help you with site location analysis, site selection, advertising sales and customer targeting.

Claritas provides you with the information foundation: market segmentation data, demographic data, consumer marketing data, marketing analysis tools, market demographic applications, and marketing strategy expertise – all needed to examine markets and execute profitable target marketing opportunities. Adding demographic software, consumer market analysis, and niche marketing intelligence to information reflects Claritas' holistic approach to providing client solutions and our commitment to fostering target marketing innovation.

Claritas maintains an extensive array of: demographic data, consumer data, market segmentation analysis, B2B marketing data, and market segmentation research - all delivered with marketing analysis and demographic software applications through the technology that is best suited to you. The result of our marketing research analysis and consumer profile work allows you to go beyond conventionally accepted target marketing strategies to capitalize on new segment opportunities and existing market potential.

Claritas is a Nielsen company. The Nielsen Company is a world-leading demographic, market segmentation research information and media company that includes ACNielsen, Nielsen Media Research, Spectra Marketing Systems and Scarborough Research, among others.

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Sales Void Analysis and Retail Market Demand

Sales void analyses measure the difference (or gap) between sales demand (the amount of money people in a given area are likely to spend on various retail goods and services) and the amount of retail sales that businesses in the area are actually capturing. People shop in many places – stores close to home and work, businesses they visit nearby communities or while away on vacation, from catalogs, online, etc. – so the amount of market demand that exists in a given area rarely matches the retail sales businesses in the area achieve. The difference between sales potential and actual sales might be positive (generally meaning that the area is attracting outside shoppers) or negative “leakage” (generally meaning that area is losing local shoppers).

In most cases, sales leakage suggests that there is unmet demand in the trade area for the product or service being measured and that trade area can therefore probably support additional square footage of that type of business (either in one or more existing businesses or, if there is enough demand, in one or new businesses).

But, in some instances, this is not the case. While a sales leakage suggests that there is unmet demand in the trade area for a product or service, it does not necessarily mean that the trade area can, in fact, support one or more businesses (or additional square footage in an existing business) selling that product or service. There could be a strong competitor in a nearby trade area, for example, which is so popular that the new business would have difficulty competing. There could be a cultural reason why local customers might not be likely to buy certain products or services; even though it might appear that they have buying power to do so. Or, there could be any number of other reasons why the presence of a sales leakage might not necessarily translate into a business opportunity for the district.

Similarly, a sales *surplus* in a particular category does not necessarily mean that the district *cannot* support additional businesses of that type. Many districts have become well known within their regions for having a strong cluster of home furnishings stores, restaurants, art galleries, or other specialties that attract shoppers from a broad geographic area. Having established regional dominance in a niche, they are often able to attract even more customers from that region – and therefore to support additional businesses within those categories or related categories. Many communities/trade areas find that they have sales surpluses in some categories and sales leakage in others – and this can be sometimes an indicator of regional economic shifts underway.

Sales void analysis is initially a measurement of the extent to which a trade area’s own residents are making retail purchases locally (versus leaving the trade area to shop, or shopping online or via catalog). But it can also be a useful tool for understanding the buying power of people of different demographic groups and for identifying pockets of opportunity that might exist to better meet local retail needs and to capitalize on opportunity that might exist for a trade area other than those created by area residents – sales to tourists and visitors, for example, or to any other group for which demographic information is available. This information can help businesses reposition themselves or market their product and services more effectively, add new product lines, and/or launch businesses.

RMP Opportunity Gap - Retail Stores

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	781,466,941	259,879,803	521,587,138
Motor Vehicle and Parts Dealers-441	140,109,701	4,851,468	135,258,233
Automotive Dealers-4411	120,023,663	783,649	119,240,014
Other Motor Vehicle Dealers-4412	9,196,297	29,013	9,167,284
Automotive Parts/Accsrs, Tire Stores-4413	10,889,741	4,038,806	6,850,935
Furniture and Home Furnishings Stores-442	25,385,159	5,570,380	19,814,779
Furniture Stores-4421	13,379,378	2,058,822	11,320,556
Home Furnishing Stores-4422	12,005,781	3,511,558	8,494,223
Electronics and Appliance Stores-443	20,926,031	8,659,750	12,266,281
Appliances, TVs, Electronics Stores-44311	15,953,871	7,201,480	8,752,391
Household Appliances Stores-443111	3,386,555	963,336	2,423,219
Radio, Television, Electronics Stores-443112	12,567,316	6,238,144	6,329,172
Computer and Software Stores-44312	4,145,070	814,822	3,330,248
Camera and Photographic Equipment Stores-44313	827,090	643,448	183,642
Building Material, Garden Equip Stores -444	96,633,405	16,624,680	80,008,725
Building Material and Supply Dealers-4441	88,269,509	15,308,699	72,960,810
Home Centers-44411	33,402,239	12,859,499	20,542,740
Paint and Wallpaper Stores-44412	2,418,320	2,448,554	(30,234)
Hardware Stores-44413	6,842,111	0	6,842,111
Other Building Materials Dealers-44419	45,606,839	646	45,606,193
Building Materials, Lumberyards-444191	15,686,501	220	15,686,281
Lawn, Garden Equipment, Supplies Stores-4442	8,363,896	1,315,981	7,047,915
Outdoor Power Equipment Stores-44421	1,213,895	135,450	1,078,445
Nursery and Garden Centers-44422	7,150,001	1,180,531	5,969,470
Food and Beverage Stores-445	84,588,556	91,185,148	(6,596,592)
Grocery Stores-4451	76,329,089	88,354,195	(12,025,106)
Supermarkets, Grocery (Ex Conv) Stores-44511	72,701,173	87,544,117	(14,842,944)
Convenience Stores-44512	3,627,916	810,078	2,817,838
Specialty Food Stores-4452	2,633,741	699,961	1,933,780
Beer, Wine and Liquor Stores-4453	5,625,727	2,130,992	3,494,735
Health and Personal Care Stores-446	32,712,107	9,237,422	23,474,685
Pharmacies and Drug Stores-44611	27,872,434	8,187,980	19,684,454
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,141,996	111,388	1,030,608
Optical Goods Stores-44613	1,651,333	41,901	1,609,432
Other Health and Personal Care Stores-44619	2,046,344	896,153	1,150,191



RMP Opportunity Gap - Retail Stores

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	73,800,245	8,068,031	65,732,214
Gasoline Stations With Conv Stores-44711	55,178,354	0	55,178,354
Other Gasoline Stations-44719	18,621,891	8,068,031	10,553,860
Clothing and Clothing Accessories Stores-448	43,051,376	19,727,173	23,324,203
Clothing Stores-4481	29,794,714	17,744,195	12,050,519
Men's Clothing Stores-44811	1,808,376	0	1,808,376
Women's Clothing Stores-44812	8,015,679	825	8,014,854
Childrens, Infants Clothing Stores-44813	1,415,518	65,321	1,350,197
Family Clothing Stores-44814	15,724,234	16,413,402	(689,168)
Clothing Accessories Stores-44815	807,340	146,472	660,868
Other Clothing Stores-44819	2,023,567	1,118,175	905,392
Shoe Stores-4482	5,442,920	852,811	4,590,109
Jewelry, Luggage, Leather Goods Stores-4483	7,813,741	1,130,167	6,683,574
Jewelry Stores-44831	7,269,350	1,074,630	6,194,720
Luggage and Leather Goods Stores-44832	544,391	55,537	488,854
Sporting Goods, Hobby, Book, Music Stores-451	16,970,206	3,967,640	13,002,566
Sportng Goods, Hobby, Musical Inst Stores-4511	11,738,729	3,743,741	7,994,988
Sporting Goods Stores-45111	6,068,502	1,058,772	5,009,730
Hobby, Toys and Games Stores-45112	3,586,928	2,501,738	1,085,190
Sew/Needlework/Piece Goods Stores-45113	937,622	0	937,622
Musical Instrument and Supplies Stores-45114	1,145,677	183,231	962,446
Book, Periodical and Music Stores-4512	5,231,478	223,899	5,007,579
Book Stores and News Dealers-45121	3,547,945	216,995	3,330,950
Book Stores-451211	3,382,128	216,995	3,165,133
News Dealers and Newsstands-451212	165,816	0	165,816
Prerecorded Tapes, CDs, Record Stores-45122	1,683,533	6,904	1,676,629
General Merchandise Stores-452	96,313,433	24,126,545	72,186,888
Department Stores Excl Leased Depts-4521	47,158,323	16,604,547	30,553,776
Other General Merchandise Stores-4529	49,155,111	7,521,998	41,633,113
Warehouse Clubs and Super Stores-45291	41,519,263	0	41,519,263
All Other General Merchandise Stores-45299	7,635,848	7,521,998	113,850
Miscellaneous Store Retailers-453	22,192,097	5,916,324	16,275,773
Florists-4531	1,679,940	352,579	1,327,361
Office Supplies, Stationery, Gift Stores-4532	9,241,942	2,522,139	6,719,803
Office Supplies and Stationery Stores-45321	5,188,166	1,625,942	3,562,224
Gift, Novelty and Souvenir Stores-45322	4,053,776	896,197	3,157,579
Used Merchandise Stores-4533	2,038,309	856,836	1,181,473
Other Miscellaneous Store Retailers-4539	9,231,906	2,184,771	7,047,135



RMP Opportunity Gap - Retail Stores

Radius 1: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	49,579,418	34,850,746	14,728,672
Electronic Shopping, Mail-Order Houses-4541	37,464,682	3,239,111	34,225,571
Vending Machine Operators-4542	1,981,089	111,819	1,869,270
Direct Selling Establishments-4543	10,133,647	31,499,816	(21,366,169)
Foodservice and Drinking Places-722	79,205,207	27,094,495	52,110,712
Full-Service Restaurants-7221	36,092,204	7,839,400	28,252,804
Limited-Service Eating Places-7222	33,152,331	17,577,576	15,574,755
Special Foodservices-7223	6,376,931	708,699	5,668,232
Drinking Places -Alcoholic Beverages-7224	3,583,742	968,821	2,614,921
GAFO *	211,888,147	64,573,628	147,314,519
General Merchandise Stores-452	96,313,433	24,126,545	72,186,888
Clothing and Clothing Accessories Stores-448	43,051,376	19,727,173	23,324,203
Furniture and Home Furnishings Stores-442	25,385,159	5,570,380	19,814,779
Electronics and Appliance Stores-443	20,926,031	8,659,750	12,266,281
Sporting Goods, Hobby, Book, Music Stores-451	16,970,206	3,967,640	13,002,566
Office Supplies, Stationery, Gift Stores-4532	9,241,942	2,522,139	6,719,803



RMP Opportunity Gap - Retail Stores

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,879,504,800	678,720,107	1,200,784,693
Motor Vehicle and Parts Dealers-441	340,229,166	41,254,875	298,974,291
Automotive Dealers-4411	291,630,855	30,338,670	261,292,185
Other Motor Vehicle Dealers-4412	21,840,463	1,278,679	20,561,784
Automotive Parts/Accsrs, Tire Stores-4413	26,757,847	9,637,527	17,120,320
Furniture and Home Furnishings Stores-442	59,445,874	14,310,058	45,135,816
Furniture Stores-4421	31,388,390	3,325,977	28,062,413
Home Furnishing Stores-4422	28,057,484	10,984,081	17,073,403
Electronics and Appliance Stores-443	49,608,601	24,841,303	24,767,298
Appliances, TVs, Electronics Stores-44311	37,895,830	20,860,476	17,035,354
Household Appliances Stores-443111	8,056,258	1,921,300	6,134,958
Radio, Television, Electronics Stores-443112	29,839,572	18,939,175	10,900,397
Computer and Software Stores-44312	9,768,814	3,337,379	6,431,435
Camera and Photographic Equipment Stores-44313	1,943,957	643,448	1,300,509
Building Material, Garden Equip Stores -444	228,771,907	53,563,123	175,208,784
Building Material and Supply Dealers-4441	208,800,126	51,546,861	157,253,265
Home Centers-44411	79,197,851	12,859,499	66,338,352
Paint and Wallpaper Stores-44412	5,769,459	2,991,548	2,777,911
Hardware Stores-44413	16,290,627	30,936,149	(14,645,522)
Other Building Materials Dealers-44419	107,542,188	4,759,664	102,782,524
Building Materials, Lumberyards-444191	36,957,303	1,623,099	35,334,204
Lawn, Garden Equipment, Supplies Stores-4442	19,971,781	2,016,262	17,955,519
Outdoor Power Equipment Stores-44421	2,938,562	289,398	2,649,164
Nursery and Garden Centers-44422	17,033,219	1,726,864	15,306,355
Food and Beverage Stores-445	207,410,823	246,980,056	(39,569,233)
Grocery Stores-4451	187,339,065	236,765,471	(49,426,406)
Supermarkets, Grocery (Ex Conv) Stores-44511	178,489,744	233,595,968	(55,106,224)
Convenience Stores-44512	8,849,321	3,169,503	5,679,818
Specialty Food Stores-4452	6,483,900	3,360,661	3,123,239
Beer, Wine and Liquor Stores-4453	13,587,859	6,853,925	6,733,934
Health and Personal Care Stores-446	81,101,633	31,371,218	49,730,415
Pharmancies and Drug Stores-44611	69,215,214	29,449,273	39,765,941
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,849,943	883,633	1,966,310
Optical Goods Stores-44613	3,918,617	41,901	3,876,716
Other Health and Personal Care Stores-44619	5,117,859	996,411	4,121,448



RMP Opportunity Gap - Retail Stores

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	180,639,304	42,047,196	138,592,108
Gasoline Stations With Conv Stores-44711	135,029,570	19,324,175	115,705,395
Other Gasoline Stations-44719	45,609,734	22,723,021	22,886,713
Clothing and Clothing Accessories Stores-448	100,984,435	35,940,283	65,044,152
Clothing Stores-4481	70,073,168	30,905,189	39,167,979
Men's Clothing Stores-44811	4,287,011	0	4,287,011
Women's Clothing Stores-44812	18,696,853	1,030,110	17,666,743
Childrens, Infants Clothing Stores-44813	3,420,068	130,642	3,289,426
Family Clothing Stores-44814	37,053,427	27,549,756	9,503,671
Clothing Accessories Stores-44815	1,870,929	439,912	1,431,017
Other Clothing Stores-44819	4,744,878	1,754,769	2,990,109
Shoe Stores-4482	12,957,466	1,745,311	11,212,155
Jewelry, Luggage, Leather Goods Stores-4483	17,953,802	3,289,784	14,664,018
Jewelry Stores-44831	16,688,975	3,234,247	13,454,728
Luggage and Leather Goods Stores-44832	1,264,827	55,537	1,209,290
Sporting Goods, Hobby, Book, Music Stores-451	39,907,825	11,428,166	28,479,659
Sporting Goods, Hobby, Musical Inst Stores-4511	27,597,219	8,120,742	19,476,477
Sporting Goods Stores-45111	14,166,476	2,509,671	11,656,805
Hobby, Toys and Games Stores-45112	8,460,409	4,734,249	3,726,160
Sew/Needlework/Piece Goods Stores-45113	2,251,585	143,898	2,107,687
Musical Instrument and Supplies Stores-45114	2,718,750	732,924	1,985,826
Book, Periodical and Music Stores-4512	12,310,605	3,307,424	9,003,181
Book Stores and News Dealers-45121	8,289,098	709,142	7,579,956
Book Stores-451211	7,891,510	709,142	7,182,368
News Dealers and Newsstands-451212	397,588	0	397,588
Prerecorded Tapes, CDs, Record Stores-45122	4,021,507	2,598,282	1,423,225
General Merchandise Stores-452	230,907,521	43,129,402	187,778,119
Department Stores Excl Leased Depts-4521	112,139,556	23,756,643	88,382,913
Other General Merchandise Stores-4529	118,767,965	19,372,758	99,395,207
Warehouse Clubs and Super Stores-45291	100,575,305	0	100,575,305
All Other General Merchandise Stores-45299	18,192,660	19,372,758	(1,180,098)
Miscellaneous Store Retailers-453	52,662,346	12,498,178	40,164,168
Florists-4531	4,013,728	647,623	3,366,105
Office Supplies, Stationery, Gift Stores-4532	21,816,596	5,650,920	16,165,676
Office Supplies and Stationery Stores-45321	12,252,969	2,853,418	9,399,551
Gift, Novelty and Souvenir Stores-45322	9,563,628	2,797,503	6,766,125
Used Merchandise Stores-4533	4,793,645	1,472,699	3,320,946
Other Miscellaneous Store Retailers-4539	22,038,376	4,726,935	17,311,441



Prepared On: Fri Feb 01, 2008 Page 5 Of 10

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Prepared By:



SITE REPORTS

RMP Opportunity Gap - Retail Stores

Radius 2: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	118,123,902	41,117,244	77,006,658
Electronic Shopping, Mail-Order Houses-4541	88,839,611	8,829,501	80,010,110
Vending Machine Operators-4542	4,843,370	310,794	4,532,576
Direct Selling Establishments-4543	24,440,920	31,976,949	(7,536,029)
Foodservice and Drinking Places-722	189,711,463	80,239,005	109,472,458
Full-Service Restaurants-7221	86,368,921	26,991,099	59,377,822
Limited-Service Eating Places-7222	79,586,049	43,815,877	35,770,172
Special Foodservices-7223	15,300,280	8,278,178	7,022,102
Drinking Places -Alcoholic Beverages-7224	8,456,213	1,153,851	7,302,362
GAFO *	502,670,852	135,300,132	367,370,720
General Merchandise Stores-452	230,907,521	43,129,402	187,778,119
Clothing and Clothing Accessories Stores-448	100,984,435	35,940,283	65,044,152
Furniture and Home Furnishings Stores-442	59,445,874	14,310,058	45,135,816
Electronics and Appliance Stores-443	49,608,601	24,841,303	24,767,298
Sporting Goods, Hobby, Book, Music Stores-451	39,907,825	11,428,166	28,479,659
Office Supplies, Stationery, Gift Stores-4532	21,816,596	5,650,920	16,165,676



RMP Opportunity Gap - Retail Stores

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 10.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	9,736,233,479	9,010,324,842	725,908,637
Motor Vehicle and Parts Dealers-441	1,751,954,310	1,680,856,699	71,097,611
Automotive Dealers-4411	1,501,753,519	1,521,866,303	(20,112,784)
Other Motor Vehicle Dealers-4412	112,793,223	41,569,316	71,223,907
Automotive Parts/Accsrs, Tire Stores-4413	137,407,567	117,421,080	19,986,487
Furniture and Home Furnishings Stores-442	301,056,434	325,574,408	(24,517,974)
Furniture Stores-4421	160,657,306	131,003,393	29,653,913
Home Furnishing Stores-4422	140,399,128	194,571,015	(54,171,887)
Electronics and Appliance Stores-443	257,788,863	356,561,553	(98,772,690)
Appliances, TVs, Electronics Stores-44311	197,324,738	312,526,988	(115,202,250)
Household Appliances Stores-443111	41,383,645	39,838,776	1,544,869
Radio, Television, Electronics Stores-443112	155,941,093	272,688,212	(116,747,119)
Computer and Software Stores-44312	50,517,082	37,170,331	13,346,751
Camera and Photographic Equipment Stores-44313	9,947,043	6,864,234	3,082,809
Building Material, Garden Equip Stores -444	1,136,104,823	1,167,143,097	(31,038,274)
Building Material and Supply Dealers-4441	1,034,595,932	1,103,328,182	(68,732,250)
Home Centers-44411	394,741,762	337,226,460	57,515,302
Paint and Wallpaper Stores-44412	28,673,963	54,569,546	(25,895,583)
Hardware Stores-44413	82,148,389	156,664,833	(74,516,444)
Other Building Materials Dealers-44419	529,031,818	554,867,342	(25,835,524)
Building Materials, Lumberyards-444191	183,248,189	189,215,935	(5,967,746)
Lawn, Garden Equipment, Supplies Stores-4442	101,508,891	63,814,916	37,693,975
Outdoor Power Equipment Stores-44421	14,885,516	12,154,783	2,730,733
Nursery and Garden Centers-44422	86,623,375	51,660,133	34,963,242
Food and Beverage Stores-445	1,099,598,120	1,320,815,485	(221,217,365)
Grocery Stores-4451	993,064,305	1,243,051,004	(249,986,699)
Supermarkets, Grocery (Ex Conv) Stores-44511	946,300,131	1,213,232,277	(266,932,146)
Convenience Stores-44512	46,764,174	29,818,728	16,945,446
Specialty Food Stores-4452	34,495,226	34,433,287	61,939
Beer, Wine and Liquor Stores-4453	72,038,589	43,331,194	28,707,395
Health and Personal Care Stores-446	427,305,355	253,864,755	173,440,600
Pharmacies and Drug Stores-44611	365,103,431	202,813,306	162,290,125
Cosmetics, Beauty Supplies, Perfume Stores-44612	15,045,569	20,823,393	(5,777,824)
Optical Goods Stores-44613	20,037,427	13,727,039	6,310,388
Other Health and Personal Care Stores-44619	27,118,928	16,501,017	10,617,911



RMP Opportunity Gap - Retail Stores

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 10.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	947,335,158	628,235,856	319,099,302
Gasoline Stations With Conv Stores-44711	708,793,841	431,257,830	277,536,011
Other Gasoline Stations-44719	238,541,316	196,978,026	41,563,290
Clothing and Clothing Accessories Stores-448	521,319,110	524,583,976	(3,264,866)
Clothing Stores-4481	361,579,759	421,664,378	(60,084,619)
Men's Clothing Stores-44811	22,354,278	17,628,575	4,725,703
Women's Clothing Stores-44812	95,028,206	57,907,691	37,120,515
Childrens, Infants Clothing Stores-44813	18,758,946	13,514,164	5,244,782
Family Clothing Stores-44814	191,566,849	308,670,974	(117,104,125)
Clothing Accessories Stores-44815	9,557,408	5,655,797	3,901,611
Other Clothing Stores-44819	24,314,071	18,287,176	6,026,895
Shoe Stores-4482	67,992,002	48,852,180	19,139,822
Jewelry, Luggage, Leather Goods Stores-4483	91,747,350	54,067,418	37,679,932
Jewelry Stores-44831	85,322,779	51,512,702	33,810,077
Luggage and Leather Goods Stores-44832	6,424,570	2,554,716	3,869,854
Sporting Goods, Hobby, Book, Music Stores-451	207,351,003	231,210,172	(23,859,169)
Sporting Goods, Hobby, Musical Inst Stores-4511	142,917,242	182,876,208	(39,958,966)
Sporting Goods Stores-45111	73,074,407	89,972,059	(16,897,652)
Hobby, Toys and Games Stores-45112	43,957,148	61,375,295	(17,418,147)
Sew/Needlework/Piece Goods Stores-45113	11,576,320	11,091,150	485,170
Musical Instrument and Supplies Stores-45114	14,309,367	20,437,703	(6,128,336)
Book, Periodical and Music Stores-4512	64,433,761	48,333,964	16,099,797
Book Stores and News Dealers-45121	43,053,745	25,328,116	17,725,629
Book Stores-451211	40,985,478	25,328,116	15,657,362
News Dealers and Newsstands-451212	2,068,267	0	2,068,267
Prerecorded Tapes, CDs, Record Stores-45122	21,380,016	23,005,848	(1,625,832)
General Merchandise Stores-452	1,202,753,410	1,181,850,140	20,903,270
Department Stores Excl Leased Depts-4521	581,388,766	780,926,874	(199,538,108)
Other General Merchandise Stores-4529	621,364,644	400,923,267	220,441,377
Warehouse Clubs and Super Stores-45291	527,413,466	324,020,735	203,392,731
All Other General Merchandise Stores-45299	93,951,178	76,902,532	17,048,646
Miscellaneous Store Retailers-453	270,810,360	201,256,343	69,554,017
Florists-4531	20,410,293	9,360,236	11,050,057
Office Supplies, Stationery, Gift Stores-4532	111,893,893	89,358,935	22,534,958
Office Supplies and Stationery Stores-45321	62,854,048	62,099,751	754,297
Gift, Novelty and Souvenir Stores-45322	49,039,845	27,259,184	21,780,661
Used Merchandise Stores-4533	24,669,318	24,738,450	(69,132)
Other Miscellaneous Store Retailers-4539	113,836,856	77,798,722	36,038,134



RMP Opportunity Gap - Retail Stores

Radius 3: DIABLO ST AT CENTER ST, CLAYTON, CA 94517, 0.00 - 10.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	610,801,770	137,431,045	473,370,725
Electronic Shopping, Mail-Order Houses-4541	459,383,192	49,317,851	410,065,341
Vending Machine Operators-4542	25,706,415	3,247,550	22,458,865
Direct Selling Establishments-4543	125,712,163	84,865,644	40,846,519
Foodservice and Drinking Places-722	1,002,054,763	1,000,941,311	1,113,452
Full-Service Restaurants-7221	456,129,670	471,117,334	(14,987,664)
Limited-Service Eating Places-7222	420,662,861	442,819,924	(22,157,063)
Special Foodservices-7223	80,787,614	59,061,065	21,726,549
Drinking Places -Alcoholic Beverages-7224	44,474,618	27,942,987	16,531,631
GAFO *	2,602,162,714	2,709,139,185	(106,976,471)
General Merchandise Stores-452	1,202,753,410	1,181,850,140	20,903,270
Clothing and Clothing Accessories Stores-448	521,319,110	524,583,976	(3,264,866)
Furniture and Home Furnishings Stores-442	301,056,434	325,574,408	(24,517,974)
Electronics and Appliance Stores-443	257,788,863	356,561,553	(98,772,690)
Sporting Goods, Hobby, Book, Music Stores-451	207,351,003	231,210,172	(23,859,169)
Office Supplies, Stationery, Gift Stores-4532	111,893,893	89,358,935	22,534,958

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



March 25, 2008

To: **Clayton Downtown Property Owners**
From: **Jim Harrigan, City of Clayton Retail Consultant**
Re: **Downtown Clayton Retail Enhancement Program**

Dear Downtown Clayton Property Owner:

As you may be aware, the City of Clayton has requested our firm, Economic Development Systems ("EDS"), to design and implement a retail enhancement program for the Clayton **Downtown Business District**. Our overall objective is to increase and diversify the Downtown Clayton retail tenant mix.

EDS has had a great deal of success throughout California (42 contract cities; 3,600,000+ square feet) in bringing together property owners, "traditional" retailers, entertainment formats, restaurateurs, developers, investors, commercial real estate brokers and City Management and Staff for the revival of similarly positioned commercial areas as your Downtown retail district.

We have now reached the point in our program where your property owner input is needed by **April 18, 2008** to assist EDS in projecting your plans for your property and to quantify the amount of your **retail space that is available now...or may be available during the next 24 months**.

In order to accurately present these available properties to prospective tenants, developers, investors and/or the brokerage community, it is necessary to compile a brief description of the properties for sale or lease. While there are several facets that are important to the overall effectiveness of our program, one in particular is the development of these property profiles.

As you presently own or represent properties in Downtown Clayton that are currently undeveloped, under-developed, residential, office or retail use...please provide the following information and mark "confidential" if applicable:

- Attached Fact Sheet (Please complete the attached regarding how much space is available now, or may be available during the next 24 months. Please list **all** properties you own on **separate** Fact Sheets.);
- Site Plan and/or Floor Plan;
- If your property is multi-tenant, please show all existing tenants.

Please forward the above requested information to :

Jim Harrigan
Managing Principal
Economic Development Systems
436 Calle Mayor, Second Floor
Redondo Beach, California 90277

Thank you.

cc: Mr. Gary Napper, City of Clayton, 925-673-7300

FACT SHEET
Downtown Clayton

Properties for Sale/ Lease
(currently or possibly available during the next 24-months)

1. Building Address: _____
2. Current Business' Name at Above Address: _____
3. Building Square Footage (Rentable): _____
4. No. of Floors: _____
5. Year Built and/or Renovated: _____
6. Seismic Upgrading Completed On: ____/____/____
7. Available Square Footage: _____
Largest Available Area: _____
Smallest Available Area: _____
8. Total % Currently Leased _____
9. Monthly Lease Rates Per Square Foot: _____
(include: FSG-Full Service Gross; NNN-Triple Net; MG-Modified Gross)
10. Existing Tenants and Square Footage: _____

11. Owner/Developer: _____
12. Address/ Phone/ Fax: _____

13. Broker and Property Manager/ Phone: _____

14. Possible Date Available: _____