



**ECONOMIC DEVELOPMENT SUBCOMMITTEE
SPECIAL AGENDA**

6:30 p.m. – Special Meeting
Economic Development Subcommittee
Aug. 16, 2022

Council Chambers
City Hall
111 Civic Drive
Hercules, CA 94547

Hybrid Option

Zoom ID: 858 1656 8026

Passcode: 792214

Telephone Number: 1-669-444-9171

- I. ROLL CALL – CALL TO ORDER**
Mayor Dion Bailey
Council Member Tiffany Grimsley
- II. PLEDGE OF ALLEGIANCE**
- III. INTRODUCTIONS/PRESENTATIONS**
- IV. AGENDA ADDITIONS/DELETIONS**
- V. PUBLIC COMMUNICATIONS**

This time is reserved for members of the public to address issues not included in the agenda. In accordance with the Brown Act, Council will refer to staff any matters brought before them at this time, and those matters may be placed on a future agenda.

Individuals wishing to address the Economic Development Subcommittee are asked to complete a form indicating the name and address of the speaker and the general topic to be addressed. Speakers must make their comments from the podium and will be allowed three (3) minutes to discuss their concerns. All public comments are recorded and become part of the public record. A limit of thirty (30) minutes will be devoted to taking public comment at this point in the agenda. If any speakers remain at the conclusion of the initial thirty-minute period, time will be reserved at the conclusion of the meeting to take the remaining comments.

- VI. INFORMATION ITEM**
- VII. CONSENT CALENDAR**

The Consent Calendar consists of items that are considered to be routine and are recommended for approval. These items may be acted upon and approved by one motion of the Economic Development Subcommittee. However, individual items may be removed from the Consent Calendar, for discussion, by individual Commission Members wishing to consider the matter separately.

VIII. DISCUSSION AND/OR ACTION ITEMS

1. Discussion on Business Insight Report
2. Discussion on Business Assistance and Business Rental Program Guidelines
3. Discussion on Sustainability Initiatives

IX. SUB COMMITTEE ANNOUNCEMENTS

This is the time for brief announcements on issues of interest to the community. In accordance with the provisions of the Brown Act, matters which do not appear on this agenda but require Sub Committee discussion may be either (a) referred to staff or other resources for factual information or (b) placed on a future meeting agenda.

X. ADJOURNMENT

Agendas are posted in accordance with Government Code Section 54954.2(a) or Section 54956. Members of the public can view electronic agendas and staff reports by accessing the City website at www.ci.hercules.ca.us and can receive e-mail notification of agenda and staff report postings by signing up to receive an enotice from the City's homepage. Agendas and staff reports may also be obtained by contacting the Administrative Services Department at (510) 799-8215. **(Posted: August 11, 2022)**



ECONOMIC DEVELOPMENT SUBCOMMITTEE

DATE: Regular Meeting of August 16, 2022

TO: Members of the Economic Development Subcommittee

VIA: Dante Hall, City Manager

SUBJECT: Presentation on the Insight Market Analysis Report Prepared By HdL ECONSolutions

RECOMMENDATION

Staff requests that the Economic Development Subcommittee:

1. Receive a presentation on the Insight Market Analysis Report, and
2. With the completion of the INSIGHT Market Analytics report package, it is recommended to proceed with the final two work products for Economic Development Services to assist with retail recruitment support with the preparation of a Community Profile (5 to 6 page marketing tool) and a Void Analysis to identify possible targeted users and business type categories based on supply gap sectors.

BACKGROUND AND DISCUSSION

On June 29, 2021, the City entered into an Agreement with HdL to provide assistance with developing a strategy for COVID-19 relief and the use of federal stimulus funding coming from ARPA. On April 26, 2022 the City entered into the First Amendment to the Agreement with HdL to assist in the overall administrative oversight of Hercules' ARPA programs targeted at assisting Hercules businesses as well as to provide Economic Development services including retail attraction and development services support. One of the components of this support was to develop an INSIGHT Market Analytics report package, Community Profile & Void Analysis of retailers to target for the marketplace.

Attachment 1 is the City of Hercules' INSIGHT Market Analytics Report prepared by HdL. The report examines the make-up of the residents, consumers and the retail marketplace within the City of Hercules and its trade area (within a 5, 10, and 15 minute drive). The report also assesses consumer demand versus market

supply and where there is opportunity for new commercial development to meet the demand.

Below are some key observations about Hercules and its strong demographic composition:

- The City of Hercules has a population of 26,073 and a daytime population of 17,266
- Hercules has 8,847 households. 78.5% of the households own their homes vs 21.5% who rent
- Hercules residents are 74.1% White Collar and 25.9% Blue Collar
- 49% of Hercules residents have a college degree or higher
- The average household income in Hercules is \$121,982. The medium household incomes for Hercules and Contra Costa County are \$118,881 and \$104,767, respectively
- Hercules is ethnically diverse with 18.4% White, 15.3% Hispanic, 16.7% Black, and 44.3% Asian

The Consumer Demand & Market Supply Assessment was used to provide a macro appraisal of the Hercules marketplace. Data for this report was provided via the Market Outlook database from Synergos Technologies, Inc (STI), which is the leading and most reliable data source for market analytics. The Market Outlook is based on the following:

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

Market Outlook data uses 31 leading retail segments and 40 major product and service lines. The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

The report indicates that there is a supply gap for furniture stores, sporting goods/hobby/musical instruments, home furnishing stores, shoe stores (100% gap for the first four), clothing stores (81% gap), building materials/supplies dealers (80% gap), grocery stores (79% gap), and auto parts/accessories/tire stores (60% gap).

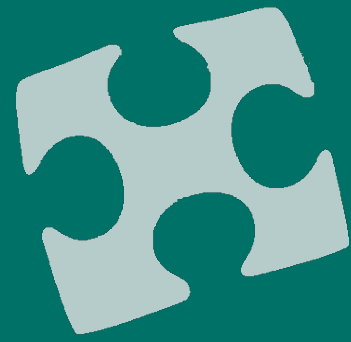
The INSIGHT Market Analytics package is very useful tool in illustrating Hercules' and the trade areas demographic and analytics composition, as well as possible opportunities for retail recruitment. The INSIGHT Market Analytics package should be placed on the City's website. The next step is for HdL to proceed the final two work components in August and early September with the drafting of a Community Profile (5-6 page marketing tool) and a Void Analysis presenting possible retail targets and business categories.

FISCAL IMPACT

All expenses for Economic Development services are reimbursable from the City's ARPA funds.

ATTACHMENTS:

1. City of Hercules' Market Analytics Report
2. INSIGHT Market Analytics PowerPoint



CITY OF HERCULES, CA

INSIGHT

MARKET ANALYTICS

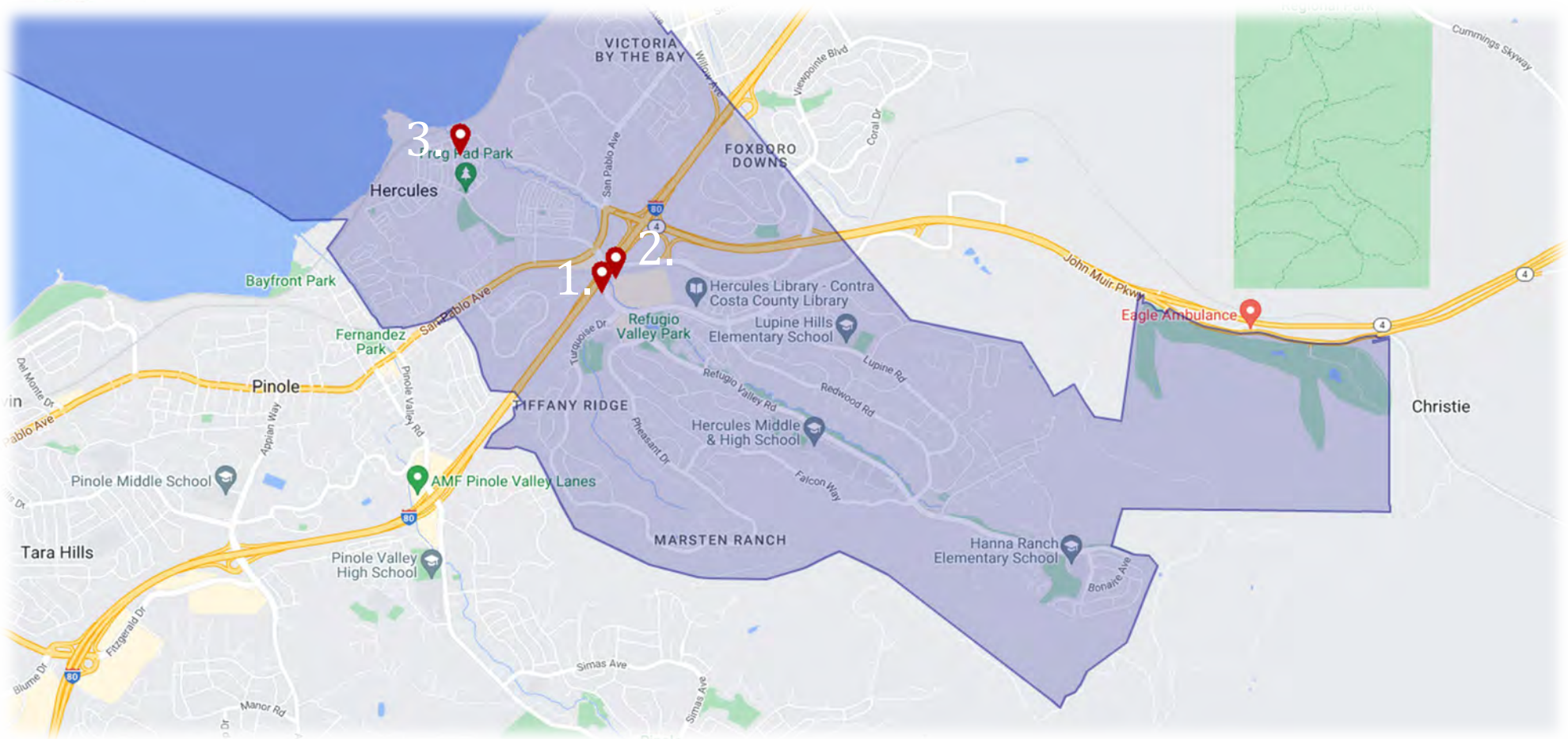
HdL⁺ ECON Solutions

Submitted by:

ECON Solutions by HdL
120 S. State College Blvd., Suite 200
Brea, CA 92821
www.hdlcompanies.com

Contact:

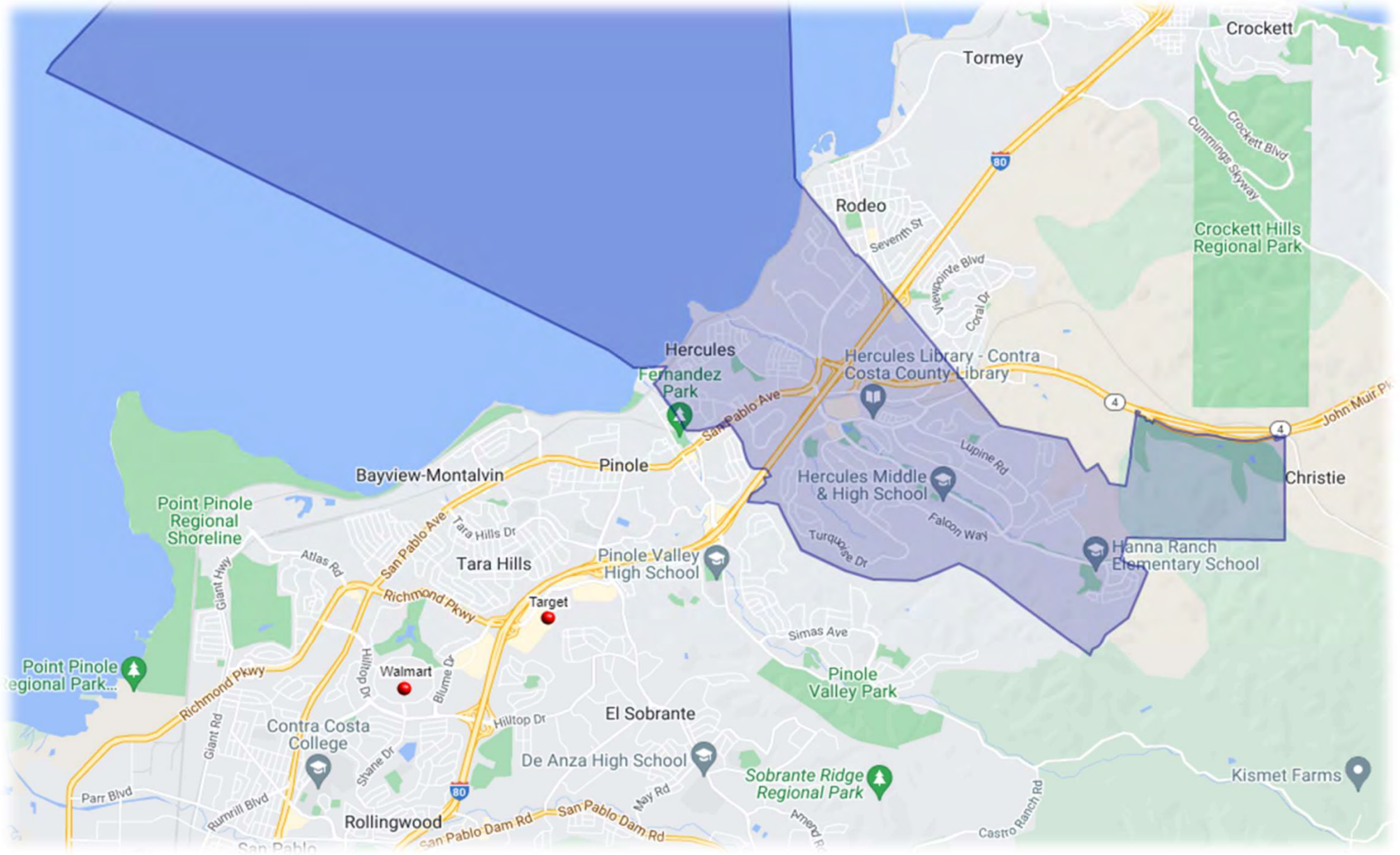
Barry Foster
714-879-5000
bfoster@hdlcompanies.com

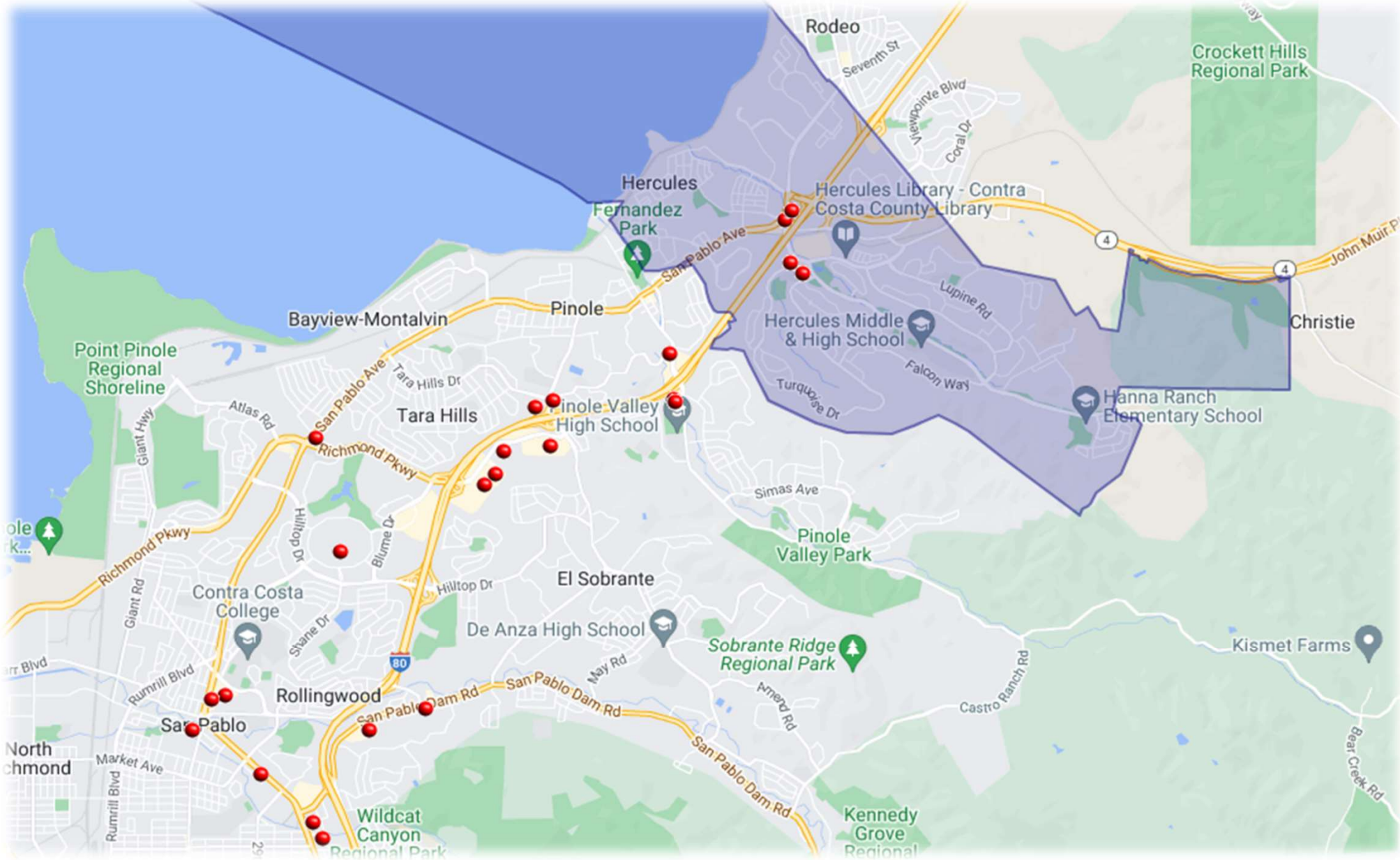


Population
Households
Average HH Income
White Collar (Residents)
College Degree & Above

Hercules
26,073
8,847
\$138,310
74%
49%

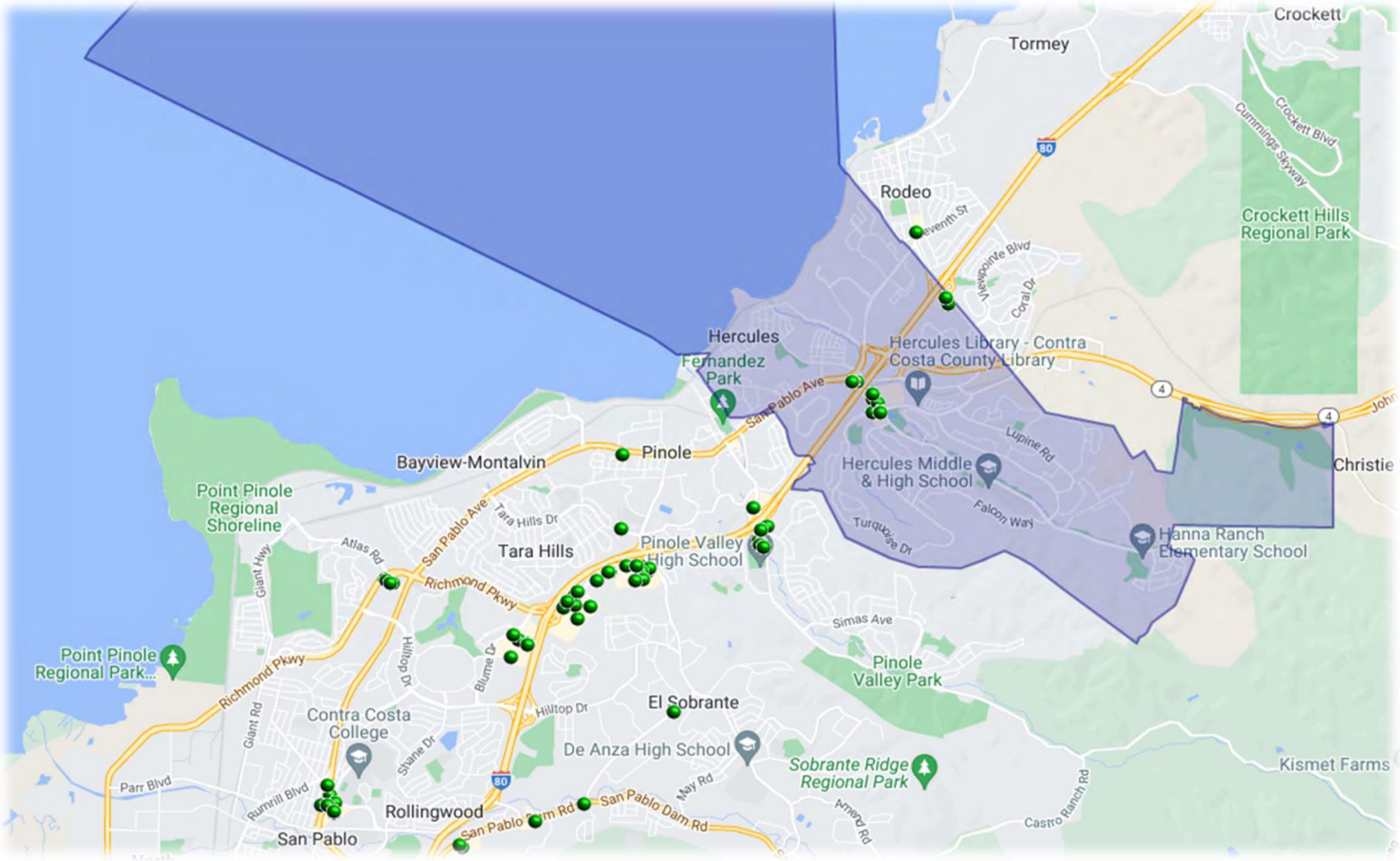
Major Retail Areas
1 I-80 & Sycamore Ave
2 I-80 & Willow Ave - Willow Shopping Center
3 John Muir Parkway/ Bayfront Blvd - Exchange

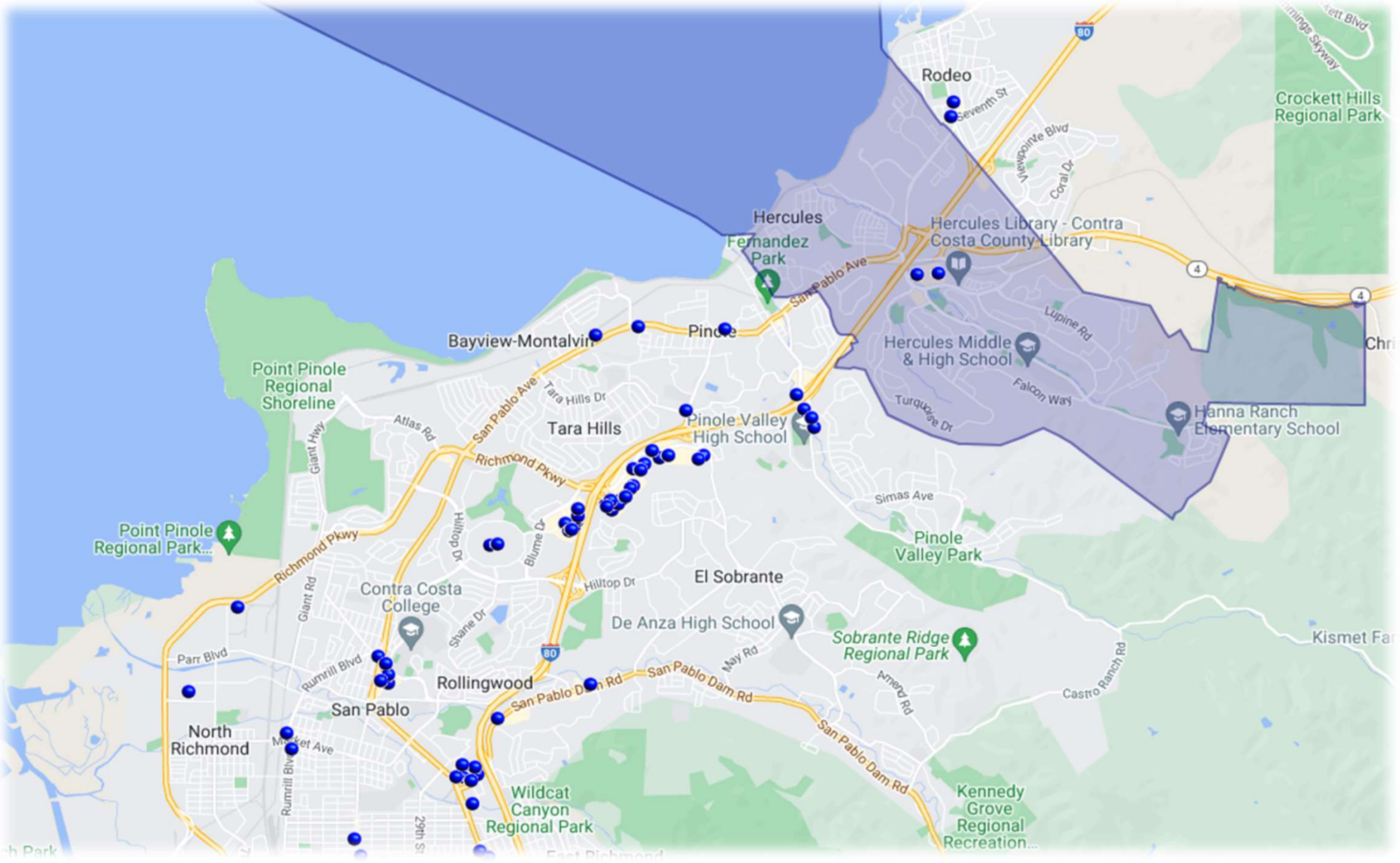


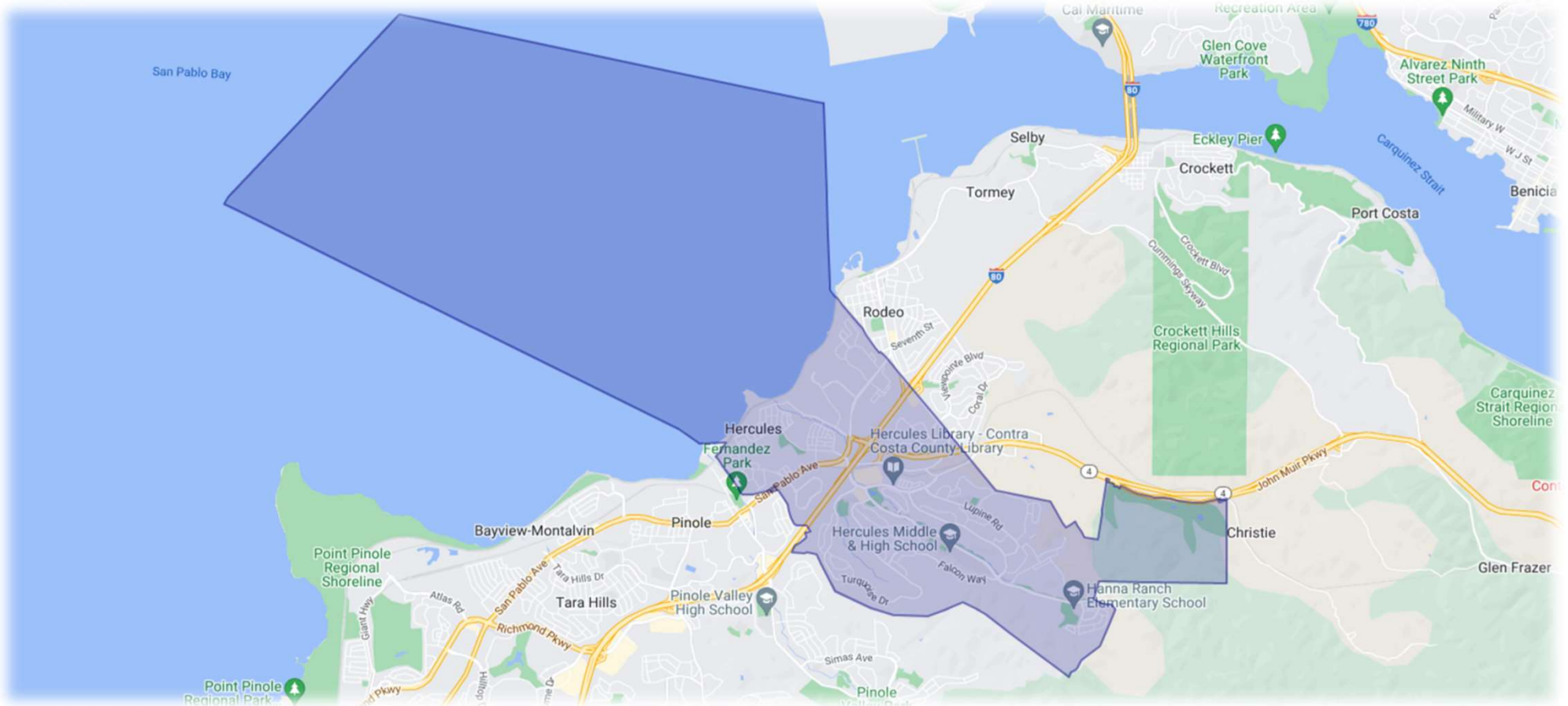


CITY OF HERCULES

Restaurants







Hercules	
Population	26,073
Daytime Population	17,266
Households	8,847
Average Age	41.6
Average HH Income	\$138,310
White Collar (Residents)	74%
College Degree & Above	49%

Population
Daytime Population
Households
Average Age
Average HH Income
White Collar (Residents)
College Degree & Above

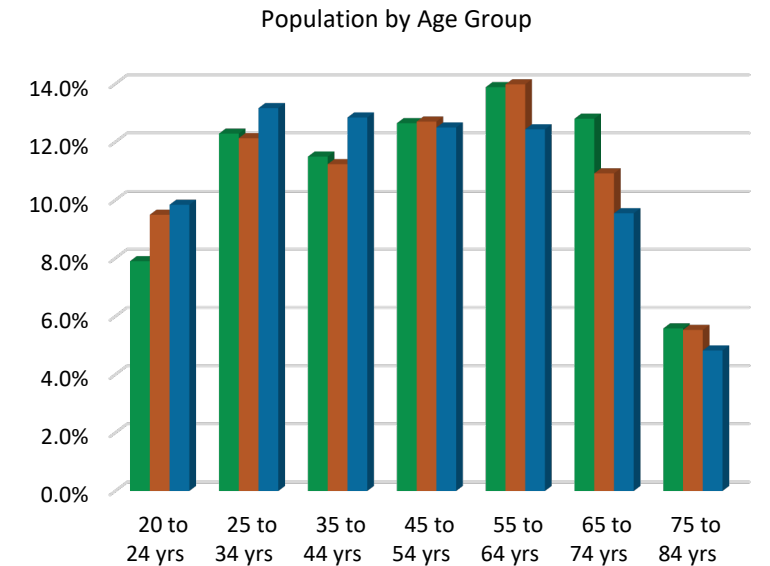
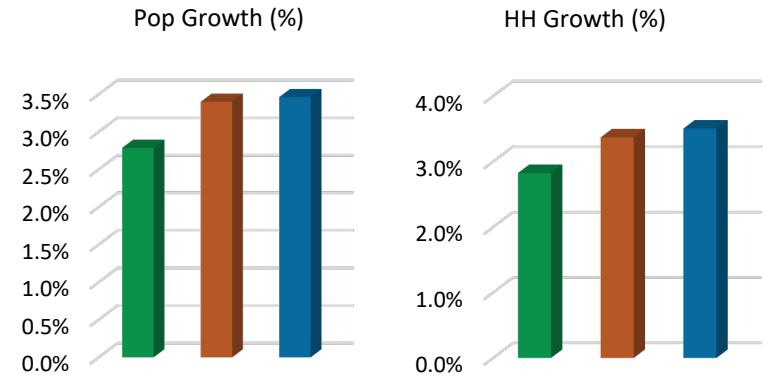


Consumer Demographic Profile

Site: City/ County/ State

Date Report Created: 6/8/2022

	Hercules CA		Contra Costa County CA		California	
	#	%	#	%	#	%
Market Stats						
Population	26,073	---	1,157,363	---	39,570,531	---
5 Year Projected Pop	26,800	---	1,196,716	---	40,940,839	---
Pop Growth (%)	2.8%	---	3.4%	---	3.5%	---
Households	8,847	---	414,592	---	13,389,372	---
5 Year Projected HHs	9,096	---	428,556	---	13,858,454	---
HH Growth (%)	2.8%	---	3.4%	---	3.5%	---
Census Stats						
2000 Population	19,266	---	948,818	---	33,871,648	---
2010 Population	24,067	---	1,049,025	---	37,253,956	---
Pop Growth (%)	24.9%	---	10.6%	---	10.0%	---
2000 Households	6,363	---	344,132	---	11,502,864	---
2010 Households	8,150	---	375,364	---	12,577,498	---
HH Growth (%)	28.1%	---	9.1%	---	9.3%	---
Total Population by Age						
Average Age	41.6		40.9		39.3	
19 yrs & under	5,736	22.0%	256,120	22.1%	9,177,699	23.2%
20 to 24 yrs	2,059	7.9%	109,904	9.5%	3,893,704	9.8%
25 to 34 yrs	3,204	12.3%	140,400	12.1%	5,209,671	13.2%
35 to 44 yrs	2,998	11.5%	130,052	11.2%	5,082,201	12.8%
45 to 54 yrs	3,298	12.6%	147,015	12.7%	4,946,004	12.5%
55 to 64 yrs	3,621	13.9%	161,844	14.0%	4,921,275	12.4%
65 to 74 yrs	3,338	12.8%	126,375	10.9%	3,778,152	9.5%
75 to 84 yrs	1,457	5.6%	64,073	5.5%	1,910,625	4.8%
85 + yrs	363	1.4%	21,580	1.9%	651,200	1.6%
Population Bases						
20-34 yrs	5,264	20.2%	250,304	21.6%	9,103,375	23.0%
45-64 yrs	6,919	26.5%	308,859	26.7%	9,867,279	24.9%
16 yrs +	20,923	80.2%	929,808	80.3%	31,385,595	79.3%
25 yrs +	18,278	70.1%	791,339	68.4%	26,499,128	67.0%
65 yrs +	5,157	19.8%	212,028	18.3%	6,339,977	16.0%
75 yrs +	1,819	7.0%	85,653	7.4%	2,561,825	6.5%
85 yrs +	363	1.4%	21,580	1.9%	651,200	1.6%



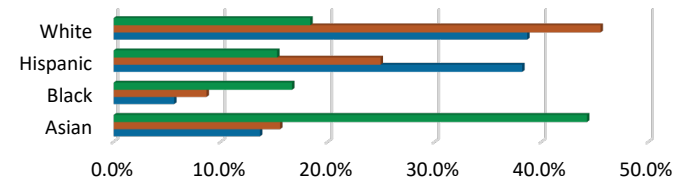
Consumer Demographic Profile

Site: City/ County/ State

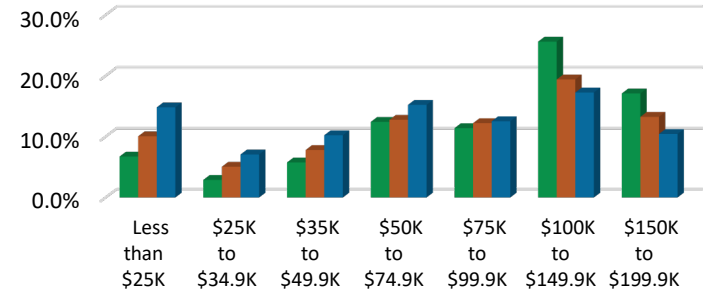
Date Report Created: 6/8/2022

	Hercules CA		Contra Costa County CA		California	
	#	%	#	%	#	%
Population by Race						
White	4,791	18.4%	526,872	45.5%	15,298,077	38.7%
Hispanic	3,984	15.3%	288,738	24.9%	15,113,905	38.2%
Black	4,347	16.7%	100,475	8.7%	2,237,417	5.7%
Asian	11,540	44.3%	180,001	15.6%	5,410,092	13.7%
Ancestry						
American Indian (ancestry)	71	0.3%	3,602	0.3%	177,028	0.4%
Hawaiin (ancestry)	110	0.4%	5,376	0.5%	141,752	0.4%
Household Income						
Per Capita Income	\$46,928	---	\$50,541	---	\$38,093	---
Average HH Income	\$138,310	---	\$141,089	---	\$112,579	---
Median HH Income	\$118,881	---	\$104,767	---	\$79,802	---
Less than \$25K	595	6.7%	41,740	10.1%	1,985,325	14.8%
\$25K to \$34.9K	257	2.9%	21,021	5.1%	947,774	7.1%
\$35K to \$49.9K	510	5.8%	32,403	7.8%	1,370,116	10.2%
\$50K to \$74.9K	1,100	12.4%	52,959	12.8%	2,039,676	15.2%
\$75K to \$99.9K	1,009	11.4%	50,672	12.2%	1,678,041	12.5%
\$100K to \$149.9K	2,267	25.6%	80,446	19.4%	2,311,348	17.3%
\$150K to \$199.9K	1,513	17.1%	54,971	13.3%	1,398,430	10.4%
\$200K +	1,595	18.0%	80,380	19.4%	1,658,662	12.4%
Education						
Less than 9th Grade	909	5.0%	44,322	5.6%	2,500,292	9.4%
Some HS, No Diploma	474	2.6%	39,051	4.9%	2,031,154	7.7%
HS Grad (or Equivalent)	3,016	16.5%	137,204	17.3%	5,477,886	20.7%
Some College, No Degree	3,977	21.8%	170,162	21.5%	5,606,139	21.2%
Associate Degree	2,021	11.1%	66,532	8.4%	2,079,504	7.8%
Bachelor Degree	5,275	28.9%	207,209	26.2%	5,495,139	20.7%
Graduates Degree	1,642	9.0%	86,215	10.9%	2,247,929	8.5%

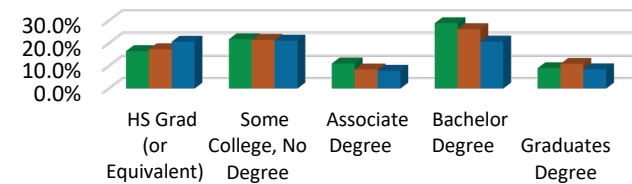
Ethnic Breakdown



Household Income Levels - %



Education

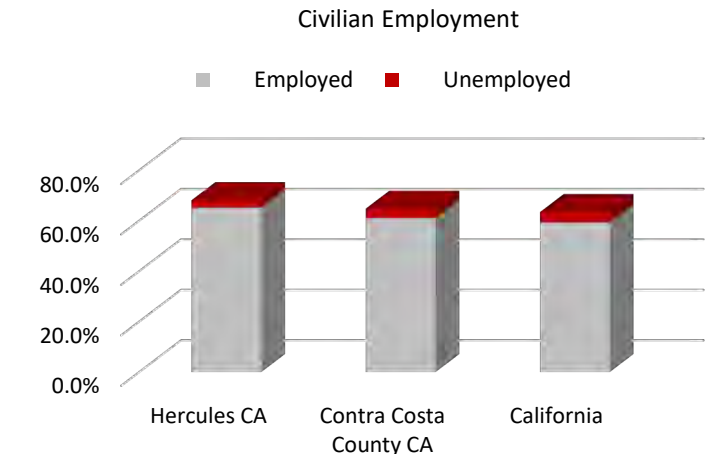
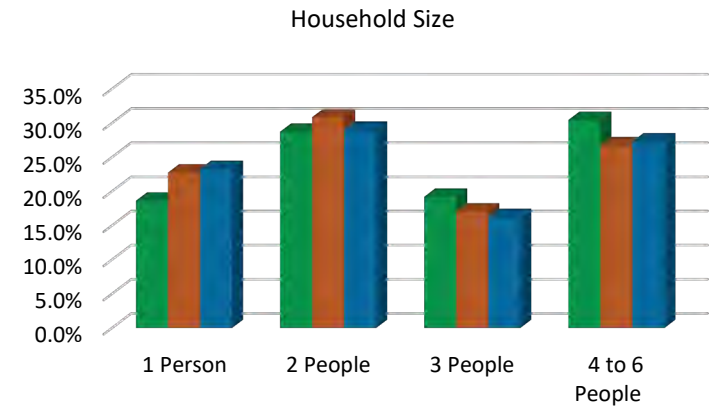


Consumer Demographic Profile

Site: City/ County/ State

Date Report Created: 6/8/2022

	Hercules CA		Contra Costa County CA		California	
	#	%	#	%	#	%
Family Structure	6,925		295,764		9,266,812	
Single - Male	355	5.1%	10,859	3.7%	456,621	4.9%
Single - Female	687	9.9%	25,399	8.6%	916,975	9.9%
Single Parent - Male	86	1.2%	8,610	2.9%	338,676	3.7%
Single Parent - Female	468	6.8%	24,183	8.2%	820,836	8.9%
Married w/ Children	2,151	31.1%	100,140	33.9%	2,894,275	31.2%
Married w/out Children	3,178	45.9%	126,573	42.8%	3,839,429	41.4%
Household Size						
1 Person	1,649	18.6%	94,394	22.8%	3,118,501	23.3%
2 People	2,543	28.7%	127,990	30.9%	3,887,561	29.0%
3 People	1,700	19.2%	70,762	17.1%	2,176,115	16.3%
4 to 6 People	2,695	30.5%	110,973	26.8%	3,658,254	27.3%
7+ People	259	2.9%	10,473	2.5%	548,941	4.1%
Home Ownership	8,847		414,592		13,389,372	
Owners	6,948	78.5%	278,280	67.1%	7,516,079	56.1%
Renters	1,899	21.5%	136,312	32.9%	5,873,293	43.9%
Components of Change						
Births	258	1.0%	11,881	1.0%	425,800	1.1%
Deaths	210	0.8%	9,426	0.8%	287,522	0.7%
Migration	171	0.7%	-1,234	-0.1%	-77,766	-0.2%
Employment (Pop 16+)	20,923		929,808		31,385,595	
Armed Services	36	0.2%	639	0.1%	146,196	0.5%
Civilian	14,257	68.1%	602,868	64.8%	19,913,815	63.4%
Employed	13,677	65.4%	570,031	61.3%	18,656,597	59.4%
Unemployed	579	2.8%	32,837	3.5%	1,257,218	4.0%
Not in Labor Force	6,666	31.9%	326,940	35.2%	11,471,780	36.6%
Employed Population	13,677		570,031		18,656,597	
White Collar	10,140	74.1%	394,227	69.2%	11,891,526	63.7%
Blue Collar	3,537	25.9%	175,804	30.8%	6,765,071	36.3%

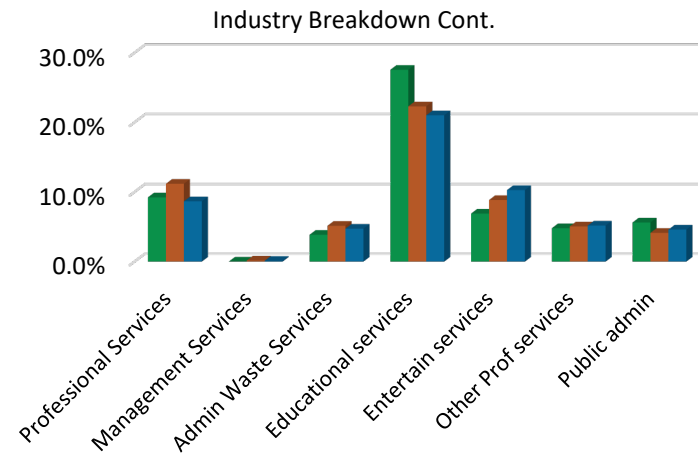
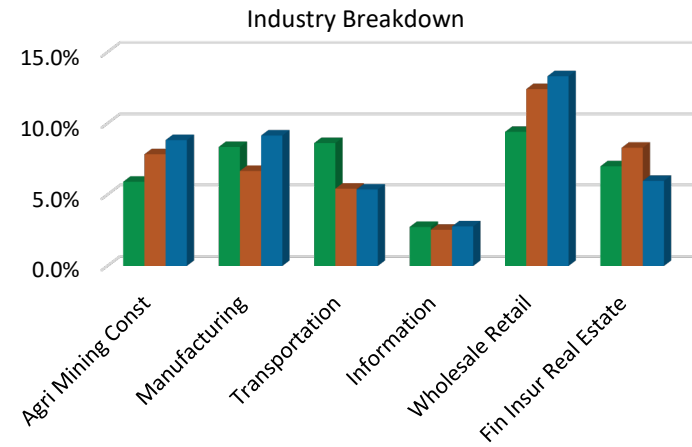


Consumer Demographic Profile

Site: City/ County/ State

Date Report Created: 6/8/2022

	Hercules CA		Contra Costa County CA		California	
	#	%	#	%	#	%
Employment By Occupation	13,677		570,031		18,656,597	
White Collar	10,140	74.1%	394,227	69.2%	11,891,526	63.7%
Managerial executive	2,544	18.6%	113,990	20.0%	2,963,580	15.9%
Prof specialty	4,208	30.8%	140,161	24.6%	4,304,599	23.1%
Healthcare support	486	3.6%	19,487	3.4%	668,611	3.6%
Sales	1,145	8.4%	59,907	10.5%	1,904,973	10.2%
Office Admin	1,758	12.8%	60,682	10.6%	2,049,763	11.0%
Blue Collar	3,537	25.9%	175,804	30.8%	6,765,071	36.3%
Protective	309	2.3%	11,530	2.0%	391,901	2.1%
Food Prep Serving	436	3.2%	26,448	4.6%	1,052,605	5.6%
Bldg Maint/Cleaning	317	2.3%	24,660	4.3%	765,366	4.1%
Personal Care	357	2.6%	17,820	3.1%	562,356	3.0%
Farming/Fishing/Forestry	80	0.6%	1,554	0.3%	314,339	1.7%
Construction	644	4.7%	42,386	7.4%	1,415,139	7.6%
Production Transp	1,395	10.2%	51,406	9.0%	2,263,365	12.1%
Employment By Industry	13,677		570,031		18,656,597	
Agri Mining Const	809	5.9%	44,686	7.8%	1,648,439	8.8%
Manufacturing	1,142	8.4%	38,000	6.7%	1,707,863	9.2%
Transportation	1,180	8.6%	30,920	5.4%	1,001,273	5.4%
Information	375	2.7%	14,483	2.5%	518,055	2.8%
Wholesale Retail	1,287	9.4%	70,751	12.4%	2,484,472	13.3%
Fin Insur Real Estate	957	7.0%	47,293	8.3%	1,114,533	6.0%
Professional Services	1,263	9.2%	63,742	11.2%	1,616,006	8.7%
Management Services	0	0.0%	889	0.2%	21,111	0.1%
Admin Waste Services	528	3.9%	29,344	5.1%	883,234	4.7%
Educational services	3,768	27.6%	127,089	22.3%	3,919,607	21.0%
Entertain services	944	6.9%	50,443	8.8%	1,916,701	10.3%
Other Prof services	656	4.8%	28,845	5.1%	966,682	5.2%
Public admin	769	5.6%	23,546	4.1%	858,621	4.6%



Employment Profile

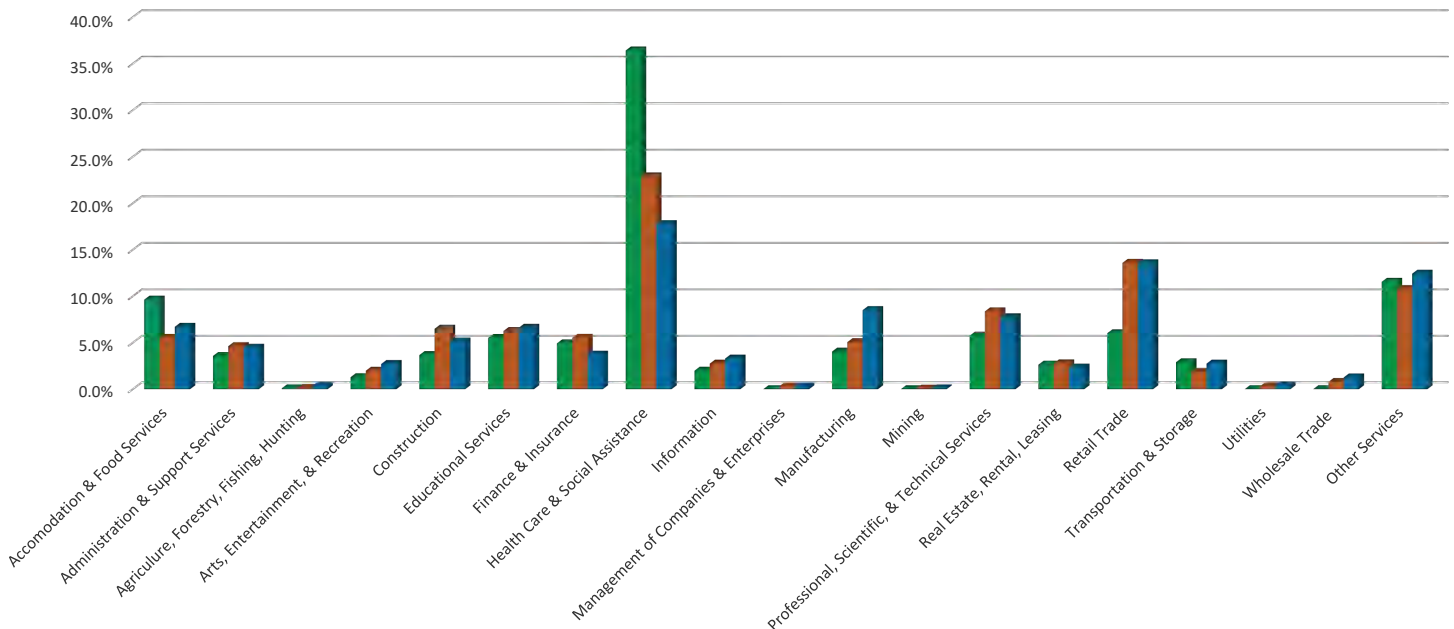
Site: City/County/State

Date Report Created: 6/8/2022

	Hercules CA	Contra Costa County CA	California
Daytime Population	17,266	1,083,057	42,100,094
Student Population	3,639	293,319	11,532,340
Median Employee Salary	48,091	48,205	50,591
Average Employee Salary	57,367	56,833	58,378
Wages	#	#	#
Salary/Wage per Employee per Annum			
Under \$15,000 CrYr	71 1.4%	9,134 2.5%	438,155 2.8%
15,000 to 30,000 CrYr	356 7.0%	15,770 4.3%	742,788 4.8%
30,000 to 45,000 CrYr	1,719 33.7%	130,522 35.9%	5,086,346 32.9%
45,000 to 60,000 CrYr	1,332 26.1%	89,470 24.6%	3,468,064 22.4%
60,000 to 75,000 CrYr	477 9.3%	39,829 11.0%	1,948,282 12.6%
75,000 to 90,000 CrYr	331 6.5%	26,242 7.2%	1,496,592 9.7%
90,000 to 100,000 CrYr	119 2.3%	8,636 2.4%	578,761 3.7%
Over 100,000 CrYr	700 13.7%	43,766 12.0%	1,709,377 11.1%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	249	100%	5,104	100%	26,263	100%	363,369	100%	1,031,010	100%	15,468,365	100%
Accommodation & Food Services	19	7.6%	492	9.6%	1,314	5.0%	20,065	5.5%	59,778	5.8%	1,037,799	6.7%
Administration & Support Services	10	4.0%	182	3.6%	960	3.7%	16,822	4.6%	33,570	3.3%	689,409	4.5%
Agriculture, Forestry, Fishing, Hunting	0	0.1%	5	0.1%	80	0.3%	464	0.1%	5,591	0.5%	55,366	0.4%
Arts, Entertainment, & Recreation	6	2.4%	66	1.3%	611	2.3%	7,205	2.0%	24,540	2.4%	418,440	2.7%
Construction	9	3.7%	187	3.7%	1,629	6.2%	23,624	6.5%	57,547	5.6%	793,365	5.1%
Educational Services	7	2.8%	281	5.5%	779	3.0%	22,718	6.3%	27,574	2.7%	1,021,437	6.6%
Finance & Insurance	13	5.2%	251	4.9%	1,835	7.0%	20,082	5.5%	55,606	5.4%	573,891	3.7%
Health Care & Social Assistance	78	31.5%	1,859	36.4%	5,408	20.6%	83,168	22.9%	183,140	17.8%	2,746,468	17.8%
Information	4	1.6%	102	2.0%	490	1.9%	9,980	2.7%	21,475	2.1%	509,227	3.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	17	0.1%	932	0.3%	771	0.1%	42,882	0.3%
Manufacturing	8	3.2%	206	4.0%	839	3.2%	18,403	5.1%	44,940	4.4%	1,315,775	8.5%
Mining	0	0.0%	0	0.0%	14	0.1%	207	0.1%	599	0.1%	12,678	0.1%
Professional, Scientific, & Technical Services	26	10.4%	294	5.8%	3,099	11.8%	30,414	8.4%	114,423	11.1%	1,196,413	7.7%
Real Estate, Rental, Leasing	14	5.6%	135	2.6%	1,225	4.7%	10,068	2.8%	45,064	4.4%	358,856	2.3%
Retail Trade	15	6.0%	307	6.0%	2,901	11.0%	49,384	13.6%	135,490	13.1%	2,095,233	13.5%
Transportation & Storage	6	2.5%	148	2.9%	322	1.2%	6,750	1.9%	13,880	1.3%	425,207	2.7%
Utilities	0	0.0%	0	0.0%	44	0.2%	1,123	0.3%	1,656	0.2%	59,180	0.4%
Wholesale Trade	0	0.0%	0	0.0%	464	1.8%	2,841	0.8%	26,368	2.6%	194,713	1.3%
Other Services	33	13.3%	589	11.5%	4,232	16.1%	39,119	10.8%	178,998	17.4%	1,922,026	12.4%

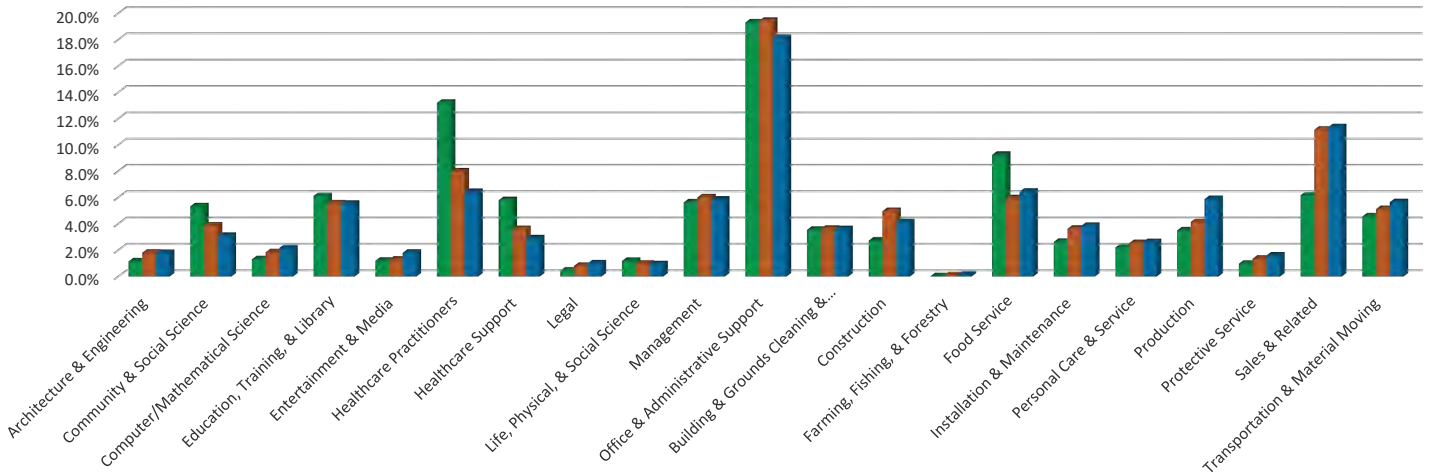
Employment Profile

Site: City/County/State

Date Report Created: 6/8/2022

	Hercules CA		Contra Costa County CA		California	
Occupations	# of Employee's		# of Employee's		# of Employee's	
White Collar	3,264	64.0%	207,585	57.1%	8,225,224	53.2%
Architecture & Engineering	59	1.1%	6,559	1.8%	276,278	1.8%
Community & Social Science	272	5.3%	14,041	3.9%	477,079	3.1%
Computer/Mathematical Science	67	1.3%	6,685	1.8%	335,170	2.2%
Education, Training, & Library	313	6.1%	20,134	5.5%	853,405	5.5%
Entertainment & Media	61	1.2%	4,639	1.3%	278,568	1.8%
Healthcare Practitioners	673	13.2%	28,980	8.0%	992,983	6.4%
Healthcare Support	296	5.8%	13,072	3.6%	448,416	2.9%
Legal	23	0.4%	2,926	0.8%	154,026	1.0%
Life, Physical, & Social Science	60	1.2%	3,541	1.0%	143,405	0.9%
Management	287	5.6%	21,828	6.0%	903,207	5.8%
Office & Administrative Support	985	19.3%	70,604	19.4%	2,806,629	18.1%
Blue Collar	1,816	35.6%	154,583	42.5%	6,997,615	45.2%
Building & Grounds Cleaning & Maintenance	181	3.5%	13,145	3.6%	555,600	3.6%
Construction	139	2.7%	18,052	5.0%	642,743	4.2%
Farming, Fishing, & Forestry	1	0.0%	367	0.1%	24,658	0.2%
Food Service	472	9.2%	21,578	5.9%	996,024	6.4%
Installation & Maintenance	134	2.6%	13,172	3.6%	593,733	3.8%
Personal Care & Service	113	2.2%	9,204	2.5%	403,240	2.6%
Production	179	3.5%	15,060	4.1%	909,571	5.9%
Protective Service	49	1.0%	4,886	1.3%	245,892	1.6%
Sales & Related	315	6.2%	40,517	11.2%	1,753,267	11.3%
Transportation & Material Moving	233	4.6%	18,602	5.1%	872,887	5.6%
Military Services	24	0.5%	1,201	0.3%	245,526	1.6%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	5,104	363,369	15,468,365
2021 Q3	4,816	344,485	14,635,873
2021 Q2	5,239	372,493	15,631,034
2021 Q1	5,665	402,718	16,824,096
2020 Q4	5,102	363,424	15,326,962
2020 Q3	4,817	339,409	14,409,563
2020 Q2	4,818	340,306	14,521,601
2020 Q1	5,515	394,751	16,530,724
2019 Q4	5,612	399,260	16,787,502

Consumer Demand & Market Supply Assessment

Site: City/County/State

Date Report Created: 6/8/2022

Demographics

Population	26,073
5-Year Population estimate	26,800
Population Households	26,027
Group Quarters Population	46
Households	8,847
5-Year Households estimate	9,096
WorkPlace Establishments	249
Workplace Employees	5,104
Median Household Income	\$118,881

	Hercules CA	Contra Costa County CA	California
Population	26,073	1,157,363	39,570,531
5-Year Population estimate	26,800	1,196,716	40,940,839
Population Households	26,027	1,147,614	38,768,462
Group Quarters Population	46	9,749	802,069
Households	8,847	414,592	13,389,372
5-Year Households estimate	9,096	428,556	13,858,454
WorkPlace Establishments	249	26,263	1,031,010
Workplace Employees	5,104	363,369	15,468,365
Median Household Income	\$118,881	\$104,767	\$79,802

By Establishments

	Hercules CA				Contra Costa County CA				California	
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply
Automotive Dealers	\$99,455,277	\$0	(\$99,455,277)	-100%	\$4,303,462,980	\$2,539,262,581	(\$1,764,200,399)	-41%	\$134,898,584,835	\$131,270,427,411
Furniture Stores	\$5,637,607	\$0	(\$5,637,607)	-100%	\$242,974,625	\$105,949,587	(\$137,025,038)	-56%	\$7,877,107,997	\$7,729,111,978
Home Furnishing Stores	\$4,591,054	\$0	(\$4,591,054)	-100%	\$200,960,406	\$149,950,841	(\$51,009,565)	-25%	\$6,644,437,922	\$6,723,679,694
Lawn/Garden Equipment/Supplies Stores	\$3,416,432	\$0	(\$3,416,432)	-100%	\$149,086,536	\$139,079,061	(\$10,007,475)	-7%	\$4,905,296,915	\$5,198,952,189
Shoe Stores	\$2,426,810	\$0	(\$2,426,810)	-100%	\$105,267,869	\$60,652,165	(\$44,615,704)	-42%	\$3,421,517,423	\$3,505,285,870
Jewelry/Luggage/Leather Goods	\$3,071,757	\$0	(\$3,071,757)	-100%	\$135,424,587	\$78,992,333	(\$56,432,254)	-42%	\$4,462,971,514	\$4,423,523,395
Sporting Goods/Hobby/Musical Instrument	\$6,025,555	\$0	(\$6,025,555)	-100%	\$264,090,816	\$189,782,726	(\$74,308,090)	-28%	\$8,669,850,089	\$8,697,759,960
Book/Periodical/Music Stores	\$1,151,949	\$0	(\$1,151,949)	-100%	\$51,014,663	\$26,552,328	(\$24,462,335)	-48%	\$1,689,757,229	\$1,702,788,031
Department Stores	\$8,990,308	\$0	(\$8,990,308)	-100%	\$394,191,695	\$321,377,570	(\$72,814,125)	-18%	\$12,917,966,680	\$16,025,362,874
Florists/Misc. Store Retailers	\$818,788	\$0	(\$818,788)	-100%	\$35,735,398	\$17,974,350	(\$17,761,048)	-50%	\$1,173,529,968	\$1,217,981,692
Used Merchandise Stores	\$1,300,216	\$0	(\$1,300,216)	-100%	\$56,880,421	\$26,064,205	(\$30,816,216)	-54%	\$1,859,476,191	\$1,609,211,962
Other Misc. Store Retailers	\$8,470,054	\$0	(\$8,470,054)	-100%	\$370,495,268	\$197,556,539	(\$172,938,729)	-47%	\$12,160,861,921	\$12,349,409,759
Electronic Shopping/Mail Order Houses	\$100,624,452	\$0	(\$100,624,452)	-100%	\$4,559,330,289	\$721,984,648	(\$3,837,345,641)	-84%	\$153,017,465,291	\$111,963,143,728
Vending Machine Operators (Non-Store)	\$3,580,825	\$0	(\$3,580,825)	-100%	\$159,081,985	\$32,320,471	(\$126,761,514)	-80%	\$5,181,375,908	\$4,948,636,248
Direct Selling Establishments	\$2,842,352	\$0	(\$2,842,352)	-100%	\$125,593,261	\$86,374,549	(\$39,218,712)	-31%	\$4,129,941,131	\$3,214,431,276
Bar/Drinking Places (Alcoholic Beverages)	\$1,494,053	\$0	(\$1,494,053)	-100%	\$81,581,529	\$54,946,540	(\$26,634,989)	-33%	\$2,973,960,080	\$3,307,064,352
Grocery Stores	\$60,559,528	\$12,800,000	(\$47,759,528)	-79%	\$2,666,245,780	\$2,707,227,850	\$40,982,070	2%	\$86,575,082,748	\$81,121,626,644
Beer/Wine/Liquor Stores	\$5,137,191	\$1,200,000	(\$3,937,191)	-77%	\$226,036,099	\$198,079,464	(\$27,956,635)	-12%	\$7,331,097,557	\$7,532,204,264
Clothing Stores	\$16,161,684	\$3,127,857	(\$13,033,828)	-81%	\$705,425,162	\$468,449,976	(\$236,975,186)	-34%	\$23,021,800,357	\$23,390,740,983
Building Material/Supplies Dealers	\$30,637,758	\$6,033,639	(\$24,604,119)	-80%	\$1,344,535,239	\$1,117,638,569	(\$226,896,670)	-17%	\$44,765,607,483	\$49,882,484,873
Other Motor Vehicle Dealers	\$6,676,755	\$1,619,412	(\$5,057,343)	-76%	\$289,248,975	\$49,481,298	(\$239,767,677)	-83%	\$9,093,995,156	\$9,054,632,993
Electronics/Appliance	\$6,111,550	\$1,921,135	(\$4,190,415)	-69%	\$292,486,820	\$167,571,267	(\$124,915,553)	-43%	\$10,037,769,428	\$9,180,721,124
Automotive Parts/Accessories/Tire	\$8,336,662	\$3,343,751	(\$4,992,912)	-60%	\$366,235,737	\$268,748,169	(\$97,487,568)	-27%	\$12,125,576,058	\$12,171,098,961
Office Supplies/Stationary/Gift	\$1,932,947	\$838,482	(\$1,094,465)	-57%	\$86,818,562	\$58,765,028	(\$28,053,534)	-32%	\$2,884,657,146	\$2,818,054,716
Special Food Services	\$1,357,252	\$621,502	(\$735,750)	-54%	\$65,720,542	\$36,893,062	(\$28,827,480)	-44%	\$2,261,555,175	\$2,272,861,542
Other General Merchandise Stores	\$59,597,506	\$28,450,677	(\$31,146,829)	-52%	\$2,624,231,521	\$3,496,227,510	\$871,995,989	33%	\$85,594,433,003	\$92,100,902,336
Specialty Food Stores	\$3,070,069	\$1,853,166	(\$1,216,903)	-40%	\$135,216,620	\$77,935,891	(\$57,280,729)	-42%	\$4,377,805,468	\$3,988,770,846
Health/Personal Care Stores	\$28,047,904	\$17,703,598	(\$10,344,306)	-37%	\$1,235,535,504	\$1,041,775,445	(\$193,760,059)	-16%	\$40,628,024,098	\$41,329,120,202
Gasoline Stations	\$35,671,498	\$35,980,370	\$308,872	1%	\$1,561,417,995	\$1,684,070,515	\$122,652,520	8%	\$49,932,592,917	\$69,840,104,302
Full-Service Restaurants	\$17,275,533	\$18,576,077	\$1,300,544	8%	\$876,147,328	\$746,076,279	(\$130,071,049)	-15%	\$30,887,426,350	\$32,770,363,346
Limited-Service Eating Places	\$23,800,223	\$31,757,631	\$7,957,408	33%	\$1,152,373,201	\$975,370,045	(\$177,003,156)	-15%	\$39,688,453,791	\$42,261,907,189
Consumer Demand/Market Supply Index	\$558,271,551	\$165,827,296	337		\$24,862,847,413	\$17,843,130,862	139		\$815,189,977,829	\$803,602,364,740



Consumer Demand & Market Supply Assessment

Site: City/County/State

Date Report Created: 6/8/2022

By Major Product Lines

	Hercules CA				Contra Costa County CA				California	
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply
Autos/Cars/Vans/Trucks/Motorcycles	\$87,843,388	\$815,669	(\$87,027,719)	-99%	\$3,798,709,718	\$2,151,466,400	(\$1,647,243,318)	-43%	\$118,902,537,596	\$116,322,392,253
Books/Periodicals	\$1,974,124	\$70,775	(\$1,903,350)	-96%	\$86,965,344	\$35,850,319	(\$51,115,025)	-59%	\$2,884,726,704	\$3,108,787,092
Furniture/Sleep/Outdoor/Patio Furniture	\$16,831,530	\$689,398	(\$16,142,132)	-96%	\$724,812,253	\$253,021,275	(\$471,790,978)	-65%	\$23,498,481,002	\$17,956,655,485
Jewelry (including Watches)	\$4,683,536	\$226,284	(\$4,457,252)	-95%	\$206,972,653	\$122,954,726	(\$84,017,927)	-41%	\$6,849,858,669	\$7,310,055,771
Footwear, including Accessories	\$7,192,548	\$380,482	(\$6,812,067)	-95%	\$311,722,750	\$152,968,180	(\$158,754,570)	-51%	\$10,131,921,299	\$9,071,076,226
Sporting Goods (incl Bicycles/Sports Vehicles)	\$5,310,945	\$384,647	(\$4,926,298)	-93%	\$234,125,585	\$161,165,513	(\$72,960,072)	-31%	\$7,730,621,890	\$9,205,319,899
Pets/Pet Foods/Pet Supplies	\$5,365,431	\$393,382	(\$4,972,049)	-93%	\$231,799,871	\$118,075,648	(\$113,724,223)	-49%	\$7,502,577,092	\$5,441,455,351
Audio Equipment/Musical Instruments	\$3,430,743	\$256,697	(\$3,174,046)	-93%	\$150,869,522	\$68,880,921	(\$81,988,601)	-54%	\$4,977,750,212	\$4,987,194,681
Computer Hardware/Software/Supplies	\$10,573,305	\$855,425	(\$9,717,880)	-92%	\$644,592,976	\$192,860,843	(\$451,732,133)	-70%	\$25,114,831,582	\$18,315,844,598
Lawn/Garden/Farm Equipment/Supplies	\$9,334,807	\$814,572	(\$8,520,235)	-91%	\$407,761,122	\$327,409,904	(\$80,351,218)	-20%	\$13,475,077,845	\$13,837,026,826
Kitchenware/Home Furnishings	\$6,872,505	\$647,977	(\$6,224,528)	-91%	\$303,080,936	\$176,342,126	(\$126,738,810)	-42%	\$10,123,035,634	\$9,938,119,666
Floor/Floor Coverings	\$4,022,358	\$403,377	(\$3,618,982)	-90%	\$177,498,416	\$132,535,601	(\$44,962,815)	-25%	\$5,999,248,821	\$6,296,331,654
Retailer Services	\$18,284,090	\$1,872,197	(\$16,411,892)	-90%	\$787,233,462	\$455,692,576	(\$331,540,886)	-42%	\$24,035,462,314	\$24,031,162,264
All Other Merchandise	\$23,747,512	\$2,468,634	(\$21,278,878)	-90%	\$1,039,084,326	\$485,182,876	(\$553,901,450)	-53%	\$33,995,685,669	\$31,662,754,590
Packaged Liquor/Wine/Beer	\$11,121,196	\$1,202,756	(\$9,918,440)	-89%	\$486,830,540	\$376,370,868	(\$110,459,672)	-23%	\$15,690,581,908	\$15,785,267,332
Womens/Juniors/Misses Wear	\$17,113,975	\$2,158,742	(\$14,955,234)	-87%	\$747,493,855	\$422,921,227	(\$324,572,628)	-43%	\$24,445,169,632	\$24,034,295,275
Sewing/Knitting Materials/Supplies	\$266,904	\$34,718	(\$232,185)	-87%	\$11,551,368	\$11,076,981	(\$474,387)	-4%	\$376,405,424	\$472,646,919
Mens Wear	\$6,937,115	\$967,914	(\$5,969,201)	-86%	\$303,980,609	\$196,839,982	(\$107,140,627)	-35%	\$9,826,349,184	\$10,888,409,381
Small Electric Appliances	\$1,376,094	\$193,378	(\$1,182,715)	-86%	\$60,073,557	\$39,192,891	(\$20,880,666)	-35%	\$1,960,791,799	\$2,041,698,692
Curtains/Draperies/Slipcovers/Bed/Coverings	\$2,680,985	\$392,924	(\$2,288,061)	-85%	\$115,797,697	\$94,082,416	(\$21,715,281)	-19%	\$3,726,957,446	\$4,595,106,126
Toys/Hobby Goods/Games	\$2,807,214	\$436,399	(\$2,370,815)	-84%	\$122,835,975	\$103,262,070	(\$19,573,905)	-16%	\$4,121,474,135	\$5,333,086,242
Groceries/Other Food Items (Off Premises)	\$90,306,572	\$16,600,518	(\$73,706,054)	-82%	\$3,968,305,942	\$3,862,960,403	(\$105,345,539)	-3%	\$128,256,332,145	\$121,046,029,340
Automotive Tires/Tubes/Batteries/Parts	\$16,957,932	\$3,360,405	(\$13,597,527)	-80%	\$746,068,825	\$435,500,786	(\$310,568,039)	-42%	\$24,850,759,110	\$21,633,477,230
Hardware/Tools/Plumbing/Electrical Supplies	\$8,671,493	\$1,742,130	(\$6,929,363)	-80%	\$381,879,035	\$319,458,693	(\$62,420,342)	-16%	\$12,849,580,085	\$14,585,894,924
Dimensional Lumber/Other Building Materials	\$12,314,482	\$2,489,281	(\$9,825,201)	-80%	\$541,192,177	\$464,844,332	(\$76,347,845)	-14%	\$18,110,989,794	\$20,909,821,208
Childrens Wear/Infants/Toddlers Clothing	\$2,659,197	\$554,426	(\$2,104,771)	-79%	\$114,435,289	\$104,357,584	(\$10,077,705)	-9%	\$3,737,630,626	\$5,015,828,810
Paints/Sundries/Wallpaper/Wall Coverings	\$2,195,385	\$468,445	(\$1,726,939)	-79%	\$96,906,411	\$85,773,134	(\$11,133,277)	-11%	\$3,268,631,882	\$3,822,895,103
Major Household Appliances	\$2,047,415	\$472,109	(\$1,575,305)	-77%	\$87,835,972	\$71,986,430	(\$15,849,542)	-18%	\$2,689,383,181	\$3,438,750,237
Automotive Lubricants (incl Oil, Greases)	\$2,047,415	\$472,109	(\$1,575,305)	-77%	\$87,835,972	\$71,986,430	(\$15,849,542)	-18%	\$2,689,383,181	\$3,438,750,237
Drugs/Health Aids/Beauty Aids/Cosmetics	\$75,770,725	\$18,442,802	(\$57,327,923)	-76%	\$3,343,561,123	\$1,735,113,739	(\$1,608,447,384)	-48%	\$110,902,937,860	\$85,667,787,945
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$967,088	\$235,866	(\$731,222)	-76%	\$43,121,934	\$71,983,347	\$28,861,413	67%	\$1,437,521,894	\$2,216,275,716
Soaps/Detergents/Household Cleaners	\$2,639,650	\$785,755	(\$1,853,895)	-70%	\$114,856,371	\$146,838,624	\$31,982,253	28%	\$3,807,890,344	\$4,861,931,691
Televisions/VCR/Video Cameras/DVD etc	\$3,350,419	\$1,075,030	(\$2,275,388)	-68%	\$146,641,539	\$142,051,865	(\$4,589,674)	-3%	\$4,846,642,903	\$6,850,795,945
Photographic Equipment/Supplies	\$521,455	\$176,023	(\$345,432)	-66%	\$22,915,755	\$21,256,855	(\$1,658,900)	-7%	\$759,292,574	\$1,094,959,027
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,301,725	\$882,252	(\$1,419,472)	-62%	\$98,255,101	\$69,205,772	(\$29,049,329)	-30%	\$2,709,664,437	\$2,263,286,438
Paper/Related Products	\$2,236,449	\$870,169	(\$1,366,279)	-61%	\$98,553,085	\$137,279,522	\$38,726,437	39%	\$3,293,577,231	\$4,379,923,784
Cigars/Cigarettes/Tobacco/Accessories	\$5,761,124	\$2,538,417	(\$3,222,707)	-56%	\$259,651,903	\$266,910,761	\$7,258,858	3%	\$8,990,834,737	\$10,613,541,544
Alcoholic Drinks Served at the Establishment	\$7,726,288	\$5,757,464	(\$1,968,824)	-25%	\$428,020,129	\$279,521,841	(\$148,498,288)	-35%	\$15,709,674,847	\$13,822,329,358
Automotive Fuels	\$34,104,207	\$33,828,511	(\$275,696)	-1%	\$1,487,574,517	\$1,846,157,354	\$358,582,837	24%	\$47,214,666,754	\$68,033,503,623
Meats/Nonalcoholic Beverages	\$39,096,904	\$45,616,971	\$6,520,066	17%	\$1,890,670,416	\$1,669,069,226	(\$221,601,190)	-12%	\$65,085,771,486	\$71,262,966,049

Consumer Demand & Market Supply Assessment

Site: City/County/State

Date Report Created: 6/8/2022

Hercules CA

Contra Costa County CA

California

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

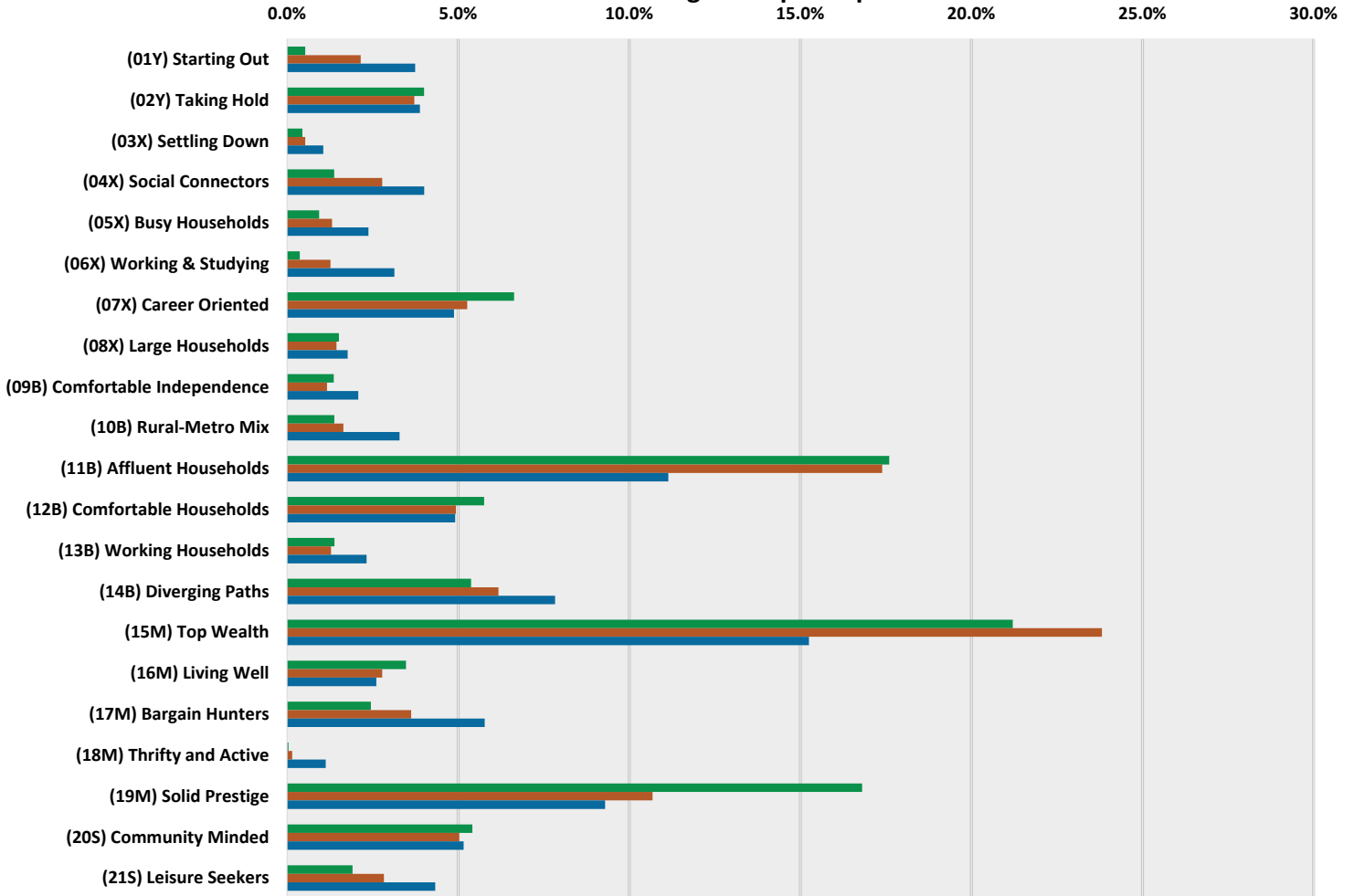
Household Segmentation Profile

Site: City/County/State

Date: 6/8/2022



Household Lifestage Group Comparison



	Hercules CA	Contra Costa County CA	California
Total Households	8,441 100%	391,780 100%	13,035,940 100%

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	03- Corporate Connected	(15M) Top Wealth	1,049	12.4%	25,757	6.6%	613,672	4.7%
2	04- Top Professionals	(11B) Affluent Households	881	10.4%	17,728	4.5%	461,484	3.5%
3	02- Established Elite	(15M) Top Wealth	741	8.8%	67,550	17.2%	1,374,636	10.5%
4	08- Solid Surroundings	(19M) Solid Prestige	697	8.3%	18,444	4.7%	507,047	3.9%
5	09- Busy Schedules	(19M) Solid Prestige	520	6.2%	15,228	3.9%	454,112	3.5%
6	01- Summit Estates	(11B) Affluent Households	487	5.8%	46,536	11.9%	851,746	6.5%
7	13- Work & Play	(12B) Comfortable Households	265	3.1%	10,955	2.8%	340,697	2.6%
8	33- Urban Diversity	(14B) Diverging Paths	261	3.1%	16,322	4.2%	674,883	5.2%
9	26- Getting Established	(07X) Career Oriented	247	2.9%	11,032	2.8%	347,703	2.7%
10	36- Persistent & Productive	(20S) Community Minded	229	2.7%	10,111	2.6%	368,145	2.8%

* Rank is based on Trade Area 1 cluster size

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



Household Segmentation Profile

Date: 6/8/2022

TOTAL HOUSEHOLDS		8,441	100%	391,780	100%	13,035,940	100%
Lifestage Group	Cluster Name	Hercules CA		Contra Costa County CA		California	
(01Y) Starting Out		45	0.5%	8,438	2.2%	488,220	3.7%
	39- Setting Goals	9	0.1%	1,234	0.3%	83,089	0.6%
	45- Offices & Entertainment	16	0.2%	2,221	0.6%	105,476	0.8%
	57- Collegiate Crowd	12	0.1%	2,965	0.8%	134,686	1.0%
	58- Outdoor Fervor	1	0.0%	120	0.0%	36,025	0.3%
	67- First Steps	6	0.1%	1,898	0.5%	128,944	1.0%
(02Y) Taking Hold		338	4.0%	14,573	3.7%	506,221	3.9%
	18- Climbing the Ladder	59	0.7%	2,619	0.7%	78,249	0.6%
	21- Children First	46	0.5%	2,333	0.6%	74,343	0.6%
	24- Career Building	220	2.6%	8,746	2.2%	311,881	2.4%
	30- Out & About	14	0.2%	875	0.2%	41,748	0.3%
(03X) Settling Down		38	0.4%	2,081	0.5%	137,980	1.1%
	34- Outward Bound	0	0.0%	103	0.0%	18,488	0.1%
	41- Rural Adventure	3	0.0%	332	0.1%	29,969	0.2%
	46- Rural & Active	35	0.4%	1,646	0.4%	89,523	0.7%
(04X) Social Connectors		116	1.4%	10,897	2.8%	522,661	4.0%
	42- Creative Variety	14	0.2%	1,757	0.4%	89,056	0.7%
	52- Stylish & Striving	67	0.8%	4,995	1.3%	224,192	1.7%
	59- Mobile Mixers	35	0.4%	4,145	1.1%	209,413	1.6%
(05X) Busy Households		79	0.9%	5,148	1.3%	310,306	2.4%
	37- Firm Foundations	46	0.5%	2,345	0.6%	131,790	1.0%
	62- Movies & Sports	33	0.4%	2,803	0.7%	178,516	1.4%
(06X) Working & Studying		31	0.4%	4,962	1.3%	409,164	3.1%
	61- City Life	9	0.1%	2,544	0.6%	265,234	2.0%
	69- Productive Havens	11	0.1%	1,026	0.3%	63,111	0.5%
	70- Favorably Frugal	11	0.1%	1,392	0.4%	80,819	0.6%
(07X) Career Oriented		560	6.6%	20,632	5.3%	635,894	4.9%
	06- Casual Comfort	148	1.8%	4,392	1.1%	144,434	1.1%
	10- Careers & Travel	144	1.7%	4,034	1.0%	102,438	0.8%
	20- Carving Out Time	22	0.3%	1,174	0.3%	41,319	0.3%
	26- Getting Established	247	2.9%	11,032	2.8%	347,703	2.7%
(08X) Large Households		128	1.5%	5,657	1.4%	230,663	1.8%
	11- Schools & Shopping	42	0.5%	1,580	0.4%	48,388	0.4%
	12- On the Go	49	0.6%	2,077	0.5%	65,748	0.5%
	19- Country Comfort	2	0.0%	228	0.1%	41,094	0.3%
	27- Tenured Proprietors	34	0.4%	1,772	0.5%	75,433	0.6%
(09B) Comfortable Independence		115	1.4%	4,579	1.2%	271,400	2.1%
	29- City Mixers	23	0.3%	1,529	0.4%	145,791	1.1%
	35- Working & Active	60	0.7%	1,507	0.4%	58,166	0.4%
	56- Metro Active	32	0.4%	1,543	0.4%	67,443	0.5%
(10B) Rural-Metro Mix		116	1.4%	6,450	1.6%	428,703	3.3%
	47- Rural Parents	1	0.0%	190	0.0%	48,389	0.4%
	53- Metro Strivers	110	1.3%	5,825	1.5%	308,193	2.4%
	60- Rural & Mobile	5	0.1%	435	0.1%	72,121	0.6%

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



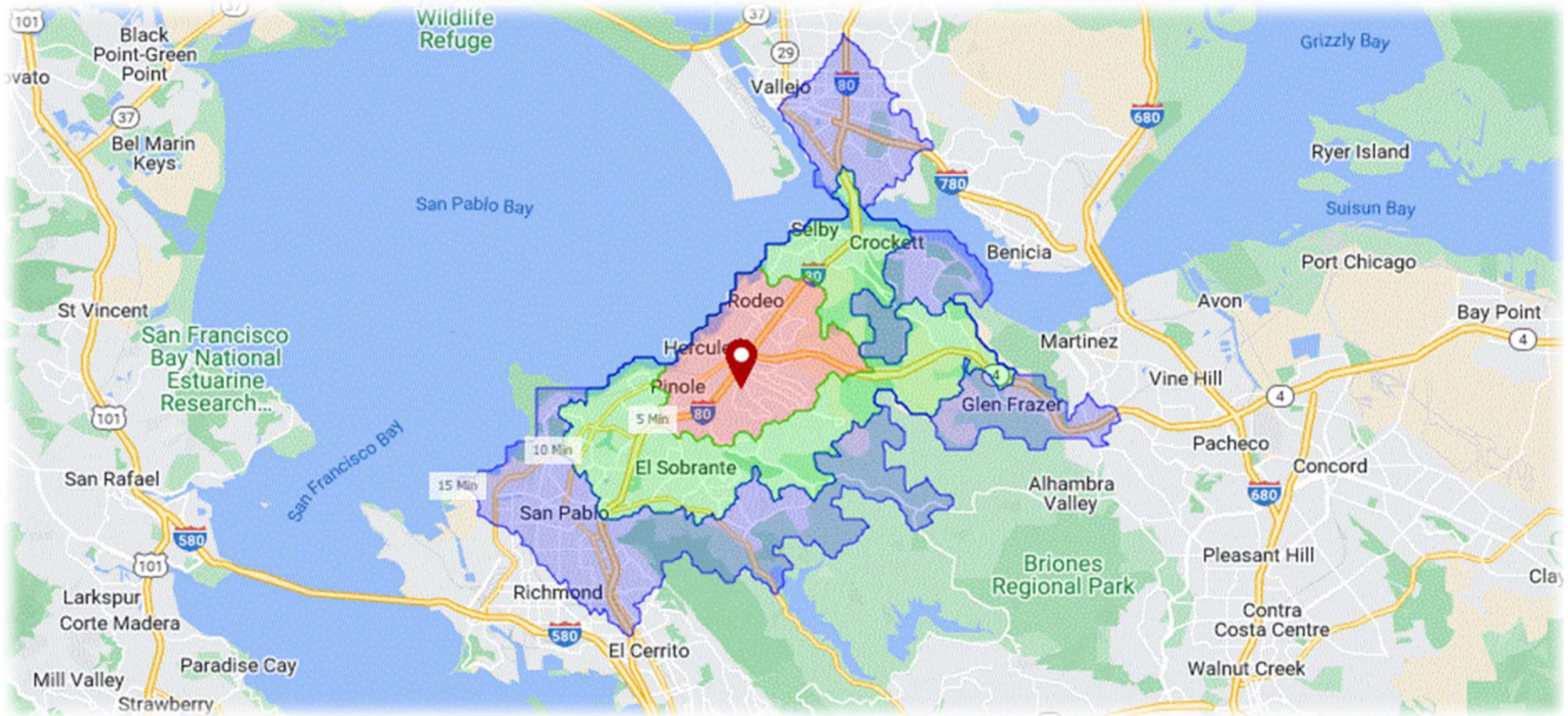
Household Segmentation Profile

Date: 6/8/2022

TOTAL HOUSEHOLDS		8,441	100%	391,780	100%	13,035,940	100%
Lifestage Group	Cluster Name	Hercules CA		Contra Costa County CA		California	
(11B) Affluent Households		1,485	17.6%	68,146	17.4%	1,452,423	11.1%
	01- Summit Estates	487	5.8%	46,536	11.9%	851,746	6.5%
	04- Top Professionals	881	10.4%	17,728	4.5%	461,484	3.5%
	07- Active Lifestyles	117	1.4%	3,882	1.0%	139,193	1.1%
(12B) Comfortable Households		486	5.8%	19,338	4.9%	640,306	4.9%
	13- Work & Play	265	3.1%	10,955	2.8%	340,697	2.6%
	17- Firmly Established	221	2.6%	8,383	2.1%	299,609	2.3%
(13B) Working Households		117	1.4%	5,038	1.3%	303,091	2.3%
	38- Occupational Mix	117	1.4%	4,941	1.3%	273,482	2.1%
	48- Farm & Home	0	0.0%	97	0.0%	29,609	0.2%
(14B) Diverging Paths		454	5.4%	24,204	6.2%	1,021,046	7.8%
	16- Country Enthusiasts	0	0.0%	363	0.1%	40,376	0.3%
	22- Comfortable Cornerstones	82	1.0%	2,851	0.7%	84,077	0.6%
	31- Mid-American	68	0.8%	2,404	0.6%	99,149	0.8%
	32- Metro Mix	42	0.5%	2,264	0.6%	122,561	0.9%
	33- Urban Diversity	261	3.1%	16,322	4.2%	674,883	5.2%
(15M) Top Wealth		1,790	21.2%	93,307	23.8%	1,988,308	15.3%
	02- Established Elite	741	8.8%	67,550	17.2%	1,374,636	10.5%
	03- Corporate Connected	1,049	12.4%	25,757	6.6%	613,672	4.7%
(16M) Living Well		293	3.5%	10,898	2.8%	340,147	2.6%
	14- Career Centered	164	1.9%	6,497	1.7%	177,430	1.4%
	15- Country Ways	3	0.0%	253	0.1%	42,432	0.3%
	23- Good Neighbors	126	1.5%	4,148	1.1%	120,285	0.9%
(17M) Bargain Hunters		207	2.5%	14,208	3.6%	752,952	5.8%
	43- Work & Causes	33	0.4%	2,299	0.6%	97,003	0.7%
	44- Open Houses	39	0.5%	2,520	0.6%	105,649	0.8%
	55- Community Life	58	0.7%	2,541	0.6%	141,537	1.1%
	63- Staying Home	59	0.7%	5,408	1.4%	325,768	2.5%
	68- Staying Healthy	17	0.2%	1,440	0.4%	82,995	0.6%
(18M) Thrifty & Active		3	0.0%	589	0.2%	147,448	1.1%
	40- Great Outdoors	1	0.0%	122	0.0%	30,690	0.2%
	50- Rural Community	2	0.0%	321	0.1%	86,767	0.7%
	54- Work & Outdoors	0	0.0%	146	0.0%	29,991	0.2%
(19M) Solid Prestige		1,419	16.8%	41,849	10.7%	1,211,892	9.3%
	05- Active & Involved	202	2.4%	8,177	2.1%	250,733	1.9%
	08- Solid Surroundings	697	8.3%	18,444	4.7%	507,047	3.9%
	09- Busy Schedules	520	6.2%	15,228	3.9%	454,112	3.5%
(20S) Community Minded		457	5.4%	19,701	5.0%	672,768	5.2%
	25- Clubs & Causes	113	1.3%	3,828	1.0%	124,095	1.0%
	28- Community Pillars	114	1.4%	5,762	1.5%	180,528	1.4%
	36- Persistent & Productive	229	2.7%	10,111	2.6%	368,145	2.8%
(21S) Leisure Seekers		162	1.9%	11,085	2.8%	564,347	4.3%
	49- Home & Garden	30	0.4%	2,486	0.6%	117,751	0.9%
	51- Role Models	45	0.5%	2,238	0.6%	103,288	0.8%
	64- Practical & Careful	34	0.4%	1,962	0.5%	122,240	0.9%
	65- Hobbies & Shopping	26	0.3%	2,101	0.5%	100,198	0.8%
	66- Helping Hands	27	0.3%	2,298	0.6%	120,870	0.9%

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





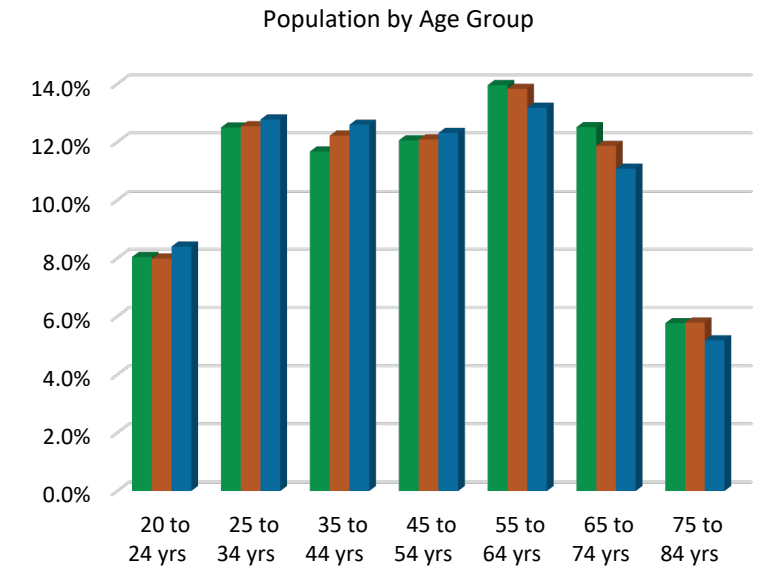
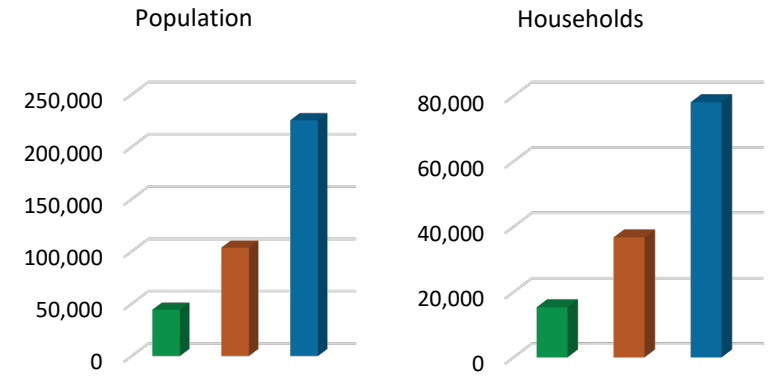
	5 Minutes	10 Minutes	15 Minutes
Population	44,301	103,606	225,449
Daytime Population	31,194	74,882	174,105
Households	15,360	36,750	78,107
Average Age	41.6	41.4	40.4
Average HH Income	\$124,159	\$113,992	\$102,380
White Collar (Residents)	69.7%	64.8%	58.6%
College Degree & Above	43%	40%	35%

Consumer Demographic Profile

Site: I-80 & Sycamore Ave

Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	44,301	---	103,606	---	225,449	---
5 Year Projected Pop	45,106	---	105,505	---	228,934	---
Pop Growth (%)	1.8%	---	1.8%	---	1.5%	---
Households	15,360	---	36,750	---	78,107	---
5 Year Projected HHs	15,643	---	37,468	---	79,386	---
HH Growth (%)	1.8%	---	2.0%	---	1.6%	---
Census Stats						
2000 Population	37,224	---	90,563	---	207,421	---
2010 Population	41,772	---	97,035	---	213,436	---
Pop Growth (%)	12.2%	---	7.1%	---	2.9%	---
2000 Households	12,597	---	31,669	---	71,184	---
2010 Households	14,449	---	34,243	---	73,650	---
HH Growth (%)	14.7%	---	8.1%	---	3.5%	---
Total Population by Age						
Average Age	41.6		41.4		40.4	
19 yrs & under	9,691	21.9%	22,813	22.0%	51,714	22.9%
20 to 24 yrs	3,563	8.0%	8,276	8.0%	18,942	8.4%
25 to 34 yrs	5,538	12.5%	12,996	12.5%	28,800	12.8%
35 to 44 yrs	5,171	11.7%	12,661	12.2%	28,393	12.6%
45 to 54 yrs	5,342	12.1%	12,525	12.1%	27,758	12.3%
55 to 64 yrs	6,184	14.0%	14,327	13.8%	29,713	13.2%
65 to 74 yrs	5,542	12.5%	12,293	11.9%	24,987	11.1%
75 to 84 yrs	2,555	5.8%	5,996	5.8%	11,675	5.2%
85 + yrs	715	1.6%	1,719	1.7%	3,465	1.5%
Population Bases						
20-34 yrs	9,101	20.5%	21,272	20.5%	47,743	21.2%
45-64 yrs	11,526	26.0%	26,853	25.9%	57,471	25.5%
16 yrs +	35,598	80.4%	83,035	80.1%	179,137	79.5%
25 yrs +	31,047	70.1%	72,518	70.0%	154,792	68.7%
65 yrs +	8,812	19.9%	20,008	19.3%	40,127	17.8%
75 yrs +	3,270	7.4%	7,715	7.4%	15,141	6.7%
85 yrs +	715	1.6%	1,719	1.7%	3,465	1.5%



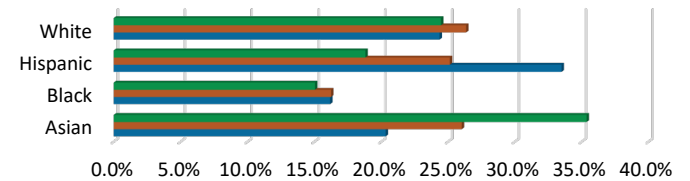
Consumer Demographic Profile

Site: I-80 & Sycamore Ave

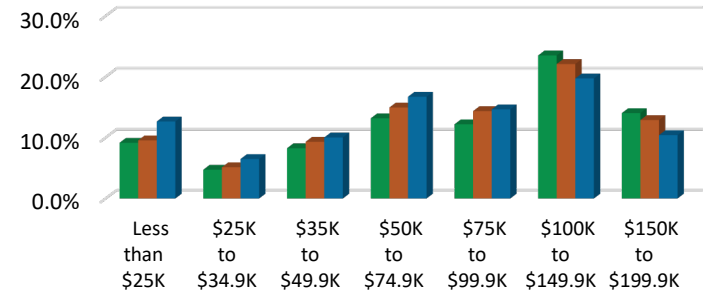
Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	10,845	24.5%	27,309	26.4%	54,946	24.4%
Hispanic	8,338	18.8%	26,045	25.1%	75,528	33.5%
Black	6,668	15.1%	16,841	16.3%	36,491	16.2%
Asian	15,672	35.4%	26,972	26.0%	45,851	20.3%
Ancestry						
American Indian (ancestry)	156	0.4%	337	0.3%	783	0.3%
Hawaiin (ancestry)	230	0.5%	560	0.5%	1,361	0.6%
Household Income						
Per Capita Income	\$43,049	---	\$40,434	---	\$35,470	---
Average HH Income	\$124,159	---	\$113,992	---	\$102,380	---
Median HH Income	\$104,689	---	\$93,711	---	\$81,518	---
Less than \$25K	1,407	9.2%	3,513	9.6%	9,889	12.7%
\$25K to \$34.9K	727	4.7%	1,892	5.1%	5,069	6.5%
\$35K to \$49.9K	1,270	8.3%	3,427	9.3%	7,842	10.0%
\$50K to \$74.9K	2,026	13.2%	5,498	15.0%	13,067	16.7%
\$75K to \$99.9K	1,874	12.2%	5,281	14.4%	11,449	14.7%
\$100K to \$149.9K	3,613	23.5%	8,125	22.1%	15,417	19.7%
\$150K to \$199.9K	2,156	14.0%	4,738	12.9%	8,138	10.4%
\$200K +	2,288	14.9%	4,274	11.6%	7,235	9.3%
Education						
Less than 9th Grade	1,546	5.0%	4,384	6.0%	13,915	9.0%
Some HS, No Diploma	1,357	4.4%	3,942	5.4%	11,136	7.2%
HS Grad (or Equivalent)	6,052	19.5%	14,584	20.1%	34,145	22.1%
Some College, No Degree	7,420	23.9%	18,416	25.4%	37,292	24.1%
Associate Degree	3,456	11.1%	7,511	10.4%	14,261	9.2%
Bachelor Degree	7,534	24.3%	16,064	22.2%	29,667	19.2%
Graduates Degree	2,357	7.6%	5,085	7.0%	9,661	6.2%

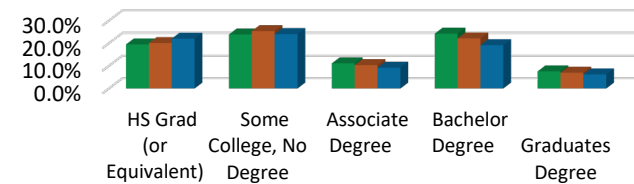
Ethnic Breakdown



Household Income Levels - %



Education

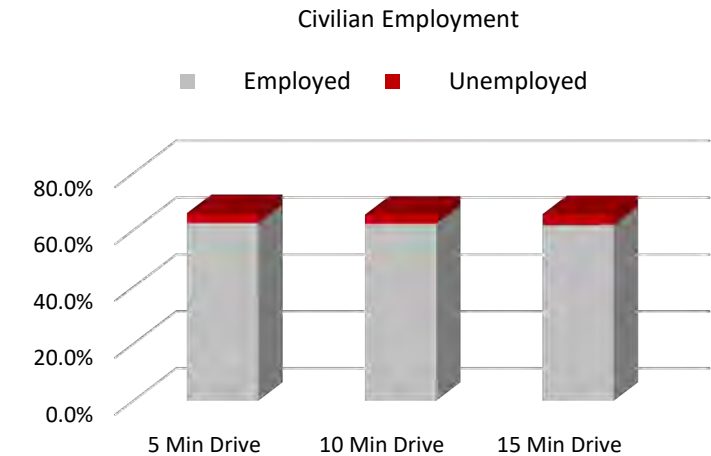
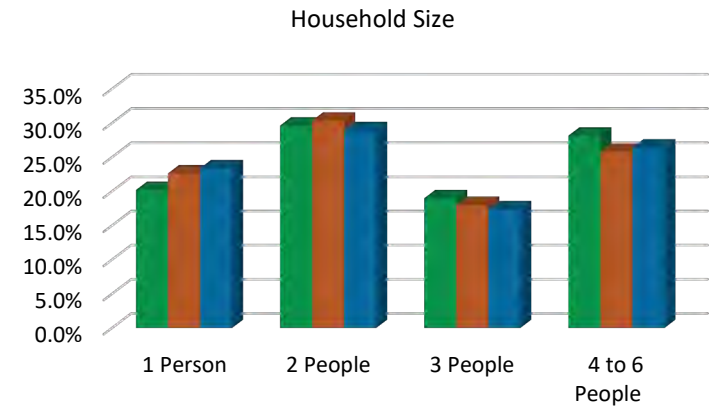


Consumer Demographic Profile

Site: I-80 & Sycamore Ave

Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	11,592		26,052		54,561	
Single - Male	588	5.1%	1,269	4.9%	3,025	5.5%
Single - Female	1,521	13.1%	3,397	13.0%	7,045	12.9%
Single Parent - Male	177	1.5%	649	2.5%	1,847	3.4%
Single Parent - Female	1,051	9.1%	2,334	9.0%	5,822	10.7%
Married w/ Children	3,253	28.1%	6,991	26.8%	14,546	26.7%
Married w/out Children	5,003	43.2%	11,413	43.8%	22,275	40.8%
Household Size						
1 Person	3,105	20.2%	8,325	22.7%	18,273	23.4%
2 People	4,554	29.6%	11,160	30.4%	22,634	29.0%
3 People	2,920	19.0%	6,629	18.0%	13,587	17.4%
4 to 6 People	4,326	28.2%	9,502	25.9%	20,645	26.4%
7+ People	455	3.0%	1,134	3.1%	2,968	3.8%
Home Ownership	15,360		36,750		78,107	
Owners	11,103	72.3%	24,923	67.8%	49,063	62.8%
Renters	4,258	27.7%	11,827	32.2%	29,044	37.2%
Components of Change						
Births	444	1.0%	1,044	1.0%	2,332	1.0%
Deaths	370	0.8%	858	0.8%	1,719	0.8%
Migration	85	0.2%	-479	-0.5%	-1,234	-0.5%
Employment (Pop 16+)	35,598		83,035		179,137	
Armed Services	36	0.1%	123	0.1%	193	0.1%
Civilian	23,486	66.0%	54,315	65.4%	117,559	65.6%
Employed	22,240	62.5%	51,627	62.2%	110,752	61.8%
Unemployed	1,247	3.5%	2,688	3.2%	6,807	3.8%
Not in Labor Force	12,112	34.0%	28,720	34.6%	61,578	34.4%
Employed Population	22,240		51,627		110,752	
White Collar	15,498	69.7%	33,429	64.8%	64,857	58.6%
Blue Collar	6,742	30.3%	18,198	35.2%	45,895	41.4%

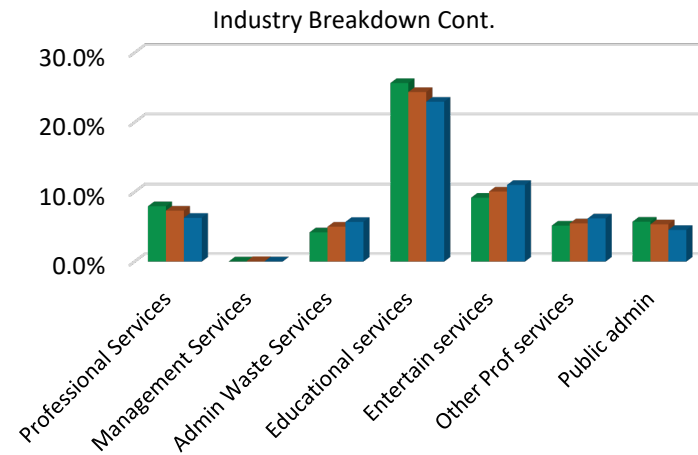
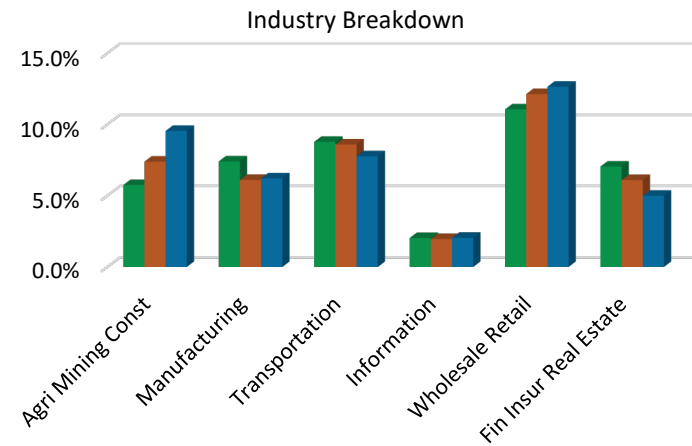


Consumer Demographic Profile

Site: I-80 & Sycamore Ave

Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	22,240		51,627		110,752	
White Collar	15,498	69.7%	33,429	64.8%	64,857	58.6%
Managerial executive	3,677	16.5%	7,753	15.0%	14,105	12.7%
Prof specialty	5,718	25.7%	11,563	22.4%	21,636	19.5%
Healthcare support	844	3.8%	2,227	4.3%	4,831	4.4%
Sales	2,202	9.9%	4,657	9.0%	10,030	9.1%
Office Admin	3,057	13.7%	7,230	14.0%	14,255	12.9%
Blue Collar	6,742	30.3%	18,198	35.2%	45,895	41.4%
Protective	583	2.6%	1,224	2.4%	2,409	2.2%
Food Prep Serving	895	4.0%	2,934	5.7%	7,248	6.5%
Bldg Maint/Cleaning	792	3.6%	2,158	4.2%	6,699	6.0%
Personal Care	668	3.0%	1,660	3.2%	3,746	3.4%
Farming/Fishing/Forestry	136	0.6%	187	0.4%	503	0.5%
Construction	1,273	5.7%	3,766	7.3%	10,824	9.8%
Production Transp	2,395	10.8%	6,269	12.1%	14,466	13.1%
Employment By Industry	22,240		51,627		110,752	
Agri Mining Const	1,278	5.7%	3,817	7.4%	10,579	9.6%
Manufacturing	1,647	7.4%	3,153	6.1%	6,886	6.2%
Transportation	1,953	8.8%	4,439	8.6%	8,606	7.8%
Information	452	2.0%	1,011	2.0%	2,270	2.0%
Wholesale Retail	2,459	11.1%	6,266	12.1%	14,010	12.6%
Fin Insur Real Estate	1,567	7.0%	3,151	6.1%	5,540	5.0%
Professional Services	1,769	8.0%	3,783	7.3%	6,961	6.3%
Management Services	6	0.0%	41	0.1%	48	0.0%
Admin Waste Services	935	4.2%	2,590	5.0%	6,312	5.7%
Educational services	5,703	25.6%	12,576	24.4%	25,434	23.0%
Entertain services	2,041	9.2%	5,197	10.1%	12,197	11.0%
Other Prof services	1,150	5.2%	2,839	5.5%	6,869	6.2%
Public admin	1,276	5.7%	2,764	5.4%	5,039	4.5%



Employment Profile

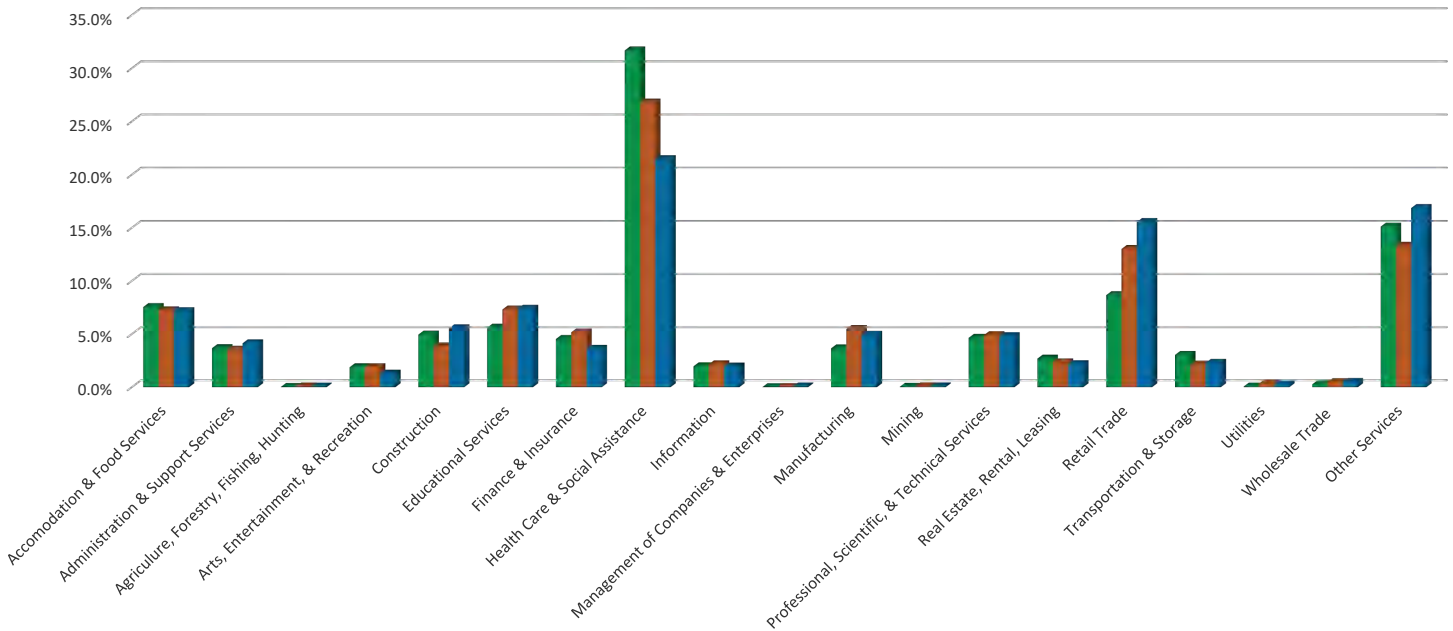
Site: I-80 & Sycamore Ave

Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	31,194		74,882		174,105	
Student Population	6,329		17,699		48,909	
Median Employee Salary	48,199		47,592		47,800	
Average Employee Salary	56,528		55,591		54,878	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	163	1.7%	456	2.2%	1,225	2.6%
15,000 to 30,000 CrYr	562	5.8%	1,180	5.6%	2,814	6.0%
30,000 to 45,000 CrYr	3,359	35.0%	7,768	36.7%	16,863	36.2%
45,000 to 60,000 CrYr	2,454	25.6%	5,305	25.0%	11,441	24.6%
60,000 to 75,000 CrYr	1,010	10.5%	2,150	10.1%	4,808	10.3%
75,000 to 90,000 CrYr	660	6.9%	1,487	7.0%	3,477	7.5%
90,000 to 100,000 CrYr	205	2.1%	427	2.0%	1,254	2.7%
Over 100,000 CrYr	1,191	12.4%	2,410	11.4%	4,679	10.0%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	624	100%	9,604	100%	1,551	100%	21,183	100%	3,262	100%	46,560	100%
Accommodation & Food Services	37	6.0%	724	7.5%	102	6.6%	1,531	7.2%	220	6.8%	3,330	7.2%
Administration & Support Services	24	3.9%	353	3.7%	54	3.5%	747	3.5%	108	3.3%	1,921	4.1%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	2	0.0%	1	0.1%	15	0.1%	4	0.1%	28	0.1%
Arts, Entertainment, & Recreation	17	2.6%	180	1.9%	40	2.6%	398	1.9%	65	2.0%	592	1.3%
Construction	30	4.8%	475	4.9%	79	5.1%	813	3.8%	176	5.4%	2,579	5.5%
Educational Services	19	3.1%	538	5.6%	57	3.7%	1,549	7.3%	125	3.8%	3,436	7.4%
Finance & Insurance	40	6.4%	436	4.5%	100	6.5%	1,094	5.2%	159	4.9%	1,680	3.6%
Health Care & Social Assistance	170	27.2%	3,043	31.7%	335	21.6%	5,674	26.8%	632	19.4%	9,992	21.5%
Information	8	1.3%	189	2.0%	23	1.5%	456	2.2%	49	1.5%	905	1.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%	32	0.1%
Manufacturing	13	2.2%	351	3.7%	45	2.9%	1,161	5.5%	104	3.2%	2,293	4.9%
Mining	1	0.1%	4	0.0%	1	0.1%	17	0.1%	3	0.1%	34	0.1%
Professional, Scientific, & Technical Services	51	8.2%	446	4.6%	138	8.9%	1,037	4.9%	247	7.6%	2,237	4.8%
Real Estate, Rental, Leasing	37	5.9%	258	2.7%	84	5.4%	493	2.3%	158	4.8%	1,007	2.2%
Retail Trade	53	8.4%	832	8.7%	189	12.2%	2,756	13.0%	441	13.5%	7,239	15.5%
Transportation & Storage	12	2.0%	291	3.0%	27	1.7%	451	2.1%	59	1.8%	1,063	2.3%
Utilities	1	0.1%	6	0.1%	2	0.1%	71	0.3%	4	0.1%	116	0.2%
Wholesale Trade	5	0.9%	25	0.3%	16	1.1%	100	0.5%	41	1.3%	226	0.5%
Other Services	106	17.0%	1,452	15.1%	257	16.6%	2,819	13.3%	665	20.4%	7,851	16.9%

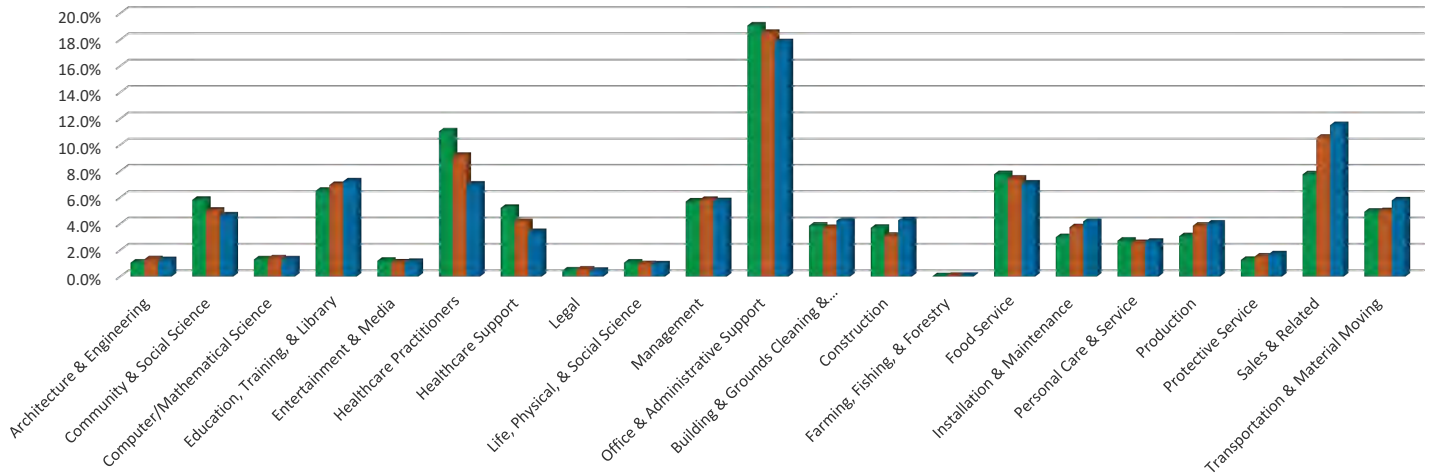
Employment Profile

Site: I-80 & Sycamore Ave

Date Report Created: 6/8/2022

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	5,935	61.8%	12,354	58.3%	25,265	54.3%
Architecture & Engineering	101	1.1%	276	1.3%	577	1.2%
Community & Social Science	559	5.8%	1,058	5.0%	2,157	4.6%
Computer/Mathematical Science	124	1.3%	291	1.4%	604	1.3%
Education, Training, & Library	625	6.5%	1,471	6.9%	3,362	7.2%
Entertainment & Media	115	1.2%	226	1.1%	514	1.1%
Healthcare Practitioners	1,058	11.0%	1,941	9.2%	3,249	7.0%
Healthcare Support	500	5.2%	884	4.2%	1,570	3.4%
Legal	43	0.5%	111	0.5%	199	0.4%
Life, Physical, & Social Science	101	1.1%	198	0.9%	427	0.9%
Management	547	5.7%	1,231	5.8%	2,661	5.7%
Office & Administrative Support	1,832	19.1%	3,922	18.5%	8,288	17.8%
Blue Collar	3,654	38.0%	8,766	41.4%	21,147	45.4%
Building & Grounds Cleaning & Maintenance	371	3.9%	780	3.7%	1,975	4.2%
Construction	355	3.7%	654	3.1%	1,991	4.3%
Farming, Fishing, & Forestry	2	0.0%	10	0.0%	25	0.1%
Food Service	747	7.8%	1,573	7.4%	3,285	7.1%
Installation & Maintenance	287	3.0%	792	3.7%	1,948	4.2%
Personal Care & Service	261	2.7%	537	2.5%	1,225	2.6%
Production	293	3.1%	817	3.9%	1,871	4.0%
Protective Service	121	1.3%	321	1.5%	783	1.7%
Sales & Related	745	7.8%	2,233	10.5%	5,353	11.5%
Transportation & Material Moving	473	4.9%	1,050	5.0%	2,690	5.8%
Military Services	14	0.2%	63	0.3%	148	0.3%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	9,604	21,183	46,560
2021 Q3	9,063	19,683	43,492
2021 Q2	9,827	21,641	47,254
2021 Q1	10,612	23,395	51,004
2020 Q4	9,546	21,095	46,355
2020 Q3	8,907	19,418	43,003
2020 Q2	9,018	19,835	43,662
2020 Q1	10,358	22,877	50,025
2019 Q4	10,487	23,180	50,728

Consumer Demand & Market Supply Assessment

Site: I-80 and Sycamore Ave

Date Report Created: 6/8/2022

Demographics

Population
5-Year Population estimate
Population Households
Group Quarters Population
Households
5-Year Households estimate
WorkPlace Establishments
Workplace Employees
Median Household Income

	5 Min Drive	10 Min Drive	15 Min Drive
Population	44,301	103,606	225,449
5-Year Population estimate	45,106	105,505	228,934
Population Households	44,203	102,928	223,347
Group Quarters Population	97	679	2,101
Households	15,360	36,750	78,107
5-Year Households estimate	15,643	37,468	79,386
WorkPlace Establishments	624	1,551	3,262
Workplace Employees	9,604	21,183	46,560
Median Household Income	\$104,689	\$93,711	\$81,518

By Establishments

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	\$9,446,585	\$0	(\$9,446,585)	-100%	\$21,635,537	\$0	(\$21,635,537)	-100%	\$45,952,018	\$2,912,264	(\$43,039,754)	-94%
Lawn/Garden Equipment/Supplies Stores	\$5,782,494	\$0	(\$5,782,494)	-100%	\$13,350,667	\$5,699,961	(\$7,650,706)	-57%	\$28,648,912	\$7,575,507	(\$21,073,405)	-74%
Jewelry/Luggage/Leather Goods	\$5,198,288	\$0	(\$5,198,288)	-100%	\$11,967,675	\$6,481,217	(\$5,486,459)	-46%	\$25,678,615	\$10,009,512	(\$15,669,103)	-61%
Florists/Misc. Store Retailers	\$1,385,323	\$0	(\$1,385,323)	-100%	\$3,196,968	\$178,322	(\$3,018,646)	-94%	\$6,858,635	\$3,043,777	(\$3,814,858)	-56%
Used Merchandise Stores	\$2,193,187	\$0	(\$2,193,187)	-100%	\$5,046,026	\$1,144,567	(\$3,901,459)	-77%	\$10,794,731	\$3,396,351	(\$7,398,380)	-69%
Vending Machine Operators (Non-Store)	\$6,087,820	\$0	(\$6,087,820)	-100%	\$14,066,519	\$2,770,326	(\$11,296,193)	-80%	\$30,261,812	\$2,770,326	(\$27,491,486)	-91%
Department Stores	\$15,226,788	\$38,318	(\$15,188,469)	-100%	\$35,159,798	\$7,715,236	(\$27,444,562)	-78%	\$75,516,100	\$56,456,343	(\$19,059,758)	-25%
Shoe Stores	\$4,078,571	\$26,858	(\$4,051,713)	-99%	\$9,413,634	\$8,559,186	(\$854,448)	-9%	\$20,054,910	\$8,707,566	(\$11,347,343)	-57%
Other Misc. Store Retailers	\$14,362,379	\$1,517,036	(\$12,845,343)	-89%	\$33,236,867	\$10,843,118	(\$22,393,749)	-67%	\$71,426,367	\$34,511,353	(\$36,915,014)	-52%
Clothing Stores	\$27,244,540	\$3,301,981	(\$23,942,559)	-88%	\$62,644,623	\$34,991,983	(\$27,652,640)	-44%	\$133,918,906	\$50,462,785	(\$83,456,120)	-62%
Automotive Dealers	\$166,553,384	\$29,981,064	(\$136,572,320)	-82%	\$382,075,497	\$196,577,767	(\$185,497,730)	-49%	\$812,893,794	\$472,687,344	(\$340,206,451)	-42%
Electronic Shopping/Mail Order Houses	\$171,400,419	\$37,074,887	(\$134,325,532)	-78%	\$395,103,693	\$37,074,887	(\$358,028,806)	-91%	\$850,242,027	\$40,897,388	(\$809,344,639)	-95%
Beer/Wine/Liquor Stores	\$8,667,938	\$2,179,138	(\$6,488,800)	-75%	\$19,961,594	\$9,249,947	(\$10,711,647)	-54%	\$42,788,621	\$33,536,589	(\$9,252,032)	-22%
Direct Selling Establishments	\$4,850,173	\$1,227,093	(\$3,623,080)	-75%	\$11,235,470	\$3,173,848	(\$8,061,622)	-72%	\$24,260,537	\$14,893,619	(\$9,366,918)	-39%
Office Supplies/Stationary/Gift	\$3,272,529	\$862,459	(\$2,410,070)	-74%	\$7,513,928	\$7,554,313	\$40,384	1%	\$16,081,997	\$13,586,568	(\$2,495,429)	-16%
Other General Merchandise Stores	\$101,281,806	\$29,205,242	(\$72,076,564)	-71%	\$234,422,141	\$107,439,176	(\$126,982,965)	-54%	\$505,019,429	\$454,943,297	(\$50,076,132)	-10%
Other Motor Vehicle Dealers	\$11,186,480	\$3,286,580	(\$7,899,900)	-71%	\$25,663,665	\$4,634,229	(\$21,029,436)	-82%	\$54,594,199	\$7,689,844	(\$46,904,355)	-86%
Grocery Stores	\$102,956,905	\$35,106,665	(\$67,850,240)	-66%	\$238,334,388	\$83,179,983	(\$155,154,404)	-65%	\$513,501,605	\$460,248,341	(\$53,253,264)	-10%
Automotive Parts/Accessories/Tire	\$14,177,385	\$5,048,129	(\$9,129,256)	-64%	\$32,900,089	\$12,646,473	(\$20,253,616)	-62%	\$71,114,131	\$46,541,083	(\$24,573,048)	-35%
Special Food Services	\$2,305,889	\$845,535	(\$1,460,355)	-63%	\$5,234,750	\$2,005,914	(\$3,228,836)	-62%	\$11,122,625	\$5,282,736	(\$5,839,889)	-53%
Electronics/Appliance	\$10,409,598	\$3,972,556	(\$6,437,042)	-62%	\$23,737,684	\$13,017,788	(\$10,719,896)	-45%	\$50,748,867	\$18,767,659	(\$31,981,209)	-63%
Home Furnishing Stores	\$7,779,861	\$3,480,268	(\$4,299,593)	-55%	\$17,967,824	\$9,961,272	(\$8,006,551)	-45%	\$38,612,996	\$18,602,697	(\$20,010,299)	-52%
Health/Personal Care Stores	\$47,878,615	\$22,639,722	(\$25,238,893)	-53%	\$111,298,105	\$61,471,620	(\$49,826,485)	-45%	\$240,886,713	\$117,932,691	(\$122,954,022)	-51%
Sporting Goods/Hobby/Musical Instrument	\$10,188,487	\$4,914,085	(\$5,274,402)	-52%	\$23,500,189	\$11,142,410	(\$12,357,779)	-53%	\$50,446,270	\$25,718,698	(\$24,727,571)	-49%
Specialty Food Stores	\$5,219,945	\$2,728,403	(\$2,491,542)	-48%	\$12,081,403	\$4,554,788	(\$7,526,615)	-62%	\$26,022,609	\$13,041,500	(\$12,981,109)	-50%
Building Material/Supplies Dealers	\$51,978,259	\$42,335,817	(\$9,642,442)	-19%	\$120,354,742	\$89,299,894	(\$31,054,848)	-26%	\$259,281,899	\$139,977,160	(\$119,304,739)	-46%
Full-Service Restaurants	\$29,514,590	\$24,362,299	(\$5,152,291)	-17%	\$66,524,604	\$51,977,785	(\$14,546,819)	-22%	\$141,296,751	\$99,412,587	(\$41,884,164)	-30%
Book/Periodical/Music Stores	\$1,954,526	\$1,761,446	(\$193,080)	-10%	\$4,505,562	\$2,928,868	(\$1,576,694)	-35%	\$9,694,347	\$5,584,282	(\$4,110,065)	-42%
Gasoline Stations	\$60,464,235	\$61,511,716	\$1,047,480	2%	\$140,021,339	\$145,790,784	\$5,769,445	4%	\$301,522,819	\$301,911,327	\$388,508	0%
Bar/Drinking Places (Alcoholic Beverages)	\$2,576,047	\$2,891,922	\$315,874	12%	\$5,734,013	\$7,042,804	\$1,308,791	23%	\$12,168,671	\$8,785,376	(\$3,383,296)	-28%
Limited-Service Eating Places	\$40,441,886	\$45,815,464	\$5,373,578	13%	\$91,832,072	\$85,982,129	(\$5,849,943)	-6%	\$195,156,925	\$166,609,312	(\$28,547,614)	-15%
Consumer Demand/Market Supply Index	\$946,064,934	\$366,114,682	258		\$2,179,721,064	\$1,025,090,596	213		\$4,676,568,838	\$2,646,495,879	177	



Consumer Demand & Market Supply Assessment

Site: I-80 and Sycamore Ave

Date Report Created: 6/8/2022

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Jewelry (including Watches)	\$7,935,124	\$912,366	(\$7,022,758)	-89%	\$18,273,473	\$8,327,357	(\$9,946,116)	-54%	\$39,253,291	\$15,180,402	(\$24,072,889)	-61%
Furniture/Sleep/Outdoor/Patio Furniture	\$28,192,962	\$3,446,358	(\$24,746,604)	-88%	\$64,551,178	\$7,451,791	(\$57,099,387)	-88%	\$137,046,772	\$20,708,433	(\$116,338,339)	-85%
Pets/Pet Foods/Pet Supplies	\$9,050,233	\$1,156,993	(\$7,893,240)	-87%	\$20,918,329	\$5,101,519	(\$15,816,810)	-76%	\$44,621,673	\$17,645,592	(\$26,976,081)	-60%
Footwear, including Accessories	\$12,084,230	\$1,637,491	(\$10,446,739)	-86%	\$27,903,165	\$12,944,547	(\$14,958,619)	-54%	\$59,431,533	\$19,461,126	(\$39,970,408)	-67%
Womens/Juniors/Misses Wear	\$28,857,127	\$4,941,353	(\$23,915,774)	-83%	\$66,255,510	\$24,818,939	(\$41,436,571)	-63%	\$141,686,687	\$49,093,551	(\$92,593,136)	-65%
Autos/Cars/Vans/Trucks/Motorcycles	\$147,013,170	\$26,816,651	(\$120,196,519)	-82%	\$337,046,965	\$166,915,006	(\$170,131,959)	-50%	\$716,708,357	\$399,544,522	(\$317,163,836)	-44%
Mens Wear	\$11,693,408	\$2,499,934	(\$9,193,474)	-79%	\$26,863,952	\$10,868,537	(\$15,995,415)	-60%	\$57,226,749	\$23,623,668	(\$33,603,082)	-59%
Childrens Wear/Infants/Toddlers Clothing	\$4,439,031	\$975,317	(\$3,463,714)	-78%	\$10,177,657	\$5,266,203	(\$4,911,454)	-48%	\$21,705,991	\$13,284,497	(\$8,421,494)	-39%
All Other Merchandise	\$40,060,272	\$10,049,207	(\$30,011,065)	-75%	\$92,177,413	\$27,614,422	(\$64,562,991)	-70%	\$197,197,532	\$65,846,928	(\$131,350,604)	-67%
Retailer Services	\$30,472,898	\$7,849,501	(\$22,623,397)	-74%	\$69,724,681	\$31,842,837	(\$37,881,844)	-54%	\$147,393,500	\$75,109,256	(\$72,284,245)	-49%
Automotive Tires/Tubes/Batteries/Parts	\$28,880,869	\$7,538,830	(\$21,342,039)	-74%	\$67,088,199	\$24,375,903	(\$42,712,295)	-64%	\$145,247,267	\$73,404,216	(\$71,843,052)	-49%
Packaged Liquor/Wine/Beer	\$18,703,403	\$4,999,220	(\$13,704,183)	-73%	\$43,003,166	\$15,640,987	(\$27,362,179)	-64%	\$91,954,229	\$59,893,455	(\$32,060,774)	-35%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$129,582,630	\$34,790,678	(\$94,791,951)	-73%	\$301,620,767	\$82,631,456	(\$218,989,311)	-73%	\$653,915,951	\$206,425,843	(\$447,490,108)	-68%
Small Electric Appliances	\$2,316,720	\$664,847	(\$1,651,874)	-71%	\$5,334,115	\$1,558,517	(\$3,775,598)	-71%	\$11,401,135	\$4,956,832	(\$6,444,303)	-57%
Kitchenware/Home Furnishings	\$11,703,794	\$3,479,837	(\$8,223,958)	-70%	\$27,127,946	\$8,794,975	(\$18,332,971)	-68%	\$58,573,857	\$21,609,524	(\$36,964,333)	-63%
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,825,860	\$1,164,797	(\$2,661,063)	-70%	\$8,739,354	\$3,340,850	(\$5,398,504)	-62%	\$18,427,233	\$8,265,341	(\$10,161,893)	-55%
Groceries/Other Food Items (Off Premises)	\$153,557,712	\$47,665,605	(\$105,892,107)	-69%	\$355,578,048	\$130,112,732	(\$225,465,316)	-63%	\$766,157,352	\$592,612,211	(\$173,545,141)	-23%
Audio Equipment/Musical Instruments	\$5,796,503	\$1,857,575	(\$3,938,928)	-68%	\$13,373,202	\$3,596,132	(\$9,777,070)	-73%	\$28,713,047	\$7,950,930	(\$20,762,117)	-72%
Lawn/Garden/Farm Equipment/Supplies	\$15,815,672	\$5,349,325	(\$10,466,347)	-66%	\$36,528,717	\$16,312,827	(\$20,215,890)	-55%	\$78,470,080	\$34,374,796	(\$44,095,285)	-56%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,509,502	\$1,602,609	(\$2,906,894)	-64%	\$10,299,796	\$4,085,776	(\$6,214,020)	-60%	\$21,878,950	\$11,890,938	(\$9,988,012)	-46%
Paper/Related Products	\$3,815,745	\$1,360,636	(\$2,455,109)	-64%	\$8,868,943	\$4,497,421	(\$4,371,522)	-49%	\$19,202,577	\$19,353,120	\$150,543	1%
Computer Hardware/Software/Supplies	\$18,830,653	\$7,243,072	(\$11,587,581)	-62%	\$42,028,315	\$11,226,872	(\$30,801,443)	-73%	\$90,747,516	\$16,653,134	(\$74,094,382)	-82%
Toys/Hobby Goods/Games	\$4,761,071	\$1,865,467	(\$2,895,605)	-61%	\$11,046,238	\$4,588,509	(\$6,457,729)	-58%	\$23,831,502	\$13,401,161	(\$10,430,341)	-44%
Televisions/VCR/Video Cameras/DVD etc	\$5,665,174	\$2,232,057	(\$3,433,116)	-61%	\$13,081,351	\$6,054,946	(\$7,026,405)	-54%	\$28,127,811	\$17,262,494	(\$10,865,317)	-39%
Soaps/Detergents/Household Cleaners	\$4,483,224	\$1,843,409	(\$2,639,815)	-59%	\$10,369,513	\$5,267,471	(\$5,102,042)	-49%	\$22,426,441	\$20,995,169	(\$1,431,271)	-6%
Photographic Equipment/Supplies	\$881,479	\$373,581	(\$507,898)	-58%	\$2,035,170	\$1,054,510	(\$980,660)	-48%	\$4,369,203	\$2,560,012	(\$1,809,191)	-41%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,995,605	\$3,936,569	(\$5,059,037)	-56%	\$20,740,207	\$8,067,395	(\$12,672,811)	-61%	\$44,708,374	\$19,991,471	(\$24,716,903)	-55%
Cigars/Cigarettes/Tobacco/Accessories	\$10,062,607	\$4,409,824	(\$5,652,783)	-56%	\$23,765,312	\$13,235,493	(\$10,529,819)	-44%	\$52,632,315	\$40,751,912	(\$11,880,403)	-23%
Sewing/Knitting Materials/Supplies	\$458,355	\$215,869	(\$242,486)	-53%	\$1,061,147	\$525,230	(\$535,917)	-51%	\$2,261,594	\$1,456,337	(\$805,256)	-36%
Books/Periodicals	\$3,350,318	\$1,584,330	(\$1,765,988)	-53%	\$7,726,522	\$2,660,255	(\$5,066,267)	-66%	\$16,651,125	\$5,557,311	(\$11,093,815)	-67%
Floor/Floor Coverings	\$6,861,616	\$3,975,218	(\$2,886,398)	-42%	\$15,937,967	\$9,302,294	(\$6,635,673)	-42%	\$34,516,873	\$16,339,650	(\$18,177,224)	-53%
Major Household Appliances	\$3,346,389	\$2,029,154	(\$1,317,235)	-39%	\$7,589,237	\$4,875,556	(\$2,713,681)	-36%	\$15,773,353	\$8,854,471	(\$6,918,882)	-44%
Automotive Lubricants (incl Oil, Greases)	\$3,346,389	\$2,029,154	(\$1,317,235)	-39%	\$7,589,237	\$4,875,556	(\$2,713,681)	-36%	\$15,773,353	\$8,854,471	(\$6,918,882)	-44%
Hardware/Tools/Plumbing/Electrical Supplies	\$14,758,625	\$10,949,022	(\$3,809,603)	-26%	\$34,316,463	\$23,299,522	(\$11,016,941)	-32%	\$74,235,131	\$39,921,848	(\$34,313,283)	-46%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,671,118	\$1,268,444	(\$402,674)	-24%	\$3,889,939	\$3,199,452	(\$690,487)	-18%	\$8,473,712	\$12,100,079	\$3,626,367	43%
Alcoholic Drinks Served at the Establishment	\$13,347,030	\$10,203,349	(\$3,143,681)	-24%	\$29,637,823	\$22,450,131	(\$7,187,691)	-24%	\$62,886,440	\$39,131,837	(\$23,754,603)	-38%
Dimensional Lumber/Other Building Materials	\$20,913,255	\$17,516,045	(\$3,397,210)	-16%	\$48,435,393	\$37,054,365	(\$11,381,028)	-23%	\$104,473,460	\$58,240,311	(\$46,233,149)	-44%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,751,364	\$3,145,117	(\$606,247)	-16%	\$8,716,725	\$6,690,620	(\$2,026,104)	-23%	\$18,870,100	\$10,779,465	(\$8,090,636)	-43%
Meats/Nonalcoholic Beverages	\$66,420,737	\$64,985,434	(\$1,435,303)	-2%	\$150,851,542	\$129,003,677	(\$21,847,865)	-14%	\$320,561,292	\$261,459,378	(\$59,101,914)	-18%
Automotive Fuels	\$57,703,685	\$57,043,247	(\$660,438)	-1%	\$133,547,697	\$138,627,633	\$5,079,936	4%	\$287,214,883	\$315,118,188	\$27,903,305	10%



Consumer Demand & Market Supply Assessment

Site: I-80 and Sycamore Ave

Date Report Created: 6/8/2022

5 Min Drive

10 Min Drive

15 Min Drive

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

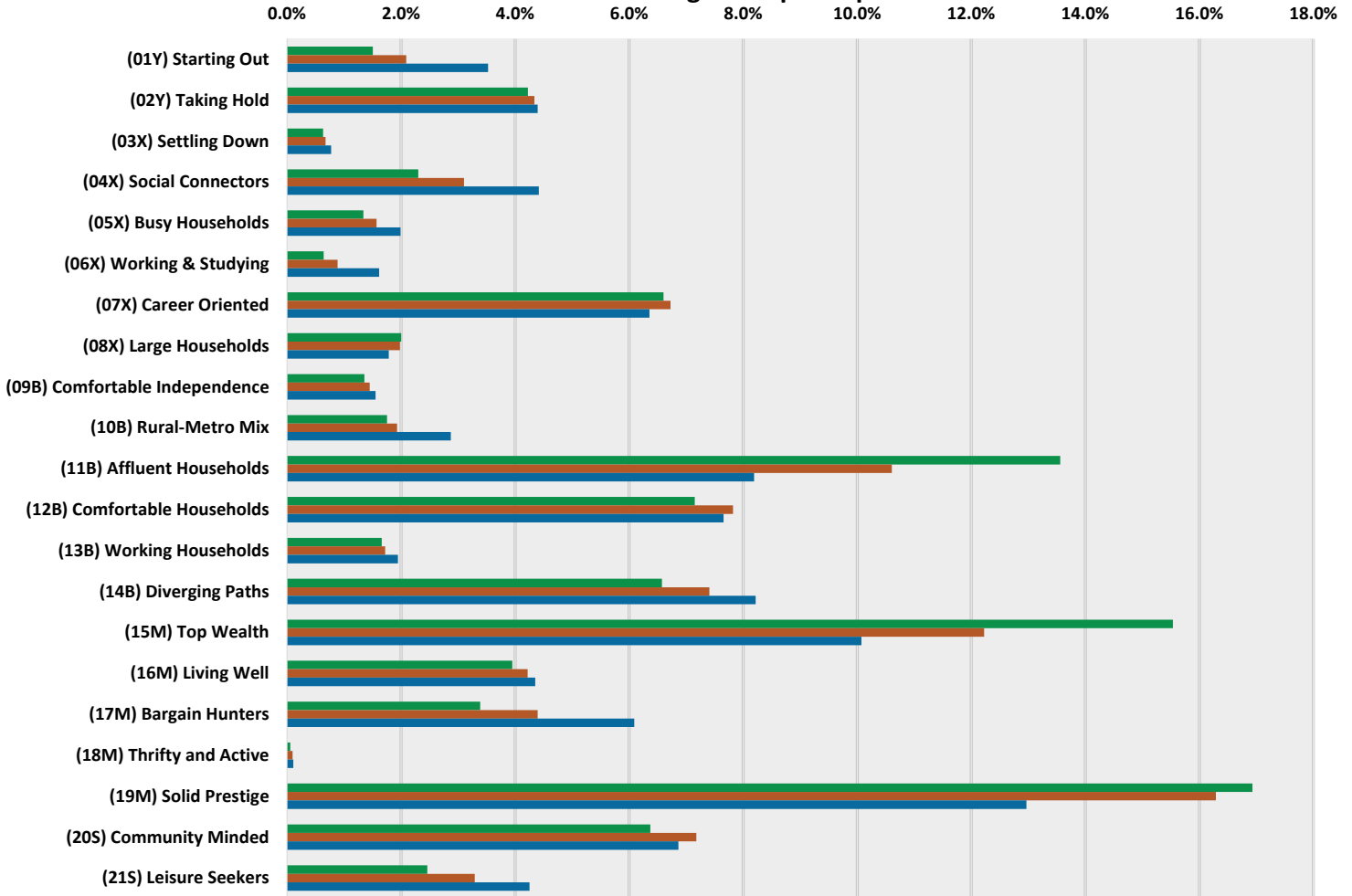
Household Segmentation Profile

Site: I-80 and Sycamore Ave

Date: 6/8/2022



Household Lifestage Group Comparison



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	03- Corporate Connected	(15M) Top Wealth	1,451	9.8%	2,571	7.4%	3,945	5.3%
2	04- Top Professionals	(11B) Affluent Households	1,270	8.6%	2,220	6.4%	3,313	4.5%
3	08- Solid Surroundings	(19M) Solid Prestige	1,220	8.3%	2,772	8.0%	4,665	6.3%
4	09- Busy Schedules	(19M) Solid Prestige	947	6.4%	2,141	6.2%	3,586	4.8%
5	02- Established Elite	(15M) Top Wealth	842	5.7%	1,669	4.8%	3,547	4.8%
6	13- Work & Play	(12B) Comfortable Households	563	3.8%	1,499	4.3%	3,202	4.3%
7	33- Urban Diversity	(14B) Diverging Paths	561	3.8%	1,597	4.6%	3,892	5.2%
8	01- Summit Estates	(11B) Affluent Households	543	3.7%	1,053	3.0%	2,019	2.7%
9	36- Persistent & Productive	(20S) Community Minded	534	3.6%	1,401	4.0%	2,798	3.8%
10	17- Firmly Established	(12B) Comfortable Households	493	3.3%	1,213	3.5%	2,491	3.3%

* Rank is based on Trade Area 1 cluster size

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



Household Segmentation Profile

Date: 6/8/2022

TOTAL HOUSEHOLDS		14,759	100%	34,677	100%	74,375	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		222	1.5%	725	2.1%	2,623	3.5%
	39- Setting Goals	39	0.3%	101	0.3%	405	0.5%
	45- Offices & Entertainment	78	0.5%	229	0.7%	691	0.9%
	57- Collegiate Crowd	79	0.5%	294	0.8%	925	1.2%
	58- Outdoor Fervor	2	0.0%	6	0.0%	18	0.0%
	67- First Steps	25	0.2%	96	0.3%	585	0.8%
(02Y) Taking Hold		623	4.2%	1,504	4.3%	3,269	4.4%
	18- Climbing the Ladder	145	1.0%	356	1.0%	722	1.0%
	21- Children First	93	0.6%	245	0.7%	624	0.8%
	24- Career Building	353	2.4%	807	2.3%	1,623	2.2%
	30- Out & About	33	0.2%	96	0.3%	300	0.4%
(03X) Settling Down		93	0.6%	234	0.7%	575	0.8%
	34- Outward Bound	1	0.0%	3	0.0%	8	0.0%
	41- Rural Adventure	9	0.1%	25	0.1%	57	0.1%
	46- Rural & Active	84	0.6%	206	0.6%	510	0.7%
(04X) Social Connectors		340	2.3%	1,076	3.1%	3,285	4.4%
	42- Creative Variety	51	0.3%	170	0.5%	615	0.8%
	52- Stylish & Striving	185	1.3%	561	1.6%	1,443	1.9%
	59- Mobile Mixers	104	0.7%	345	1.0%	1,228	1.7%
(05X) Busy Households		197	1.3%	545	1.6%	1,480	2.0%
	37- Firm Foundations	89	0.6%	261	0.8%	709	1.0%
	62- Movies & Sports	108	0.7%	283	0.8%	771	1.0%
(06X) Working & Studying		95	0.6%	308	0.9%	1,201	1.6%
	61- City Life	27	0.2%	101	0.3%	527	0.7%
	69- Productive Havens	35	0.2%	98	0.3%	282	0.4%
	70- Favorably Frugal	32	0.2%	109	0.3%	391	0.5%
(07X) Career Oriented		975	6.6%	2,332	6.7%	4,727	6.4%
	06- Casual Comfort	229	1.6%	478	1.4%	841	1.1%
	10- Careers & Travel	217	1.5%	480	1.4%	909	1.2%
	20- Carving Out Time	51	0.3%	150	0.4%	320	0.4%
	26- Getting Established	477	3.2%	1,224	3.5%	2,656	3.6%
(08X) Large Households		296	2.0%	686	2.0%	1,327	1.8%
	11- Schools & Shopping	90	0.6%	178	0.5%	306	0.4%
	12- On the Go	119	0.8%	243	0.7%	419	0.6%
	19- Country Comfort	3	0.0%	7	0.0%	14	0.0%
	27- Tenured Proprietors	83	0.6%	259	0.7%	587	0.8%
(09B) Comfortable Independence		200	1.4%	503	1.5%	1,155	1.6%
	29- City Mixers	42	0.3%	84	0.2%	211	0.3%
	35- Working & Active	94	0.6%	235	0.7%	470	0.6%
	56- Metro Active	64	0.4%	184	0.5%	474	0.6%
(10B) Rural-Metro Mix		259	1.8%	669	1.9%	2,136	2.9%
	47- Rural Parents	5	0.0%	13	0.0%	39	0.1%
	53- Metro Strivers	241	1.6%	620	1.8%	2,003	2.7%
	60- Rural & Mobile	13	0.1%	35	0.1%	93	0.1%

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



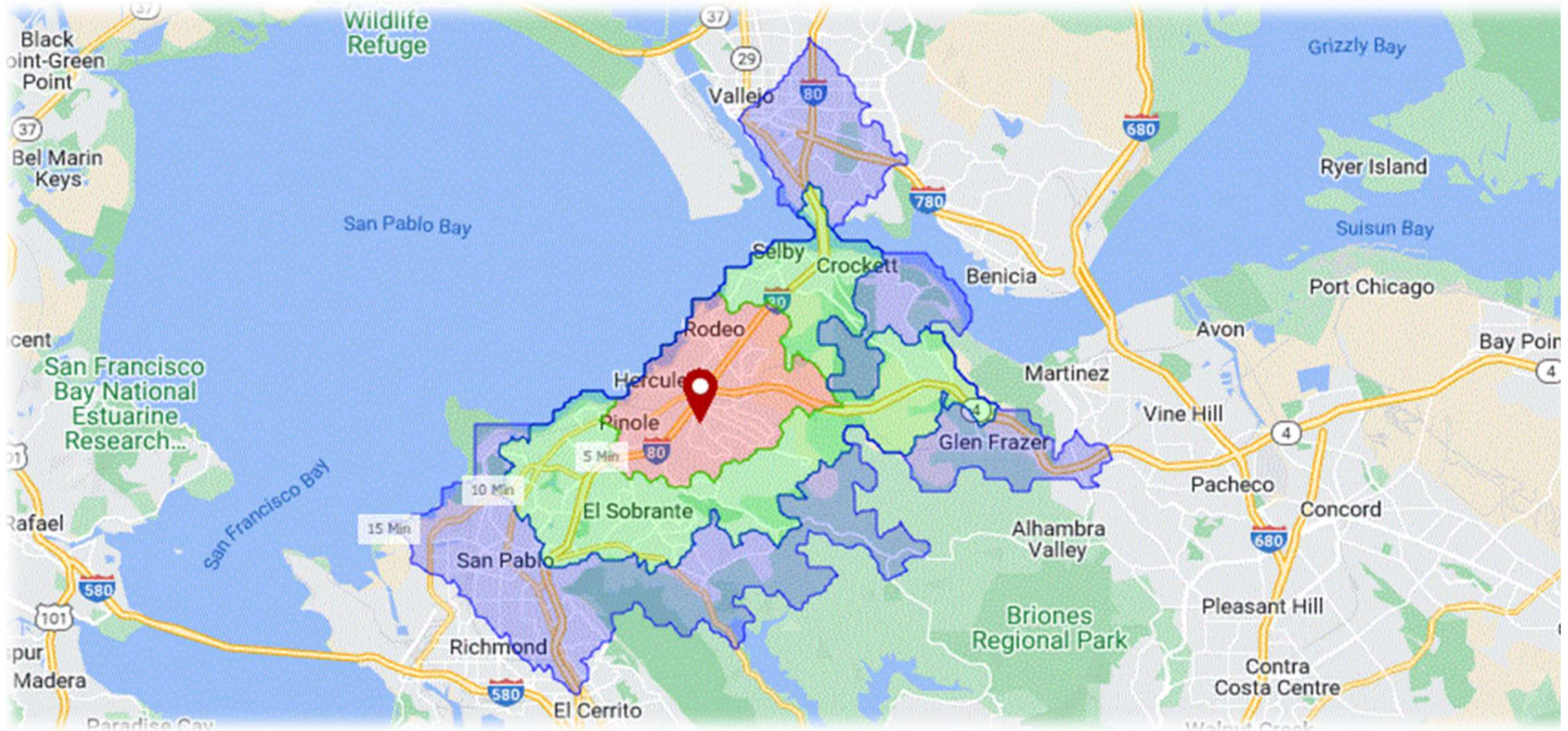
Household Segmentation Profile

Date: 6/8/2022

TOTAL HOUSEHOLDS		14,759	100%	34,677	100%	74,375	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		2,001	13.6%	3,678	10.6%	6,093	8.2%
	01- Summit Estates	543	3.7%	1,053	3.0%	2,019	2.7%
	04- Top Professionals	1,270	8.6%	2,220	6.4%	3,313	4.5%
	07- Active Lifestyles	188	1.3%	405	1.2%	761	1.0%
(12B) Comfortable Households		1,056	7.2%	2,712	7.8%	5,693	7.7%
	13- Work & Play	563	3.8%	1,499	4.3%	3,202	4.3%
	17- Firmly Established	493	3.3%	1,213	3.5%	2,491	3.3%
(13B) Working Households		245	1.7%	597	1.7%	1,447	1.9%
	38- Occupational Mix	245	1.7%	593	1.7%	1,430	1.9%
	48- Farm & Home	0	0.0%	4	0.0%	17	0.0%
(14B) Diverging Paths		970	6.6%	2,569	7.4%	6,112	8.2%
	16- Country Enthusiasts	2	0.0%	14	0.0%	37	0.0%
	22- Comfortable Cornerstones	178	1.2%	391	1.1%	673	0.9%
	31- Mid-American	139	0.9%	346	1.0%	788	1.1%
	32- Metro Mix	90	0.6%	220	0.6%	723	1.0%
	33- Urban Diversity	561	3.8%	1,597	4.6%	3,892	5.2%
(15M) Top Wealth		2,293	15.5%	4,239	12.2%	7,492	10.1%
	02- Established Elite	842	5.7%	1,669	4.8%	3,547	4.8%
	03- Corporate Connected	1,451	9.8%	2,571	7.4%	3,945	5.3%
(16M) Living Well		583	4.0%	1,463	4.2%	3,238	4.4%
	14- Career Centered	297	2.0%	753	2.2%	1,842	2.5%
	15- Country Ways	3	0.0%	15	0.0%	30	0.0%
	23- Good Neighbors	283	1.9%	695	2.0%	1,366	1.8%
(17M) Bargain Hunters		500	3.4%	1,524	4.4%	4,529	6.1%
	43- Work & Causes	86	0.6%	277	0.8%	785	1.1%
	44- Open Houses	78	0.5%	270	0.8%	872	1.2%
	55- Community Life	122	0.8%	320	0.9%	801	1.1%
	63- Staying Home	177	1.2%	544	1.6%	1,611	2.2%
	68- Staying Healthy	37	0.3%	113	0.3%	460	0.6%
(18M) Thrifty & Active		8	0.1%	34	0.1%	83	0.1%
	40- Great Outdoors	2	0.0%	5	0.0%	15	0.0%
	50- Rural Community	6	0.0%	24	0.1%	49	0.1%
	54- Work & Outdoors	0	0.0%	5	0.0%	19	0.0%
(19M) Solid Prestige		2,499	16.9%	5,649	16.3%	9,645	13.0%
	05- Active & Involved	332	2.2%	736	2.1%	1,394	1.9%
	08- Solid Surroundings	1,220	8.3%	2,772	8.0%	4,665	6.3%
	09- Busy Schedules	947	6.4%	2,141	6.2%	3,586	4.8%
(20S) Community Minded		940	6.4%	2,489	7.2%	5,104	6.9%
	25- Clubs & Causes	195	1.3%	539	1.6%	1,146	1.5%
	28- Community Pillars	212	1.4%	550	1.6%	1,161	1.6%
	36- Persistent & Productive	534	3.6%	1,401	4.0%	2,798	3.8%
(21S) Leisure Seekers		363	2.5%	1,142	3.3%	3,162	4.3%
	49- Home & Garden	83	0.6%	272	0.8%	672	0.9%
	51- Role Models	97	0.7%	277	0.8%	775	1.0%
	64- Practical & Careful	67	0.5%	202	0.6%	485	0.7%
	65- Hobbies & Shopping	57	0.4%	210	0.6%	650	0.9%
	66- Helping Hands	60	0.4%	180	0.5%	581	0.8%

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





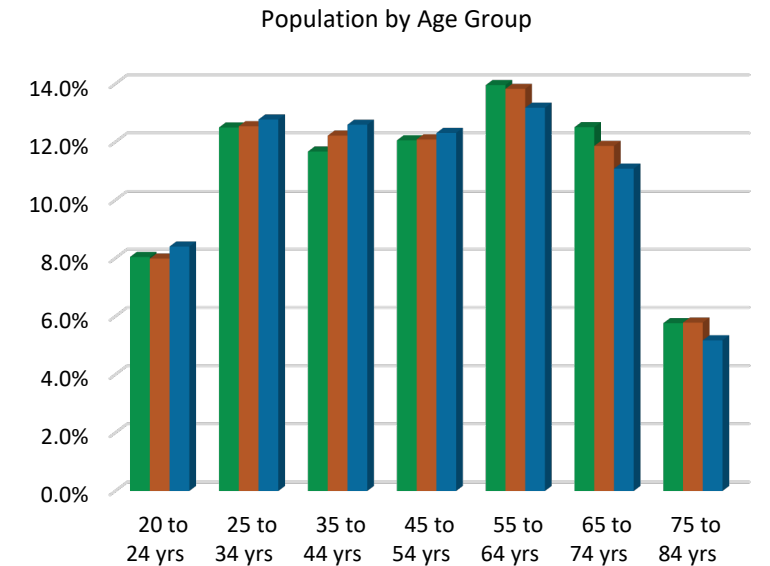
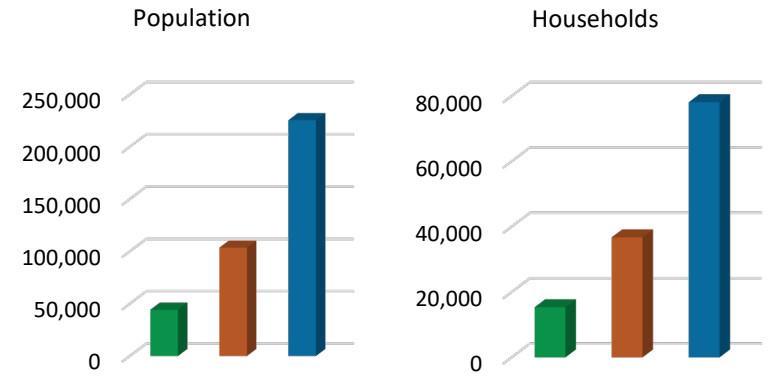
	5 Minutes	10 Minutes	15 Minutes
Population	44,301	103,606	225,449
Daytime Population	31,194	74,882	174,105
Households	15,360	36,750	78,107
Average Age	41.6	41.4	40.4
Average HH Income	\$124,159	\$113,992	\$102,380
White Collar (Residents)	70%	65%	59%
College Degree & Above	43%	40%	35%

Consumer Demographic Profile

Site: I-80 & Willow Ave - Willow Shopping Center

Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	44,301	---	103,606	---	225,449	---
5 Year Projected Pop	45,106	---	105,505	---	228,934	---
Pop Growth (%)	1.8%	---	1.8%	---	1.5%	---
Households	15,360	---	36,750	---	78,107	---
5 Year Projected HHs	15,643	---	37,468	---	79,386	---
HH Growth (%)	1.8%	---	2.0%	---	1.6%	---
Census Stats						
2000 Population	37,224	---	90,563	---	207,421	---
2010 Population	41,772	---	97,035	---	213,436	---
Pop Growth (%)	12.2%	---	7.1%	---	2.9%	---
2000 Households	12,597	---	31,669	---	71,184	---
2010 Households	14,449	---	34,243	---	73,650	---
HH Growth (%)	14.7%	---	8.1%	---	3.5%	---
Total Population by Age						
Average Age	41.6		41.4		40.4	
19 yrs & under	9,691	21.9%	22,813	22.0%	51,714	22.9%
20 to 24 yrs	3,563	8.0%	8,276	8.0%	18,942	8.4%
25 to 34 yrs	5,538	12.5%	12,996	12.5%	28,800	12.8%
35 to 44 yrs	5,171	11.7%	12,661	12.2%	28,393	12.6%
45 to 54 yrs	5,342	12.1%	12,525	12.1%	27,758	12.3%
55 to 64 yrs	6,184	14.0%	14,327	13.8%	29,713	13.2%
65 to 74 yrs	5,542	12.5%	12,293	11.9%	24,987	11.1%
75 to 84 yrs	2,555	5.8%	5,996	5.8%	11,675	5.2%
85 + yrs	715	1.6%	1,719	1.7%	3,465	1.5%
Population Bases						
20-34 yrs	9,101	20.5%	21,272	20.5%	47,743	21.2%
45-64 yrs	11,526	26.0%	26,853	25.9%	57,471	25.5%
16 yrs +	35,598	80.4%	83,035	80.1%	179,137	79.5%
25 yrs +	31,047	70.1%	72,518	70.0%	154,792	68.7%
65 yrs +	8,812	19.9%	20,008	19.3%	40,127	17.8%
75 yrs +	3,270	7.4%	7,715	7.4%	15,141	6.7%
85 yrs +	715	1.6%	1,719	1.7%	3,465	1.5%



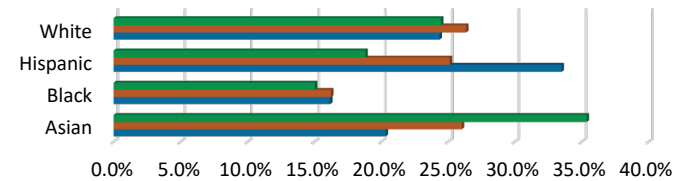
Consumer Demographic Profile

Site: I-80 & Willow Ave - Willow Shopping Center

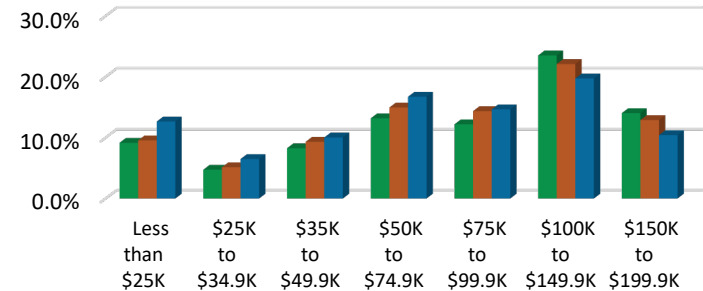
Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	10,845	24.5%	27,309	26.4%	54,946	24.4%
Hispanic	8,338	18.8%	26,045	25.1%	75,528	33.5%
Black	6,668	15.1%	16,841	16.3%	36,491	16.2%
Asian	15,672	35.4%	26,972	26.0%	45,851	20.3%
Ancestry						
American Indian (ancestry)	156	0.4%	337	0.3%	783	0.3%
Hawaiin (ancestry)	230	0.5%	560	0.5%	1,361	0.6%
Household Income						
Per Capita Income	\$43,049	---	\$40,434	---	\$35,470	---
Average HH Income	\$124,159	---	\$113,992	---	\$102,380	---
Median HH Income	\$104,689	---	\$93,711	---	\$81,518	---
Less than \$25K	1,407	9.2%	3,513	9.6%	9,889	12.7%
\$25K to \$34.9K	727	4.7%	1,892	5.1%	5,069	6.5%
\$35K to \$49.9K	1,270	8.3%	3,427	9.3%	7,842	10.0%
\$50K to \$74.9K	2,026	13.2%	5,498	15.0%	13,067	16.7%
\$75K to \$99.9K	1,874	12.2%	5,281	14.4%	11,449	14.7%
\$100K to \$149.9K	3,613	23.5%	8,125	22.1%	15,417	19.7%
\$150K to \$199.9K	2,156	14.0%	4,738	12.9%	8,138	10.4%
\$200K +	2,288	14.9%	4,274	11.6%	7,235	9.3%
Education						
Less than 9th Grade	1,546	5.0%	4,384	6.0%	13,915	9.0%
Some HS, No Diploma	1,357	4.4%	3,942	5.4%	11,136	7.2%
HS Grad (or Equivalent)	6,052	19.5%	14,584	20.1%	34,145	22.1%
Some College, No Degree	7,420	23.9%	18,416	25.4%	37,292	24.1%
Associate Degree	3,456	11.1%	7,511	10.4%	14,261	9.2%
Bachelor Degree	7,534	24.3%	16,064	22.2%	29,667	19.2%
Graduates Degree	2,357	7.6%	5,085	7.0%	9,661	6.2%

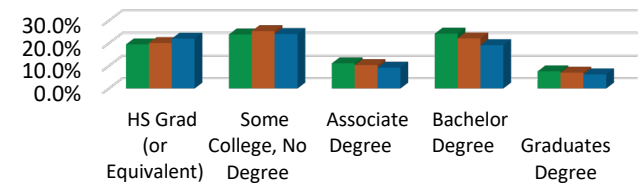
Ethnic Breakdown



Household Income Levels - %



Education

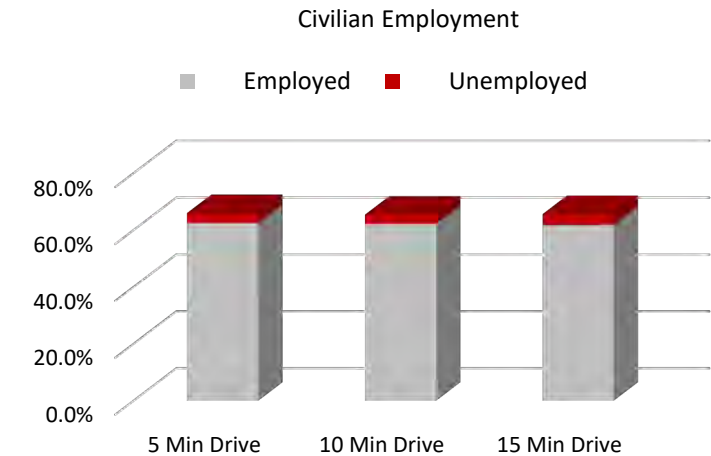
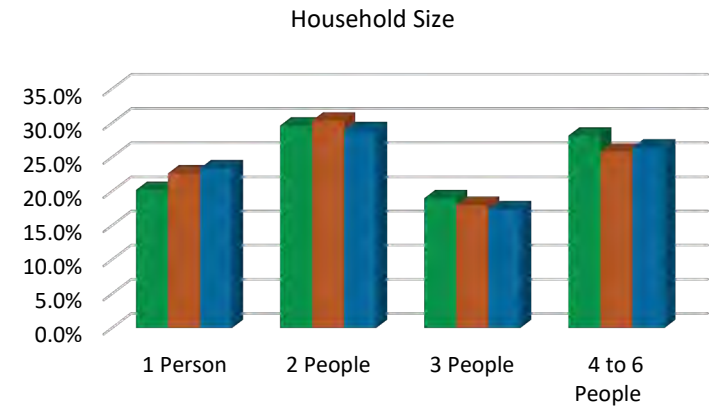


Consumer Demographic Profile

Site: I-80 & Willow Ave - Willow Shopping Center

Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	11,592		26,052		54,561	
Single - Male	588	5.1%	1,269	4.9%	3,025	5.5%
Single - Female	1,521	13.1%	3,397	13.0%	7,045	12.9%
Single Parent - Male	177	1.5%	649	2.5%	1,847	3.4%
Single Parent - Female	1,051	9.1%	2,334	9.0%	5,822	10.7%
Married w/ Children	3,253	28.1%	6,991	26.8%	14,546	26.7%
Married w/out Children	5,003	43.2%	11,413	43.8%	22,275	40.8%
Household Size						
1 Person	3,105	20.2%	8,325	22.7%	18,273	23.4%
2 People	4,554	29.6%	11,160	30.4%	22,634	29.0%
3 People	2,920	19.0%	6,629	18.0%	13,587	17.4%
4 to 6 People	4,326	28.2%	9,502	25.9%	20,645	26.4%
7+ People	455	3.0%	1,134	3.1%	2,968	3.8%
Home Ownership	15,360		36,750		78,107	
Owners	11,103	72.3%	24,923	67.8%	49,063	62.8%
Renters	4,258	27.7%	11,827	32.2%	29,044	37.2%
Components of Change						
Births	444	1.0%	1,044	1.0%	2,332	1.0%
Deaths	370	0.8%	858	0.8%	1,719	0.8%
Migration	85	0.2%	-479	-0.5%	-1,234	-0.5%
Employment (Pop 16+)	35,598		83,035		179,137	
Armed Services	36	0.1%	123	0.1%	193	0.1%
Civilian	23,486	66.0%	54,315	65.4%	117,559	65.6%
Employed	22,240	62.5%	51,627	62.2%	110,752	61.8%
Unemployed	1,247	3.5%	2,688	3.2%	6,807	3.8%
Not in Labor Force	12,112	34.0%	28,720	34.6%	61,578	34.4%
Employed Population	22,240		51,627		110,752	
White Collar	15,498	69.7%	33,429	64.8%	64,857	58.6%
Blue Collar	6,742	30.3%	18,198	35.2%	45,895	41.4%

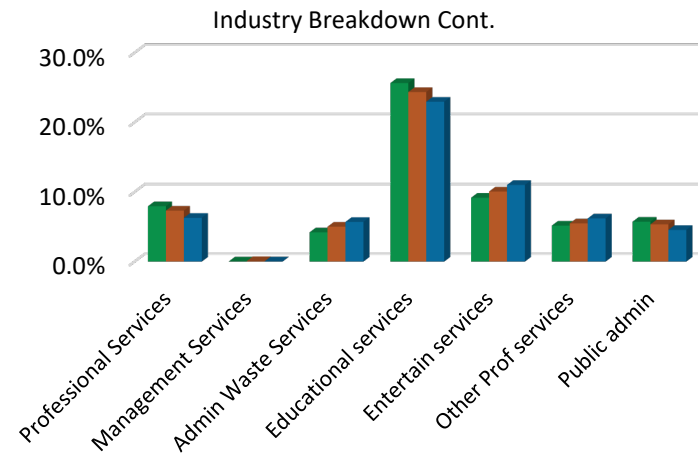
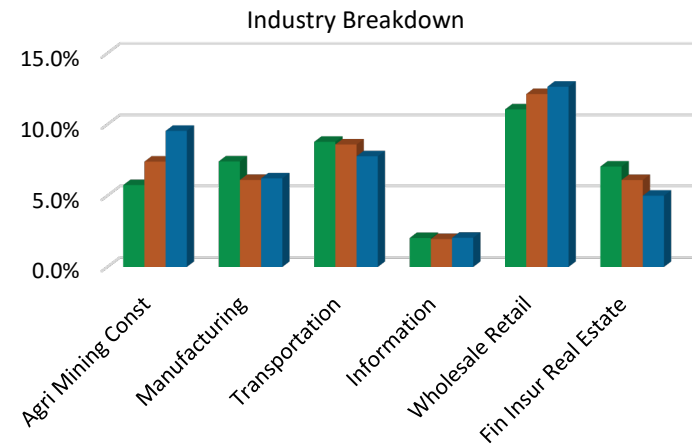


Consumer Demographic Profile

Site: I-80 & Willow Ave - Willow Shopping Center

Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	22,240		51,627		110,752	
White Collar	15,498	69.7%	33,429	64.8%	64,857	58.6%
Managerial executive	3,677	16.5%	7,753	15.0%	14,105	12.7%
Prof specialty	5,718	25.7%	11,563	22.4%	21,636	19.5%
Healthcare support	844	3.8%	2,227	4.3%	4,831	4.4%
Sales	2,202	9.9%	4,657	9.0%	10,030	9.1%
Office Admin	3,057	13.7%	7,230	14.0%	14,255	12.9%
Blue Collar	6,742	30.3%	18,198	35.2%	45,895	41.4%
Protective	583	2.6%	1,224	2.4%	2,409	2.2%
Food Prep Serving	895	4.0%	2,934	5.7%	7,248	6.5%
Bldg Maint/Cleaning	792	3.6%	2,158	4.2%	6,699	6.0%
Personal Care	668	3.0%	1,660	3.2%	3,746	3.4%
Farming/Fishing/Forestry	136	0.6%	187	0.4%	503	0.5%
Construction	1,273	5.7%	3,766	7.3%	10,824	9.8%
Production Transp	2,395	10.8%	6,269	12.1%	14,466	13.1%
Employment By Industry	22,240		51,627		110,752	
Agri Mining Const	1,278	5.7%	3,817	7.4%	10,579	9.6%
Manufacturing	1,647	7.4%	3,153	6.1%	6,886	6.2%
Transportation	1,953	8.8%	4,439	8.6%	8,606	7.8%
Information	452	2.0%	1,011	2.0%	2,270	2.0%
Wholesale Retail	2,459	11.1%	6,266	12.1%	14,010	12.6%
Fin Insur Real Estate	1,567	7.0%	3,151	6.1%	5,540	5.0%
Professional Services	1,769	8.0%	3,783	7.3%	6,961	6.3%
Management Services	6	0.0%	41	0.1%	48	0.0%
Admin Waste Services	935	4.2%	2,590	5.0%	6,312	5.7%
Educational services	5,703	25.6%	12,576	24.4%	25,434	23.0%
Entertain services	2,041	9.2%	5,197	10.1%	12,197	11.0%
Other Prof services	1,150	5.2%	2,839	5.5%	6,869	6.2%
Public admin	1,276	5.7%	2,764	5.4%	5,039	4.5%



Employment Profile

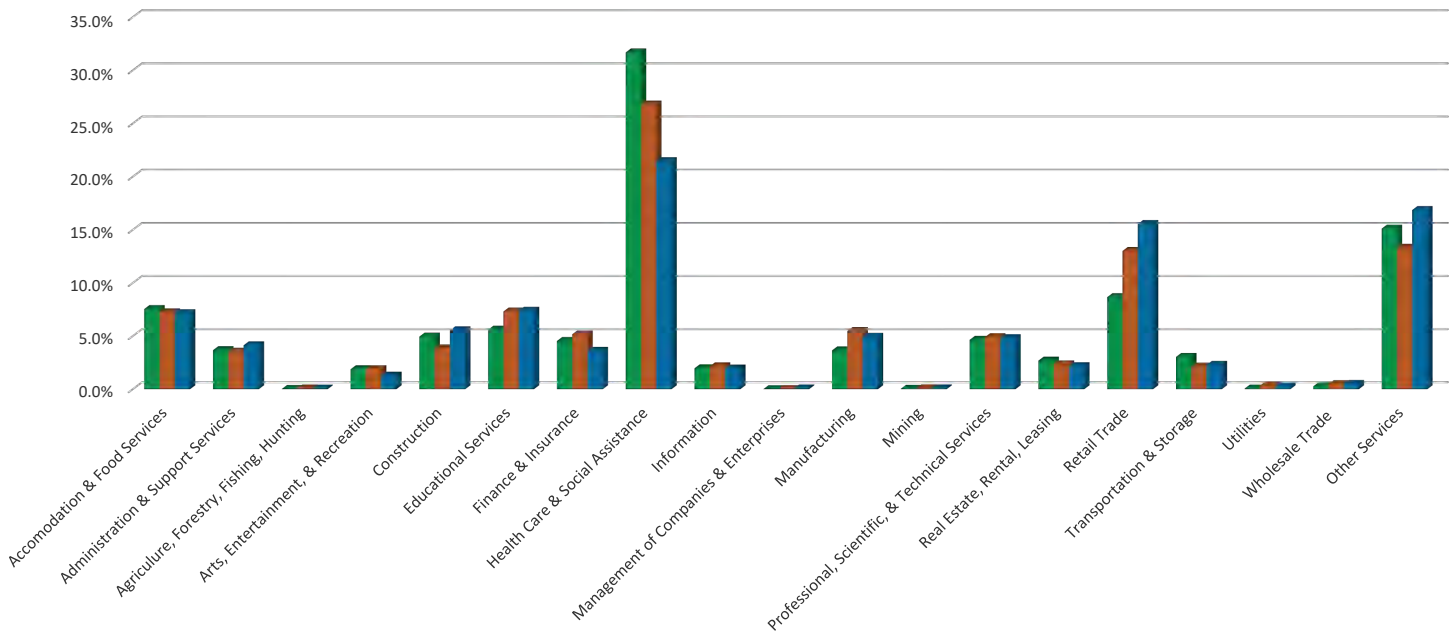
Site: I-80 & Willow Ave - Willow Shopping Center

Date Report Created: 6/8/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	31,194		74,882		174,105	
Student Population	6,329		17,699		48,909	
Median Employee Salary	48,199		47,592		47,800	
Average Employee Salary	56,528		55,591		54,878	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	163	1.7%	456	2.2%	1,225	2.6%
15,000 to 30,000 CrYr	562	5.8%	1,180	5.6%	2,814	6.0%
30,000 to 45,000 CrYr	3,359	35.0%	7,768	36.7%	16,863	36.2%
45,000 to 60,000 CrYr	2,454	25.6%	5,305	25.0%	11,441	24.6%
60,000 to 75,000 CrYr	1,010	10.5%	2,150	10.1%	4,808	10.3%
75,000 to 90,000 CrYr	660	6.9%	1,487	7.0%	3,477	7.5%
90,000 to 100,000 CrYr	205	2.1%	427	2.0%	1,254	2.7%
Over 100,000 CrYr	1,191	12.4%	2,410	11.4%	4,679	10.0%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	624	100%	9,604	100%	1,551	100%	21,183	100%	3,262	100%	46,560	100%
Accommodation & Food Services	37	6.0%	724	7.5%	102	6.6%	1,531	7.2%	220	6.8%	3,330	7.2%
Administration & Support Services	24	3.9%	353	3.7%	54	3.5%	747	3.5%	108	3.3%	1,921	4.1%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	2	0.0%	1	0.1%	15	0.1%	4	0.1%	28	0.1%
Arts, Entertainment, & Recreation	17	2.6%	180	1.9%	40	2.6%	398	1.9%	65	2.0%	592	1.3%
Construction	30	4.8%	475	4.9%	79	5.1%	813	3.8%	176	5.4%	2,579	5.5%
Educational Services	19	3.1%	538	5.6%	57	3.7%	1,549	7.3%	125	3.8%	3,436	7.4%
Finance & Insurance	40	6.4%	436	4.5%	100	6.5%	1,094	5.2%	159	4.9%	1,680	3.6%
Health Care & Social Assistance	170	27.2%	3,043	31.7%	335	21.6%	5,674	26.8%	632	19.4%	9,992	21.5%
Information	8	1.3%	189	2.0%	23	1.5%	456	2.2%	49	1.5%	905	1.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%	32	0.1%
Manufacturing	13	2.2%	351	3.7%	45	2.9%	1,161	5.5%	104	3.2%	2,293	4.9%
Mining	1	0.1%	4	0.0%	1	0.1%	17	0.1%	3	0.1%	34	0.1%
Professional, Scientific, & Technical Services	51	8.2%	446	4.6%	138	8.9%	1,037	4.9%	247	7.6%	2,237	4.8%
Real Estate, Rental, Leasing	37	5.9%	258	2.7%	84	5.4%	493	2.3%	158	4.8%	1,007	2.2%
Retail Trade	53	8.4%	832	8.7%	189	12.2%	2,756	13.0%	441	13.5%	7,239	15.5%
Transportation & Storage	12	2.0%	291	3.0%	27	1.7%	451	2.1%	59	1.8%	1,063	2.3%
Utilities	1	0.1%	6	0.1%	2	0.1%	71	0.3%	4	0.1%	116	0.2%
Wholesale Trade	5	0.9%	25	0.3%	16	1.1%	100	0.5%	41	1.3%	226	0.5%
Other Services	106	17.0%	1,452	15.1%	257	16.6%	2,819	13.3%	665	20.4%	7,851	16.9%

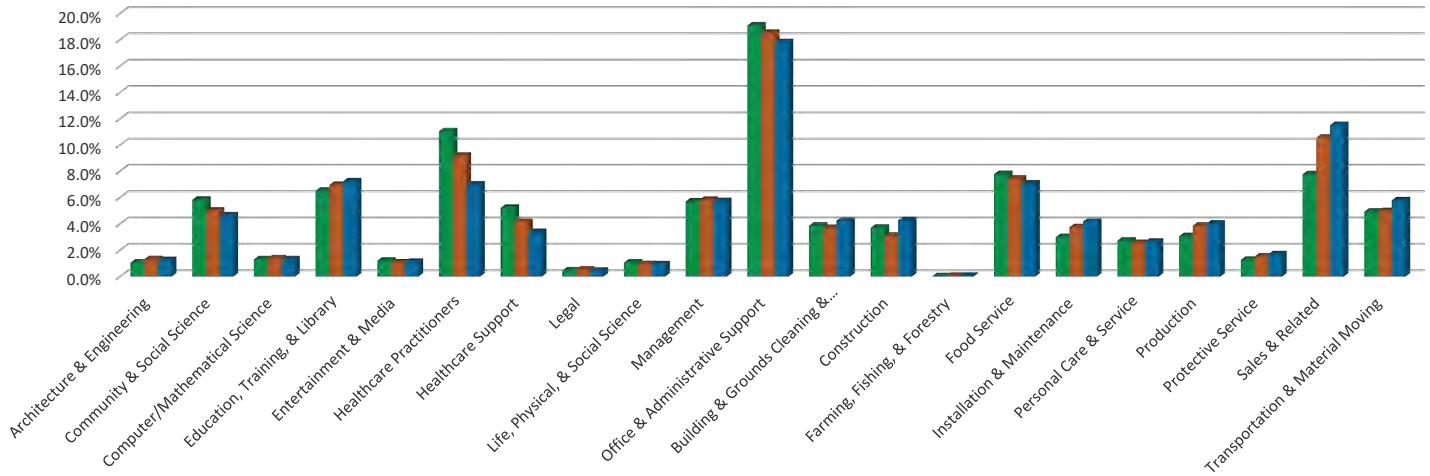
Employment Profile

Site: I-80 & Willow Ave - Willow Shopping Center

Date Report Created: 6/8/2022

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	5,935	61.8%	12,354	58.3%	25,265	54.3%
Architecture & Engineering	101	1.1%	276	1.3%	577	1.2%
Community & Social Science	559	5.8%	1,058	5.0%	2,157	4.6%
Computer/Mathematical Science	124	1.3%	291	1.4%	604	1.3%
Education, Training, & Library	625	6.5%	1,471	6.9%	3,362	7.2%
Entertainment & Media	115	1.2%	226	1.1%	514	1.1%
Healthcare Practitioners	1,058	11.0%	1,941	9.2%	3,249	7.0%
Healthcare Support	500	5.2%	884	4.2%	1,570	3.4%
Legal	43	0.5%	111	0.5%	199	0.4%
Life, Physical, & Social Science	101	1.1%	198	0.9%	427	0.9%
Management	547	5.7%	1,231	5.8%	2,661	5.7%
Office & Administrative Support	1,832	19.1%	3,922	18.5%	8,288	17.8%
Blue Collar	3,654	38.0%	8,766	41.4%	21,147	45.4%
Building & Grounds Cleaning & Maintenance	371	3.9%	780	3.7%	1,975	4.2%
Construction	355	3.7%	654	3.1%	1,991	4.3%
Farming, Fishing, & Forestry	2	0.0%	10	0.0%	25	0.1%
Food Service	747	7.8%	1,573	7.4%	3,285	7.1%
Installation & Maintenance	287	3.0%	792	3.7%	1,948	4.2%
Personal Care & Service	261	2.7%	537	2.5%	1,225	2.6%
Production	293	3.1%	817	3.9%	1,871	4.0%
Protective Service	121	1.3%	321	1.5%	783	1.7%
Sales & Related	745	7.8%	2,233	10.5%	5,353	11.5%
Transportation & Material Moving	473	4.9%	1,050	5.0%	2,690	5.8%
Military Services	14	0.2%	63	0.3%	148	0.3%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	9,604	21,183	46,560
2021 Q3	9,063	19,683	43,492
2021 Q2	9,827	21,641	47,254
2021 Q1	10,612	23,395	51,004
2020 Q4	9,546	21,095	46,355
2020 Q3	8,907	19,418	43,003
2020 Q2	9,018	19,835	43,662
2020 Q1	10,358	22,877	50,025
2019 Q4	10,487	23,180	50,728

Consumer Demand & Market Supply Assessment

Site: I-80 & Willow Ave - Willow Shopping Center

Date Report Created: 6/8/2022

Demographics

Population	44,301
5-Year Population estimate	45,106
Population Households	44,203
Group Quarters Population	97
Households	15,360
5-Year Households estimate	15,643
WorkPlace Establishments	624
Workplace Employees	9,604
Median Household Income	\$104,689

	5 Min Drive	10 Min Drive	15 Min Drive
Population	44,301	103,606	225,449
5-Year Population estimate	45,106	105,505	228,934
Population Households	44,203	102,928	223,347
Group Quarters Population	97	679	2,101
Households	15,360	36,750	78,107
5-Year Households estimate	15,643	37,468	79,386
WorkPlace Establishments	624	1,551	3,262
Workplace Employees	9,604	21,183	46,560
Median Household Income	\$104,689	\$93,711	\$81,518

By Establishments

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	\$9,446,585	\$0	(\$9,446,585)	-100%	\$21,635,537	\$0	(\$21,635,537)	-100%	\$45,952,018	\$2,912,264	(\$43,039,754)	-94%
Lawn/Garden Equipment/Supplies Stores	\$5,782,494	\$0	(\$5,782,494)	-100%	\$13,350,667	\$5,699,961	(\$7,650,706)	-57%	\$28,648,912	\$7,575,507	(\$21,073,405)	-74%
Jewelry/Luggage/Leather Goods	\$5,198,288	\$0	(\$5,198,288)	-100%	\$11,967,675	\$6,481,217	(\$5,486,459)	-46%	\$25,678,615	\$10,009,512	(\$15,669,103)	-61%
Florists/Misc. Store Retailers	\$1,385,323	\$0	(\$1,385,323)	-100%	\$3,196,968	\$178,322	(\$3,018,646)	-94%	\$6,858,635	\$3,043,777	(\$3,814,858)	-56%
Used Merchandise Stores	\$2,193,187	\$0	(\$2,193,187)	-100%	\$5,046,026	\$1,144,567	(\$3,901,459)	-77%	\$10,794,731	\$3,396,351	(\$7,398,380)	-69%
Vending Machine Operators (Non-Store)	\$6,087,820	\$0	(\$6,087,820)	-100%	\$14,066,519	\$2,770,326	(\$11,296,193)	-80%	\$30,261,812	\$2,770,326	(\$27,491,486)	-91%
Department Stores	\$15,226,788	\$38,318	(\$15,188,469)	-100%	\$35,159,798	\$7,715,236	(\$27,444,562)	-78%	\$75,516,100	\$56,456,343	(\$19,059,758)	-25%
Shoe Stores	\$4,078,571	\$26,858	(\$4,051,713)	-99%	\$9,413,634	\$8,559,186	(\$854,448)	-9%	\$20,054,910	\$8,707,566	(\$11,347,343)	-57%
Other Misc. Store Retailers	\$14,362,379	\$1,517,036	(\$12,845,343)	-89%	\$33,236,867	\$10,843,118	(\$22,393,749)	-67%	\$71,426,367	\$34,511,353	(\$36,915,014)	-52%
Clothing Stores	\$27,244,540	\$3,301,981	(\$23,942,559)	-88%	\$62,644,623	\$34,991,983	(\$27,652,640)	-44%	\$133,918,906	\$50,462,785	(\$83,456,120)	-62%
Automotive Dealers	\$166,553,384	\$29,981,064	(\$136,572,320)	-82%	\$382,075,497	\$196,577,767	(\$185,497,730)	-49%	\$812,893,794	\$472,687,344	(\$340,206,451)	-42%
Electronic Shopping/Mail Order Houses	\$171,400,419	\$37,074,887	(\$134,325,532)	-78%	\$395,103,693	\$37,074,887	(\$358,028,806)	-91%	\$850,242,027	\$40,897,388	(\$809,344,639)	-95%
Beer/Wine/Liquor Stores	\$8,667,938	\$2,179,138	(\$6,488,800)	-75%	\$19,961,594	\$9,249,947	(\$10,711,647)	-54%	\$42,788,621	\$33,536,589	(\$9,252,032)	-22%
Direct Selling Establishments	\$4,850,173	\$1,227,093	(\$3,623,080)	-75%	\$11,235,470	\$3,173,848	(\$8,061,622)	-72%	\$24,260,537	\$14,893,619	(\$9,366,918)	-39%
Office Supplies/Stationary/Gift	\$3,272,529	\$862,459	(\$2,410,070)	-74%	\$7,513,928	\$7,554,313	\$40,384	1%	\$16,081,997	\$13,586,568	(\$2,495,429)	-16%
Other General Merchandise Stores	\$101,281,806	\$29,205,242	(\$72,076,564)	-71%	\$234,422,141	\$107,439,176	(\$126,982,965)	-54%	\$505,019,429	\$454,943,297	(\$50,076,132)	-10%
Other Motor Vehicle Dealers	\$11,186,480	\$3,286,580	(\$7,899,900)	-71%	\$25,663,665	\$4,634,229	(\$21,029,436)	-82%	\$54,594,199	\$7,689,844	(\$46,904,355)	-86%
Grocery Stores	\$102,956,905	\$35,106,665	(\$67,850,240)	-66%	\$238,334,388	\$83,179,983	(\$155,154,404)	-65%	\$513,501,605	\$460,248,341	(\$53,253,264)	-10%
Automotive Parts/Accessories/Tire	\$14,177,385	\$5,048,129	(\$9,129,256)	-64%	\$32,900,089	\$12,646,473	(\$20,253,616)	-62%	\$71,114,131	\$46,541,083	(\$24,573,048)	-35%
Special Food Services	\$2,305,889	\$845,535	(\$1,460,355)	-63%	\$5,234,750	\$2,005,914	(\$3,228,836)	-62%	\$11,122,625	\$5,282,736	(\$5,839,889)	-53%
Electronics/Appliance	\$10,409,598	\$3,972,556	(\$6,437,042)	-62%	\$23,737,684	\$13,017,788	(\$10,719,896)	-45%	\$50,748,867	\$18,767,659	(\$31,981,209)	-63%
Home Furnishing Stores	\$7,779,861	\$3,480,268	(\$4,299,593)	-55%	\$17,967,824	\$9,961,272	(\$8,006,551)	-45%	\$38,612,996	\$18,602,697	(\$20,010,299)	-52%
Health/Personal Care Stores	\$47,878,615	\$22,639,722	(\$25,238,893)	-53%	\$111,298,105	\$61,471,620	(\$49,826,485)	-45%	\$240,886,713	\$117,932,691	(\$122,954,022)	-51%
Sporting Goods/Hobby/Musical Instrument	\$10,188,487	\$4,914,085	(\$5,274,402)	-52%	\$23,500,189	\$11,142,410	(\$12,357,779)	-53%	\$50,446,270	\$25,718,698	(\$24,727,571)	-49%
Specialty Food Stores	\$5,219,945	\$2,728,403	(\$2,491,542)	-48%	\$12,081,403	\$4,554,788	(\$7,526,615)	-62%	\$26,022,609	\$13,041,500	(\$12,981,109)	-50%
Building Material/Supplies Dealers	\$51,978,259	\$42,335,817	(\$9,642,442)	-19%	\$120,354,742	\$89,299,894	(\$31,054,848)	-26%	\$259,281,899	\$139,977,160	(\$119,304,739)	-46%
Full-Service Restaurants	\$29,514,590	\$24,362,299	(\$5,152,291)	-17%	\$66,524,604	\$51,977,785	(\$14,546,819)	-22%	\$141,296,751	\$99,412,587	(\$41,884,164)	-30%
Book/Periodical/Music Stores	\$1,954,526	\$1,761,446	(\$193,080)	-10%	\$4,505,562	\$2,928,868	(\$1,576,694)	-35%	\$9,694,347	\$5,584,282	(\$4,110,065)	-42%
Gasoline Stations	\$60,464,235	\$61,511,716	\$1,047,480	2%	\$140,021,339	\$145,790,784	\$5,769,445	4%	\$301,522,819	\$301,911,327	\$388,508	0%
Bar/Drinking Places (Alcoholic Beverages)	\$2,576,047	\$2,891,922	\$315,874	12%	\$5,734,013	\$7,042,804	\$1,308,791	23%	\$12,168,671	\$8,785,376	(\$3,383,296)	-28%
Limited-Service Eating Places	\$40,441,886	\$45,815,464	\$5,373,578	13%	\$91,832,072	\$85,982,129	(\$5,849,943)	-6%	\$195,156,925	\$166,609,312	(\$28,547,614)	-15%
Consumer Demand/Market Supply Index	\$946,064,934	\$366,114,682	258		\$2,179,721,064	\$1,025,090,596	213		\$4,676,568,838	\$2,646,495,879	177	



Consumer Demand & Market Supply Assessment

Site: I-80 & Willow Ave - Willow Shopping Center

Date Report Created: 6/8/2022

By Major Product Lines	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Jewelry (including Watches)	\$7,935,124	\$912,366	(\$7,022,758)	-89%	\$18,273,473	\$8,327,357	(\$9,946,116)	-54%	\$39,253,291	\$15,180,402	(\$24,072,889)	-61%
Furniture/Sleep/Outdoor/Patio Furniture	\$28,192,962	\$3,446,358	(\$24,746,604)	-88%	\$64,551,178	\$7,451,791	(\$57,099,387)	-88%	\$137,046,772	\$20,708,433	(\$116,338,339)	-85%
Pets/Pet Foods/Pet Supplies	\$9,050,233	\$1,156,993	(\$7,893,240)	-87%	\$20,918,329	\$5,101,519	(\$15,816,810)	-76%	\$44,621,673	\$17,645,592	(\$26,976,081)	-60%
Footwear, including Accessories	\$12,084,230	\$1,637,491	(\$10,446,739)	-86%	\$27,903,165	\$12,944,547	(\$14,958,619)	-54%	\$59,431,533	\$19,461,126	(\$39,970,408)	-67%
Womens/Juniors/Misses Wear	\$28,857,127	\$4,941,353	(\$23,915,774)	-83%	\$66,255,510	\$24,818,939	(\$41,436,571)	-63%	\$141,686,687	\$49,093,551	(\$92,593,136)	-65%
Autos/Cars/Vans/Trucks/Motorcycles	\$147,013,170	\$26,816,651	(\$120,196,519)	-82%	\$337,046,965	\$166,915,006	(\$170,131,959)	-50%	\$716,708,357	\$399,544,522	(\$317,163,836)	-44%
Mens Wear	\$11,693,408	\$2,499,934	(\$9,193,474)	-79%	\$26,863,952	\$10,868,537	(\$15,995,415)	-60%	\$57,226,749	\$23,623,668	(\$33,603,082)	-59%
Childrens Wear/Infants/Toddlers Clothing	\$4,439,031	\$975,317	(\$3,463,714)	-78%	\$10,177,657	\$5,266,203	(\$4,911,454)	-48%	\$21,705,991	\$13,284,497	(\$8,421,494)	-39%
All Other Merchandise	\$40,060,272	\$10,049,207	(\$30,011,065)	-75%	\$92,177,413	\$27,614,422	(\$64,562,991)	-70%	\$197,197,532	\$65,846,928	(\$131,350,604)	-67%
Retailer Services	\$30,472,898	\$7,849,501	(\$22,623,397)	-74%	\$69,724,681	\$31,842,837	(\$37,881,844)	-54%	\$147,393,500	\$75,109,256	(\$72,284,245)	-49%
Automotive Tires/Tubes/Batteries/Parts	\$28,880,869	\$7,538,830	(\$21,342,039)	-74%	\$67,088,199	\$24,375,903	(\$42,712,295)	-64%	\$145,247,267	\$73,404,216	(\$71,843,052)	-49%
Packaged Liquor/Wine/Beer	\$18,703,403	\$4,999,220	(\$13,704,183)	-73%	\$43,003,166	\$15,640,987	(\$27,362,179)	-64%	\$91,954,229	\$59,893,455	(\$32,060,774)	-35%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$129,582,630	\$34,790,678	(\$94,791,951)	-73%	\$301,620,767	\$82,631,456	(\$218,989,311)	-73%	\$653,915,951	\$206,425,843	(\$447,490,108)	-68%
Small Electric Appliances	\$2,316,720	\$664,847	(\$1,651,874)	-71%	\$5,334,115	\$1,558,517	(\$3,775,598)	-71%	\$11,401,135	\$4,956,832	(\$6,444,303)	-57%
Kitchenware/Home Furnishings	\$11,703,794	\$3,479,837	(\$8,223,958)	-70%	\$27,127,946	\$8,794,975	(\$18,332,971)	-68%	\$58,573,857	\$21,609,524	(\$36,964,333)	-63%
Optical Goods (incl Eyeglasses, Sunglasses)	\$3,825,860	\$1,164,797	(\$2,661,063)	-70%	\$8,739,354	\$3,340,850	(\$5,398,504)	-62%	\$18,427,233	\$8,265,341	(\$10,161,893)	-55%
Groceries/Other Food Items (Off Premises)	\$153,557,712	\$47,665,605	(\$105,892,107)	-69%	\$355,578,048	\$130,112,732	(\$225,465,316)	-63%	\$766,157,352	\$592,612,211	(\$173,545,141)	-23%
Audio Equipment/Musical Instruments	\$5,796,503	\$1,857,575	(\$3,938,928)	-68%	\$13,373,202	\$3,596,132	(\$9,777,070)	-73%	\$28,713,047	\$7,950,930	(\$20,762,117)	-72%
Lawn/Garden/Farm Equipment/Supplies	\$15,815,672	\$5,349,325	(\$10,466,347)	-66%	\$36,528,717	\$16,312,827	(\$20,215,890)	-55%	\$78,470,080	\$34,374,796	(\$44,095,285)	-56%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$4,509,502	\$1,602,609	(\$2,906,894)	-64%	\$10,299,796	\$4,085,776	(\$6,214,020)	-60%	\$21,878,950	\$11,890,938	(\$9,988,012)	-46%
Paper/Related Products	\$3,815,745	\$1,360,636	(\$2,455,109)	-64%	\$8,868,943	\$4,497,421	(\$4,371,522)	-49%	\$19,202,577	\$19,353,120	\$150,543	1%
Computer Hardware/Software/Supplies	\$18,830,653	\$7,243,072	(\$11,587,581)	-62%	\$42,028,315	\$11,226,872	(\$30,801,443)	-73%	\$90,747,516	\$16,653,134	(\$74,094,382)	-82%
Toys/Hobby Goods/Games	\$4,761,071	\$1,865,467	(\$2,895,605)	-61%	\$11,046,238	\$4,588,509	(\$6,457,729)	-58%	\$23,831,502	\$13,401,161	(\$10,430,341)	-44%
Televisions/VCR/Video Cameras/DVD etc	\$5,665,174	\$2,232,057	(\$3,433,116)	-61%	\$13,081,351	\$6,054,946	(\$7,026,405)	-54%	\$28,127,811	\$17,262,494	(\$10,865,317)	-39%
Soaps/Detergents/Household Cleaners	\$4,483,224	\$1,843,409	(\$2,639,815)	-59%	\$10,369,513	\$5,267,471	(\$5,102,042)	-49%	\$22,426,441	\$20,995,169	(\$1,431,271)	-6%
Photographic Equipment/Supplies	\$881,479	\$373,581	(\$507,898)	-58%	\$2,035,170	\$1,054,510	(\$980,660)	-48%	\$4,369,203	\$2,560,012	(\$1,809,191)	-41%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$8,995,605	\$3,936,569	(\$5,059,037)	-56%	\$20,740,207	\$8,067,395	(\$12,672,811)	-61%	\$44,708,374	\$19,991,471	(\$24,716,903)	-55%
Cigars/Cigarettes/Tobacco/Accessories	\$10,062,607	\$4,409,824	(\$5,652,783)	-56%	\$23,765,312	\$13,235,493	(\$10,529,819)	-44%	\$52,632,315	\$40,751,912	(\$11,880,403)	-23%
Sewing/Knitting Materials/Supplies	\$458,355	\$215,869	(\$242,486)	-53%	\$1,061,147	\$525,230	(\$535,917)	-51%	\$2,261,594	\$1,456,337	(\$805,256)	-36%
Books/Periodicals	\$3,350,318	\$1,584,330	(\$1,765,988)	-53%	\$7,726,522	\$2,660,255	(\$5,066,267)	-66%	\$16,651,125	\$5,557,311	(\$11,093,815)	-67%
Floor/Floor Coverings	\$6,861,616	\$3,975,218	(\$2,886,398)	-42%	\$15,937,967	\$9,302,294	(\$6,635,673)	-42%	\$34,516,873	\$16,339,650	(\$18,177,224)	-53%
Major Household Appliances	\$3,346,389	\$2,029,154	(\$1,317,235)	-39%	\$7,589,237	\$4,875,556	(\$2,713,681)	-36%	\$15,773,353	\$8,854,471	(\$6,918,882)	-44%
Automotive Lubricants (incl Oil, Greases)	\$3,346,389	\$2,029,154	(\$1,317,235)	-39%	\$7,589,237	\$4,875,556	(\$2,713,681)	-36%	\$15,773,353	\$8,854,471	(\$6,918,882)	-44%
Hardware/Tools/Plumbing/Electrical Supplies	\$14,758,625	\$10,949,022	(\$3,809,603)	-26%	\$34,316,463	\$23,299,522	(\$11,016,941)	-32%	\$74,235,131	\$39,921,848	(\$34,313,283)	-46%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,671,118	\$1,268,444	(\$402,674)	-24%	\$3,889,939	\$3,199,452	(\$690,487)	-18%	\$8,473,712	\$12,100,079	\$3,626,367	43%
Alcoholic Drinks Served at the Establishment	\$13,347,030	\$10,203,349	(\$3,143,681)	-24%	\$29,637,823	\$22,450,131	(\$7,187,691)	-24%	\$62,886,440	\$39,131,837	(\$23,754,603)	-38%
Dimensional Lumber/Other Building Materials	\$20,913,255	\$17,516,045	(\$3,397,210)	-16%	\$48,435,393	\$37,054,365	(\$11,381,028)	-23%	\$104,473,460	\$58,240,311	(\$46,233,149)	-44%
Paints/Sundries/Wallpaper/Wall Coverings	\$3,751,364	\$3,145,117	(\$606,247)	-16%	\$8,716,725	\$6,690,620	(\$2,026,104)	-23%	\$18,870,100	\$10,779,465	(\$8,090,636)	-43%
Meats/Nonalcoholic Beverages	\$66,420,737	\$64,985,434	(\$1,435,303)	-2%	\$150,851,542	\$129,003,677	(\$21,847,865)	-14%	\$320,561,292	\$261,459,378	(\$59,101,914)	-18%
Automotive Fuels	\$57,703,685	\$57,043,247	(\$660,438)	-1%	\$133,547,697	\$138,627,633	\$5,079,936	4%	\$287,214,883	\$315,118,188	\$27,903,305	10%



Consumer Demand & Market Supply Assessment

Site: I-80 & Willow Ave - Willow Shopping Center

Date Report Created: 6/8/2022

5 Min Drive

10 Min Drive

15 Min Drive

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

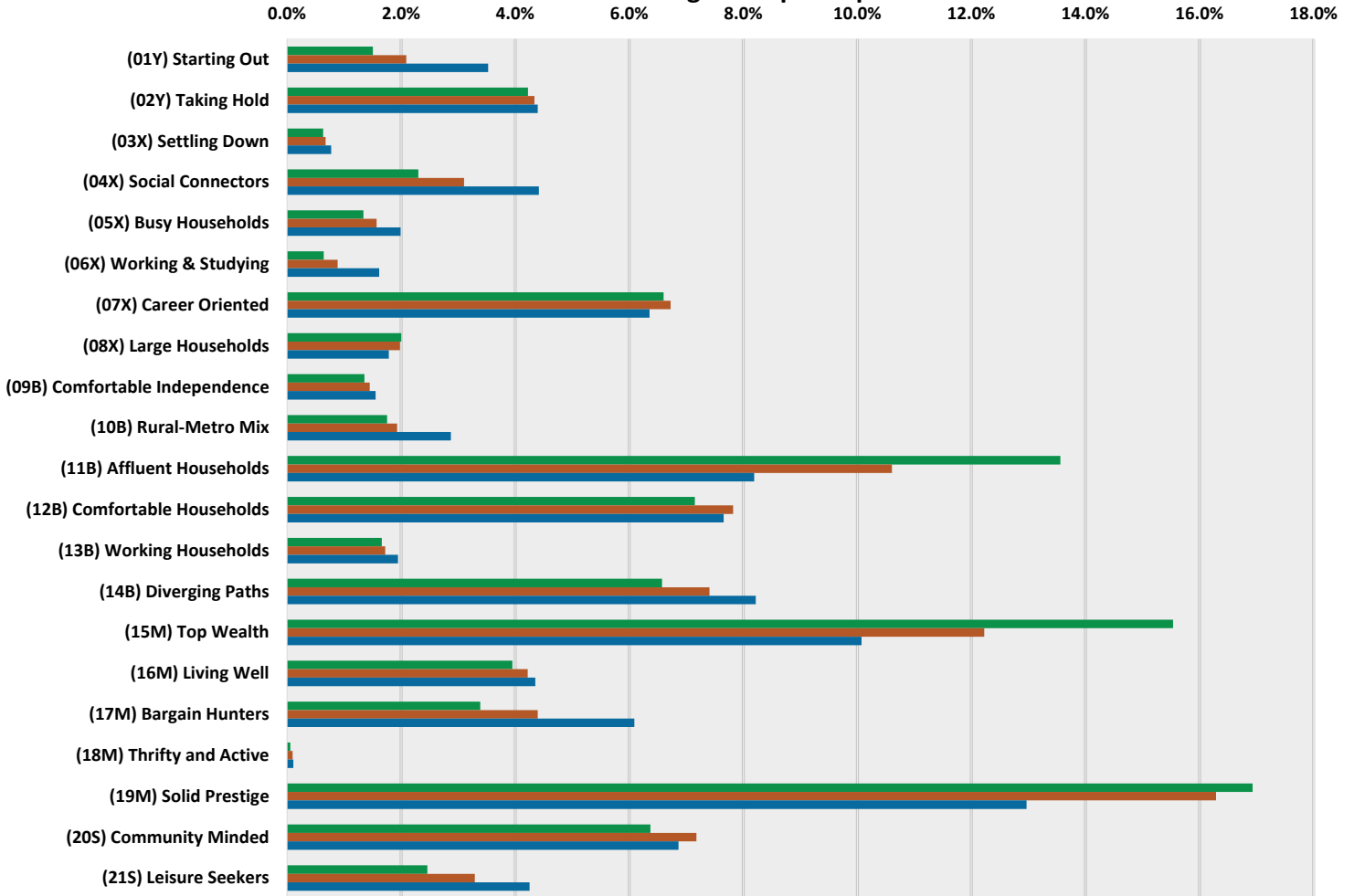
Household Segmentation Profile

Site: I-80 & Willow Ave - Willow Shopping Center

Date: 6/8/2022



Household Lifestage Group Comparison



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	03- Corporate Connected	(15M) Top Wealth	1,451	9.8%	2,571	7.4%	3,945	5.3%
2	04- Top Professionals	(11B) Affluent Households	1,270	8.6%	2,220	6.4%	3,313	4.5%
3	08- Solid Surroundings	(19M) Solid Prestige	1,220	8.3%	2,772	8.0%	4,665	6.3%
4	09- Busy Schedules	(19M) Solid Prestige	947	6.4%	2,141	6.2%	3,586	4.8%
5	02- Established Elite	(15M) Top Wealth	842	5.7%	1,669	4.8%	3,547	4.8%
6	13- Work & Play	(12B) Comfortable Households	563	3.8%	1,499	4.3%	3,202	4.3%
7	33- Urban Diversity	(14B) Diverging Paths	561	3.8%	1,597	4.6%	3,892	5.2%
8	01- Summit Estates	(11B) Affluent Households	543	3.7%	1,053	3.0%	2,019	2.7%
9	36- Persistent & Productive	(20S) Community Minded	534	3.6%	1,401	4.0%	2,798	3.8%
10	17- Firmly Established	(12B) Comfortable Households	493	3.3%	1,213	3.5%	2,491	3.3%

* Rank is based on Trade Area 1 cluster size

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



Household Segmentation Profile

Date: 6/8/2022

TOTAL HOUSEHOLDS		14,759	100%	34,677	100%	74,375	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		222	1.5%	725	2.1%	2,623	3.5%
	39- Setting Goals	39	0.3%	101	0.3%	405	0.5%
	45- Offices & Entertainment	78	0.5%	229	0.7%	691	0.9%
	57- Collegiate Crowd	79	0.5%	294	0.8%	925	1.2%
	58- Outdoor Fervor	2	0.0%	6	0.0%	18	0.0%
	67- First Steps	25	0.2%	96	0.3%	585	0.8%
(02Y) Taking Hold		623	4.2%	1,504	4.3%	3,269	4.4%
	18- Climbing the Ladder	145	1.0%	356	1.0%	722	1.0%
	21- Children First	93	0.6%	245	0.7%	624	0.8%
	24- Career Building	353	2.4%	807	2.3%	1,623	2.2%
	30- Out & About	33	0.2%	96	0.3%	300	0.4%
(03X) Settling Down		93	0.6%	234	0.7%	575	0.8%
	34- Outward Bound	1	0.0%	3	0.0%	8	0.0%
	41- Rural Adventure	9	0.1%	25	0.1%	57	0.1%
	46- Rural & Active	84	0.6%	206	0.6%	510	0.7%
(04X) Social Connectors		340	2.3%	1,076	3.1%	3,285	4.4%
	42- Creative Variety	51	0.3%	170	0.5%	615	0.8%
	52- Stylish & Striving	185	1.3%	561	1.6%	1,443	1.9%
	59- Mobile Mixers	104	0.7%	345	1.0%	1,228	1.7%
(05X) Busy Households		197	1.3%	545	1.6%	1,480	2.0%
	37- Firm Foundations	89	0.6%	261	0.8%	709	1.0%
	62- Movies & Sports	108	0.7%	283	0.8%	771	1.0%
(06X) Working & Studying		95	0.6%	308	0.9%	1,201	1.6%
	61- City Life	27	0.2%	101	0.3%	527	0.7%
	69- Productive Havens	35	0.2%	98	0.3%	282	0.4%
	70- Favorably Frugal	32	0.2%	109	0.3%	391	0.5%
(07X) Career Oriented		975	6.6%	2,332	6.7%	4,727	6.4%
	06- Casual Comfort	229	1.6%	478	1.4%	841	1.1%
	10- Careers & Travel	217	1.5%	480	1.4%	909	1.2%
	20- Carving Out Time	51	0.3%	150	0.4%	320	0.4%
	26- Getting Established	477	3.2%	1,224	3.5%	2,656	3.6%
(08X) Large Households		296	2.0%	686	2.0%	1,327	1.8%
	11- Schools & Shopping	90	0.6%	178	0.5%	306	0.4%
	12- On the Go	119	0.8%	243	0.7%	419	0.6%
	19- Country Comfort	3	0.0%	7	0.0%	14	0.0%
	27- Tenured Proprietors	83	0.6%	259	0.7%	587	0.8%
(09B) Comfortable Independence		200	1.4%	503	1.5%	1,155	1.6%
	29- City Mixers	42	0.3%	84	0.2%	211	0.3%
	35- Working & Active	94	0.6%	235	0.7%	470	0.6%
	56- Metro Active	64	0.4%	184	0.5%	474	0.6%
(10B) Rural-Metro Mix		259	1.8%	669	1.9%	2,136	2.9%
	47- Rural Parents	5	0.0%	13	0.0%	39	0.1%
	53- Metro Strivers	241	1.6%	620	1.8%	2,003	2.7%
	60- Rural & Mobile	13	0.1%	35	0.1%	93	0.1%

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



Household Segmentation Profile

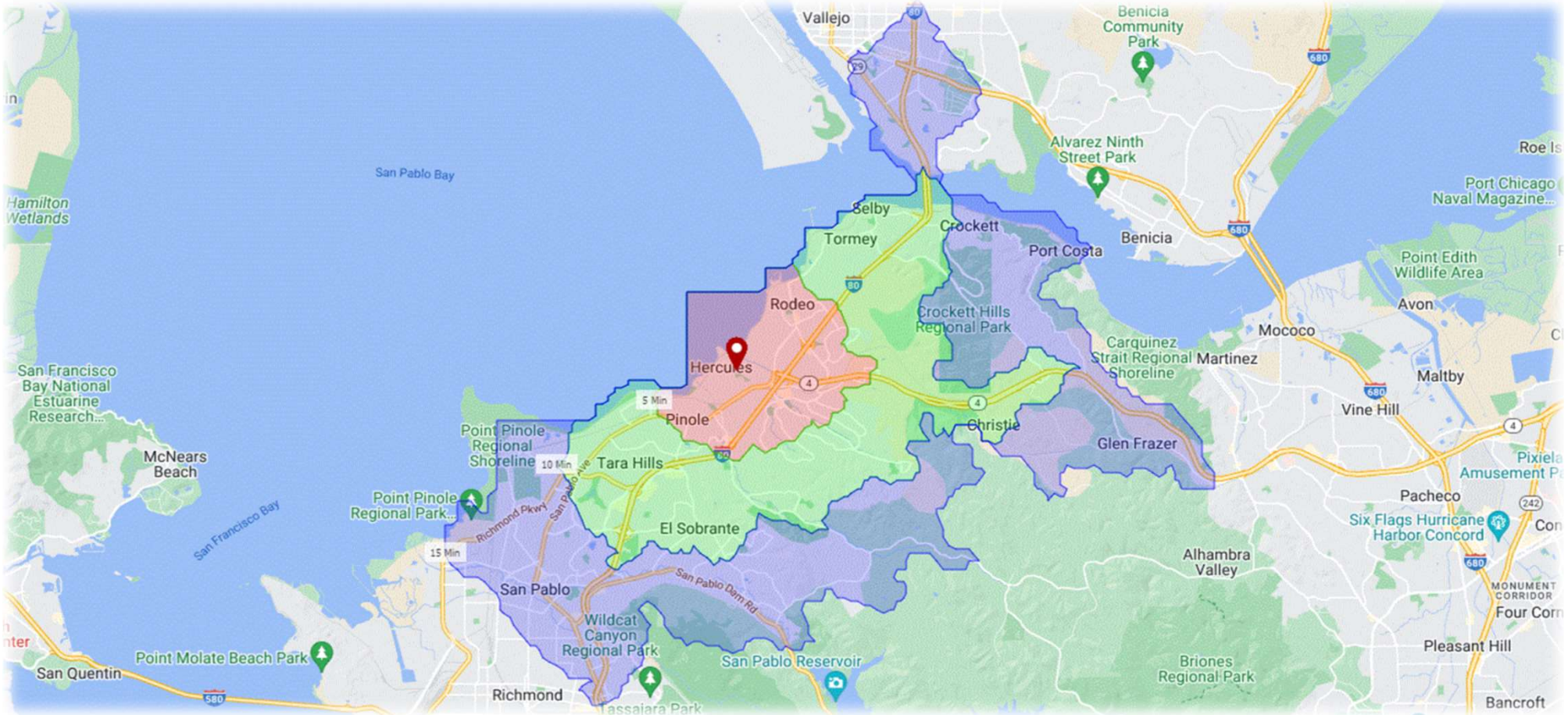
Date: 6/8/2022

TOTAL HOUSEHOLDS		14,759	100%	34,677	100%	74,375	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		2,001	13.6%	3,678	10.6%	6,093	8.2%
	01- Summit Estates	543	3.7%	1,053	3.0%	2,019	2.7%
	04- Top Professionals	1,270	8.6%	2,220	6.4%	3,313	4.5%
	07- Active Lifestyles	188	1.3%	405	1.2%	761	1.0%
(12B) Comfortable Households		1,056	7.2%	2,712	7.8%	5,693	7.7%
	13- Work & Play	563	3.8%	1,499	4.3%	3,202	4.3%
	17- Firmly Established	493	3.3%	1,213	3.5%	2,491	3.3%
(13B) Working Households		245	1.7%	597	1.7%	1,447	1.9%
	38- Occupational Mix	245	1.7%	593	1.7%	1,430	1.9%
	48- Farm & Home	0	0.0%	4	0.0%	17	0.0%
(14B) Diverging Paths		970	6.6%	2,569	7.4%	6,112	8.2%
	16- Country Enthusiasts	2	0.0%	14	0.0%	37	0.0%
	22- Comfortable Cornerstones	178	1.2%	391	1.1%	673	0.9%
	31- Mid-American	139	0.9%	346	1.0%	788	1.1%
	32- Metro Mix	90	0.6%	220	0.6%	723	1.0%
	33- Urban Diversity	561	3.8%	1,597	4.6%	3,892	5.2%
(15M) Top Wealth		2,293	15.5%	4,239	12.2%	7,492	10.1%
	02- Established Elite	842	5.7%	1,669	4.8%	3,547	4.8%
	03- Corporate Connected	1,451	9.8%	2,571	7.4%	3,945	5.3%
(16M) Living Well		583	4.0%	1,463	4.2%	3,238	4.4%
	14- Career Centered	297	2.0%	753	2.2%	1,842	2.5%
	15- Country Ways	3	0.0%	15	0.0%	30	0.0%
	23- Good Neighbors	283	1.9%	695	2.0%	1,366	1.8%
(17M) Bargain Hunters		500	3.4%	1,524	4.4%	4,529	6.1%
	43- Work & Causes	86	0.6%	277	0.8%	785	1.1%
	44- Open Houses	78	0.5%	270	0.8%	872	1.2%
	55- Community Life	122	0.8%	320	0.9%	801	1.1%
	63- Staying Home	177	1.2%	544	1.6%	1,611	2.2%
	68- Staying Healthy	37	0.3%	113	0.3%	460	0.6%
(18M) Thrifty & Active		8	0.1%	34	0.1%	83	0.1%
	40- Great Outdoors	2	0.0%	5	0.0%	15	0.0%
	50- Rural Community	6	0.0%	24	0.1%	49	0.1%
	54- Work & Outdoors	0	0.0%	5	0.0%	19	0.0%
(19M) Solid Prestige		2,499	16.9%	5,649	16.3%	9,645	13.0%
	05- Active & Involved	332	2.2%	736	2.1%	1,394	1.9%
	08- Solid Surroundings	1,220	8.3%	2,772	8.0%	4,665	6.3%
	09- Busy Schedules	947	6.4%	2,141	6.2%	3,586	4.8%
(20S) Community Minded		940	6.4%	2,489	7.2%	5,104	6.9%
	25- Clubs & Causes	195	1.3%	539	1.6%	1,146	1.5%
	28- Community Pillars	212	1.4%	550	1.6%	1,161	1.6%
	36- Persistent & Productive	534	3.6%	1,401	4.0%	2,798	3.8%
(21S) Leisure Seekers		363	2.5%	1,142	3.3%	3,162	4.3%
	49- Home & Garden	83	0.6%	272	0.8%	672	0.9%
	51- Role Models	97	0.7%	277	0.8%	775	1.0%
	64- Practical & Careful	67	0.5%	202	0.6%	485	0.7%
	65- Hobbies & Shopping	57	0.4%	210	0.6%	650	0.9%
	66- Helping Hands	60	0.4%	180	0.5%	581	0.8%

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



John Muir Parkway Exchange- Bay front Blvd, Hercules, CA



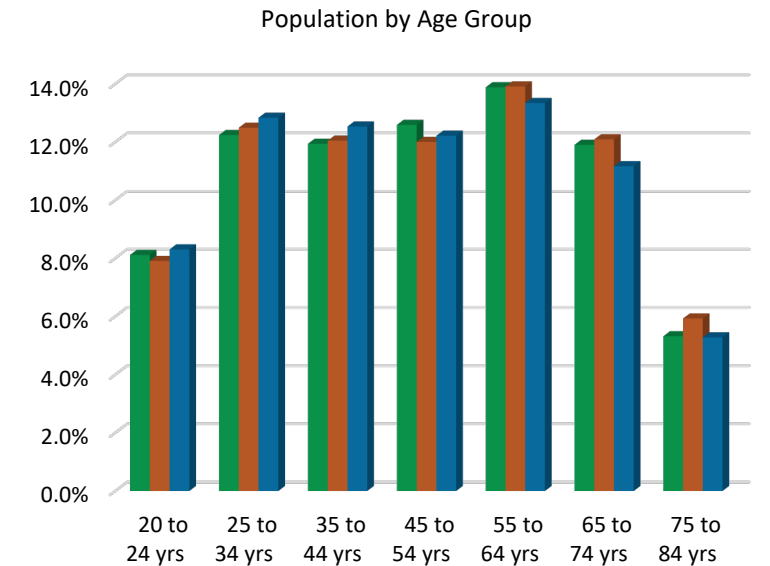
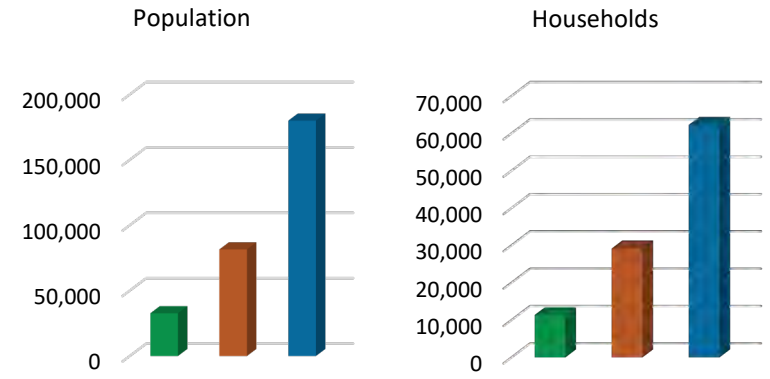
	5 Minutes	10 Minutes	15 Minutes
Population	32,734	81,557	180,024
Daytime Population	21,301	57,556	139,310
Households	11,367	29,171	62,282
Average Age	41	41.6	40.5
Average HH Income	\$124,146	\$115,652	\$104,767
White Collar (Residents)	69%	67%	59%
College Degree & Above	44%	40%	35%

Consumer Demographic Profile

Site: John Muir Pkwy & Bayfront Blvd

Date Report Created: 6/9/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	32,734	---	81,557	---	180,024	---
5 Year Projected Pop	33,378	---	83,066	---	182,946	---
Pop Growth (%)	2.0%	---	1.8%	---	1.6%	---
Households	11,367	---	29,171	---	62,282	---
5 Year Projected HHs	11,597	---	29,767	---	63,366	---
HH Growth (%)	2.0%	---	2.0%	---	1.7%	---
Census Stats						
2000 Population	25,544	---	71,809	---	162,926	---
2010 Population	30,712	---	76,402	---	169,871	---
Pop Growth (%)	20.2%	---	6.4%	---	4.3%	---
2000 Households	8,860	---	25,057	---	55,630	---
2010 Households	10,631	---	27,122	---	58,490	---
HH Growth (%)	20.0%	---	8.2%	---	5.1%	---
Total Population by Age						
Average Age	41.0		41.6		40.5	
19 yrs & under	7,381	22.5%	17,894	21.9%	40,978	22.8%
20 to 24 yrs	2,656	8.1%	6,449	7.9%	14,952	8.3%
25 to 34 yrs	4,007	12.2%	10,188	12.5%	23,108	12.8%
35 to 44 yrs	3,908	11.9%	9,826	12.0%	22,563	12.5%
45 to 54 yrs	4,121	12.6%	9,790	12.0%	21,994	12.2%
55 to 64 yrs	4,545	13.9%	11,347	13.9%	24,019	13.3%
65 to 74 yrs	3,897	11.9%	9,862	12.1%	20,106	11.2%
75 to 84 yrs	1,741	5.3%	4,836	5.9%	9,506	5.3%
85 + yrs	479	1.5%	1,365	1.7%	2,798	1.6%
Population Bases						
20-34 yrs	6,663	20.4%	16,637	20.4%	38,059	21.1%
45-64 yrs	8,666	26.5%	21,137	25.9%	46,013	25.6%
16 yrs +	26,104	79.7%	65,421	80.2%	143,248	79.6%
25 yrs +	22,698	69.3%	57,213	70.2%	124,094	68.9%
65 yrs +	6,116	18.7%	16,063	19.7%	32,411	18.0%
75 yrs +	2,220	6.8%	6,201	7.6%	12,304	6.8%
85 yrs +	479	1.5%	1,365	1.7%	2,798	1.6%



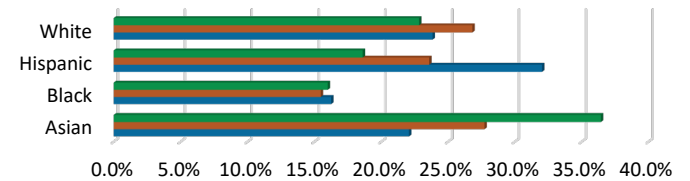
Consumer Demographic Profile

Site: John Muir Pkwy & Bayfront Blvd

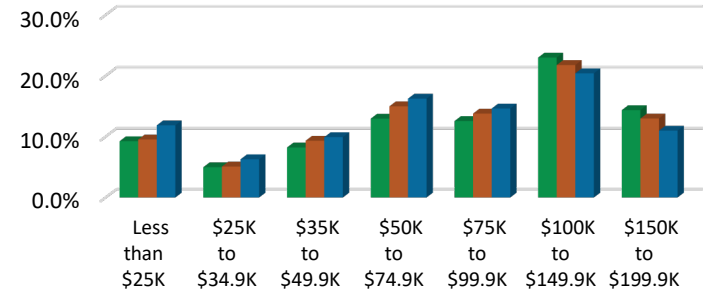
Date Report Created: 6/9/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	7,475	22.8%	21,879	26.8%	42,931	23.8%
Hispanic	6,096	18.6%	19,241	23.6%	57,674	32.0%
Black	5,238	16.0%	12,628	15.5%	29,273	16.3%
Asian	11,929	36.4%	22,617	27.7%	39,756	22.1%
Ancestry						
American Indian (ancestry)	113	0.3%	279	0.3%	615	0.3%
Hawaiin (ancestry)	163	0.5%	423	0.5%	1,106	0.6%
Household Income						
Per Capita Income	\$43,112	---	\$41,366	---	\$36,245	---
Average HH Income	\$124,146	---	\$115,652	---	\$104,767	---
Median HH Income	\$103,902	---	\$94,550	---	\$84,261	---
Less than \$25K	1,052	9.3%	2,783	9.5%	7,392	11.9%
\$25K to \$34.9K	567	5.0%	1,487	5.1%	3,916	6.3%
\$35K to \$49.9K	936	8.2%	2,724	9.3%	6,182	9.9%
\$50K to \$74.9K	1,474	13.0%	4,373	15.0%	10,125	16.3%
\$75K to \$99.9K	1,429	12.6%	4,024	13.8%	9,112	14.6%
\$100K to \$149.9K	2,614	23.0%	6,353	21.8%	12,712	20.4%
\$150K to \$199.9K	1,633	14.4%	3,788	13.0%	6,847	11.0%
\$200K +	1,662	14.6%	3,640	12.5%	5,994	9.6%
Education						
Less than 9th Grade	1,096	4.8%	3,177	5.6%	10,409	8.4%
Some HS, No Diploma	949	4.2%	2,962	5.2%	8,430	6.8%
HS Grad (or Equivalent)	4,443	19.6%	11,369	19.9%	26,996	21.8%
Some College, No Degree	5,309	23.4%	14,612	25.5%	30,482	24.6%
Associate Degree	2,551	11.2%	6,079	10.6%	11,684	9.4%
Bachelor Degree	5,642	24.9%	12,960	22.7%	24,614	19.8%
Graduates Degree	1,757	7.7%	4,057	7.1%	7,721	6.2%

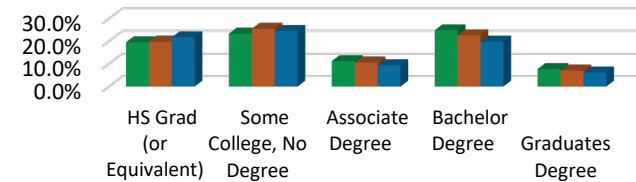
Ethnic Breakdown



Household Income Levels - %



Education

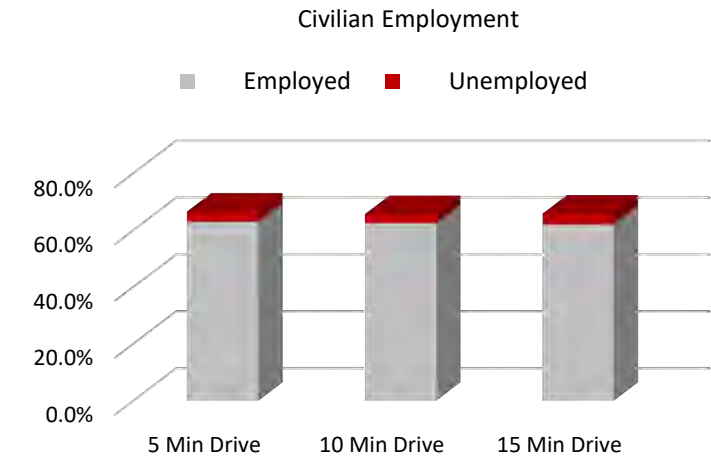
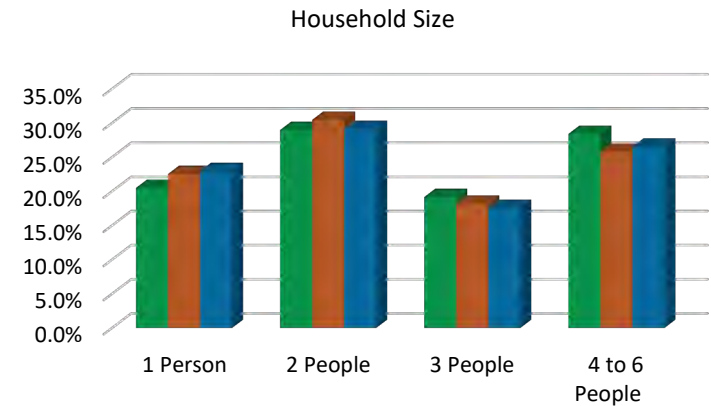


Consumer Demographic Profile

Site: John Muir Pkwy & Bayfront Blvd

Date Report Created: 6/9/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	8,535		20,799		43,888	
Single - Male	401	4.7%	910	4.4%	2,311	5.3%
Single - Female	1,060	12.4%	2,723	13.1%	5,764	13.1%
Single Parent - Male	136	1.6%	509	2.4%	1,421	3.2%
Single Parent - Female	815	9.5%	1,807	8.7%	4,581	10.4%
Married w/ Children	2,527	29.6%	5,583	26.8%	11,846	27.0%
Married w/out Children	3,597	42.1%	9,266	44.6%	17,966	40.9%
Household Size						
1 Person	2,333	20.5%	6,581	22.6%	14,320	23.0%
2 People	3,296	29.0%	8,892	30.5%	18,157	29.2%
3 People	2,180	19.2%	5,309	18.2%	10,947	17.6%
4 to 6 People	3,230	28.4%	7,539	25.8%	16,543	26.6%
7+ People	328	2.9%	850	2.9%	2,314	3.7%
Home Ownership	11,367		29,171		62,282	
Owners	8,106	71.3%	19,895	68.2%	39,834	64.0%
Renters	3,261	28.7%	9,276	31.8%	22,448	36.0%
Components of Change						
Births	328	1.0%	820	1.0%	1,861	1.0%
Deaths	259	0.8%	685	0.8%	1,386	0.8%
Migration	32	0.1%	-277	-0.3%	-1,048	-0.6%
Employment (Pop 16+)	26,104		65,421		143,248	
Armed Services	24	0.1%	94	0.1%	163	0.1%
Civilian	17,359	66.5%	42,919	65.6%	94,236	65.8%
Employed	16,433	63.0%	40,844	62.4%	88,907	62.1%
Unemployed	925	3.5%	2,076	3.2%	5,329	3.7%
Not in Labor Force	8,746	33.5%	22,501	34.4%	49,012	34.2%
Employed Population	16,433		40,844		88,907	
White Collar	11,347	69.0%	27,187	66.6%	52,840	59.4%
Blue Collar	5,087	31.0%	13,657	33.4%	36,066	40.6%

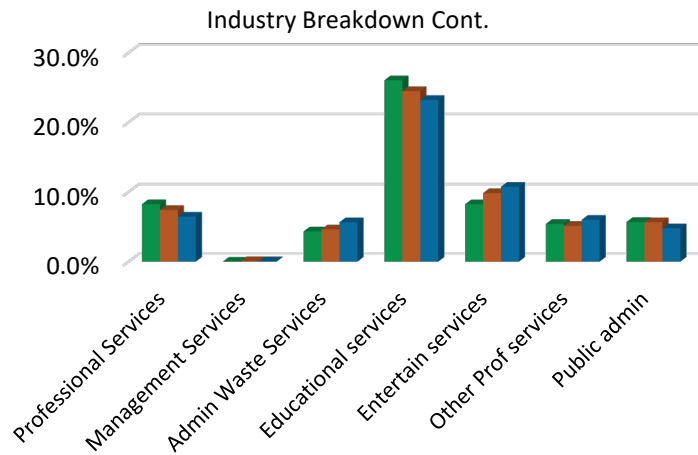
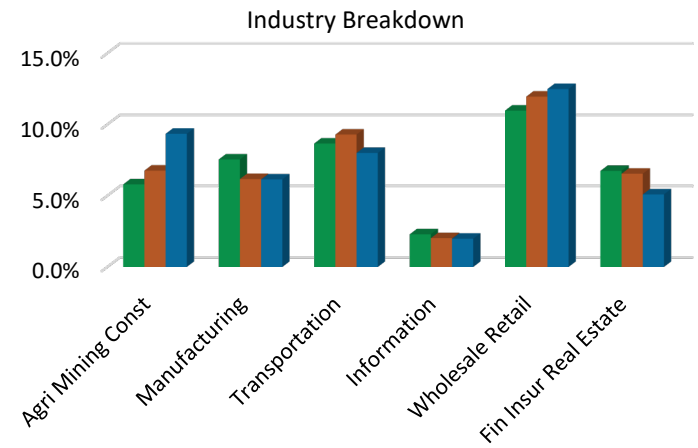


Consumer Demographic Profile

Site: John Muir Pkwy & Bayfront Blvd

Date Report Created: 6/9/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	16,433		40,844		88,907	
White Collar	11,347	69.0%	27,187	66.6%	52,840	59.4%
Managerial executive	2,566	15.6%	6,304	15.4%	11,727	13.2%
Prof specialty	4,443	27.0%	9,454	23.1%	17,601	19.8%
Healthcare support	553	3.4%	1,672	4.1%	3,986	4.5%
Sales	1,582	9.6%	3,749	9.2%	7,907	8.9%
Office Admin	2,203	13.4%	6,007	14.7%	11,619	13.1%
Blue Collar	5,087	31.0%	13,657	33.4%	36,066	40.6%
Protective	417	2.5%	939	2.3%	2,029	2.3%
Food Prep Serving	574	3.5%	2,147	5.3%	5,604	6.3%
Bldg Maint/Cleaning	610	3.7%	1,644	4.0%	5,122	5.8%
Personal Care	502	3.1%	1,180	2.9%	2,952	3.3%
Farming/Fishing/Forestry	129	0.8%	148	0.4%	339	0.4%
Construction	954	5.8%	2,740	6.7%	8,564	9.6%
Production Transp	1,901	11.6%	4,859	11.9%	11,456	12.9%
Employment By Industry	16,433		40,844		88,907	
Agri Mining Const	953	5.8%	2,763	6.8%	8,311	9.3%
Manufacturing	1,240	7.5%	2,520	6.2%	5,463	6.1%
Transportation	1,423	8.7%	3,796	9.3%	7,115	8.0%
Information	377	2.3%	826	2.0%	1,761	2.0%
Wholesale Retail	1,804	11.0%	4,884	12.0%	11,101	12.5%
Fin Insur Real Estate	1,108	6.7%	2,673	6.5%	4,527	5.1%
Professional Services	1,356	8.3%	3,028	7.4%	5,746	6.5%
Management Services	0	0.0%	32	0.1%	48	0.1%
Admin Waste Services	714	4.3%	1,893	4.6%	5,023	5.7%
Educational services	4,280	26.0%	10,000	24.5%	20,653	23.2%
Entertain services	1,354	8.2%	4,020	9.8%	9,558	10.8%
Other Prof services	890	5.4%	2,098	5.1%	5,340	6.0%
Public admin	936	5.7%	2,311	5.7%	4,259	4.8%



Employment Profile

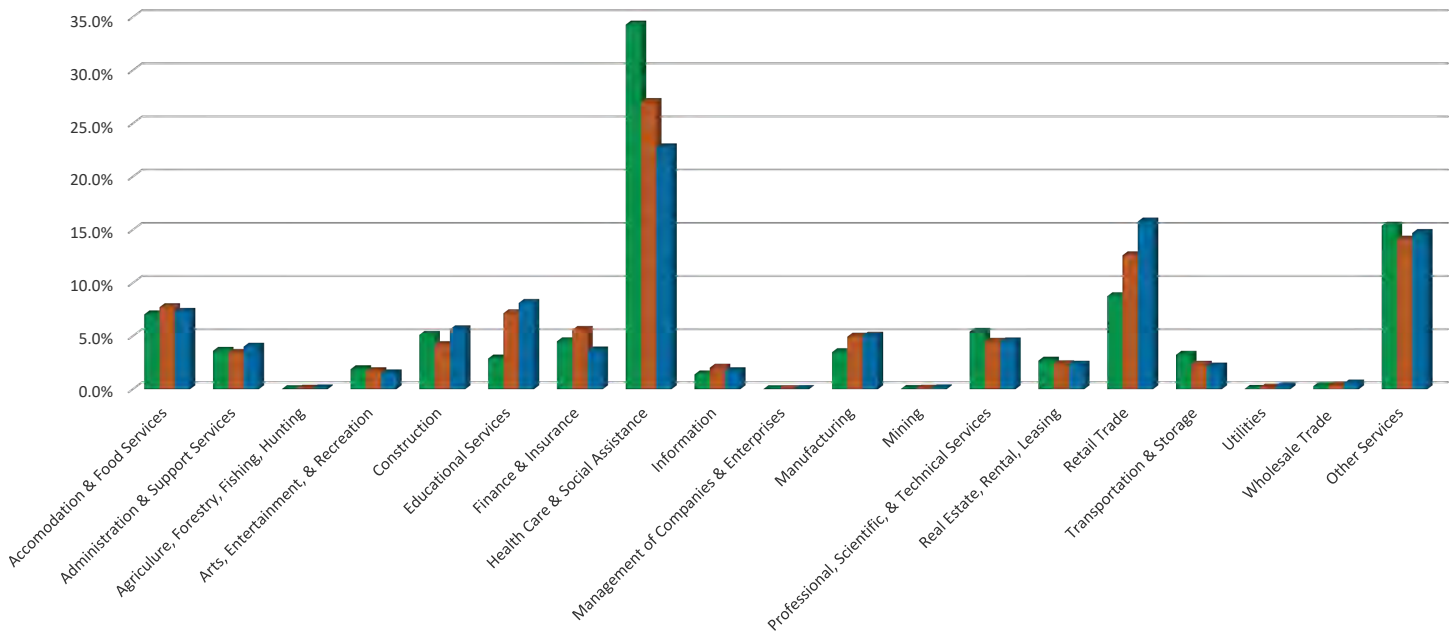
Site: John Muir Pkwy & Bayfront Blvd

Date Report Created: 6/9/2022

	5 Min Drive		10 Min Drive		15 Min Drive	
Daytime Population	21,301		57,556		139,310	
Student Population	2,565		13,035		41,031	
Median Employee Salary	48,137		47,412		47,454	
Average Employee Salary	56,920		55,580		54,587	
Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	132	1.8%	321	2.0%	950	2.7%
15,000 to 30,000 CrYr	422	5.6%	945	5.8%	2,100	5.9%
30,000 to 45,000 CrYr	2,633	34.8%	5,994	36.6%	13,172	36.8%
45,000 to 60,000 CrYr	1,942	25.7%	4,122	25.2%	8,878	24.8%
60,000 to 75,000 CrYr	777	10.3%	1,658	10.1%	3,586	10.0%
75,000 to 90,000 CrYr	503	6.7%	1,135	6.9%	2,546	7.1%
90,000 to 100,000 CrYr	161	2.1%	343	2.1%	809	2.3%
Over 100,000 CrYr	996	13.2%	1,837	11.2%	3,742	10.5%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	474	100%	7,569	100%	1,172	100%	16,355	100%	2,536	100%	35,781	100%
Accommodation & Food Services	26	5.5%	533	7.0%	80	6.8%	1,262	7.7%	174	6.8%	2,603	7.3%
Administration & Support Services	18	3.7%	273	3.6%	41	3.5%	557	3.4%	90	3.5%	1,430	4.0%
Agriculture, Forestry, Fishing, Hunting	0	0.0%	0	0.0%	0	0.0%	7	0.0%	4	0.1%	27	0.1%
Arts, Entertainment, & Recreation	12	2.5%	142	1.9%	30	2.6%	275	1.7%	55	2.2%	530	1.5%
Construction	22	4.7%	387	5.1%	60	5.2%	677	4.1%	139	5.5%	2,017	5.6%
Educational Services	10	2.1%	218	2.9%	45	3.9%	1,169	7.1%	97	3.8%	2,903	8.1%
Finance & Insurance	31	6.6%	341	4.5%	77	6.6%	912	5.6%	130	5.1%	1,303	3.6%
Health Care & Social Assistance	130	27.5%	2,596	34.3%	272	23.2%	4,419	27.0%	506	20.0%	8,143	22.8%
Information	5	1.1%	105	1.4%	15	1.2%	330	2.0%	33	1.3%	604	1.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.0%
Manufacturing	11	2.3%	264	3.5%	30	2.5%	808	4.9%	81	3.2%	1,798	5.0%
Mining	0	0.0%	2	0.0%	1	0.1%	7	0.0%	2	0.1%	29	0.1%
Professional, Scientific, & Technical Services	43	9.0%	409	5.4%	98	8.3%	729	4.5%	186	7.3%	1,608	4.5%
Real Estate, Rental, Leasing	27	5.8%	203	2.7%	63	5.4%	383	2.3%	132	5.2%	824	2.3%
Retail Trade	41	8.6%	662	8.7%	134	11.4%	2,061	12.6%	342	13.5%	5,647	15.8%
Transportation & Storage	10	2.1%	245	3.2%	18	1.5%	375	2.3%	48	1.9%	762	2.1%
Utilities	0	0.0%	2	0.0%	1	0.1%	27	0.2%	3	0.1%	99	0.3%
Wholesale Trade	5	1.0%	21	0.3%	11	0.9%	54	0.3%	34	1.3%	191	0.5%
Other Services	82	17.3%	1,165	15.4%	196	16.7%	2,302	14.1%	480	18.9%	5,260	14.7%

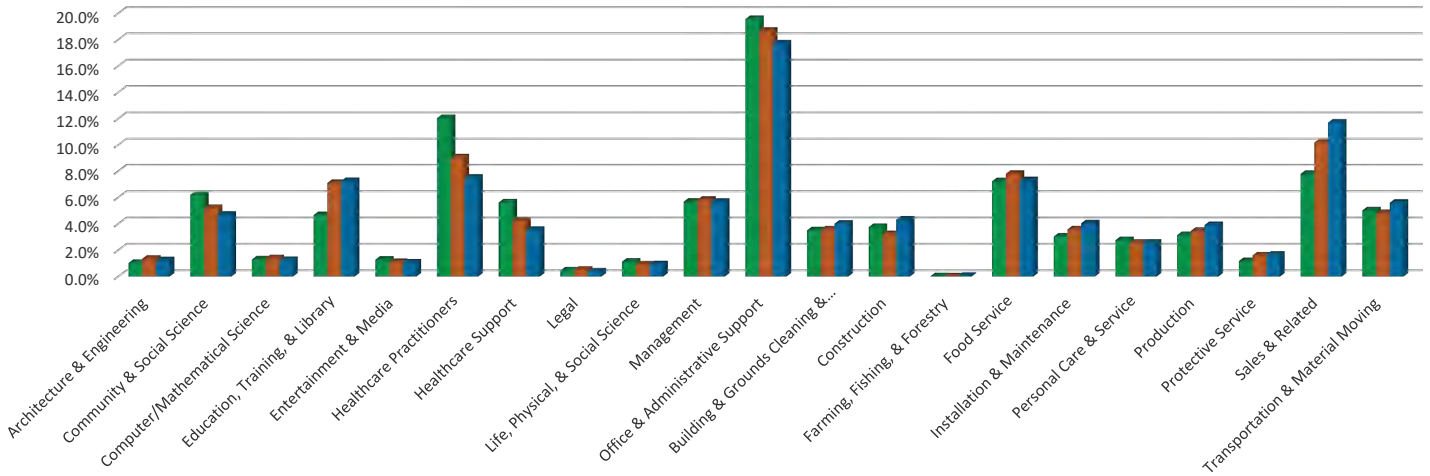
Employment Profile

Site: John Muir Pkwy & Bayfront Blvd

Date Report Created: 6/9/2022

Occupations	5 Min Drive		10 Min Drive		15 Min Drive	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	4,725	62.4%	9,634	58.9%	19,498	54.5%
Architecture & Engineering	78	1.0%	221	1.4%	442	1.2%
Community & Social Science	470	6.2%	850	5.2%	1,679	4.7%
Computer/Mathematical Science	98	1.3%	227	1.4%	447	1.2%
Education, Training, & Library	353	4.7%	1,162	7.1%	2,594	7.2%
Entertainment & Media	97	1.3%	180	1.1%	380	1.1%
Healthcare Practitioners	911	12.0%	1,480	9.0%	2,685	7.5%
Healthcare Support	425	5.6%	695	4.2%	1,267	3.5%
Legal	34	0.5%	84	0.5%	136	0.4%
Life, Physical, & Social Science	85	1.1%	149	0.9%	332	0.9%
Management	430	5.7%	953	5.8%	2,032	5.7%
Office & Administrative Support	1,481	19.6%	3,055	18.7%	6,336	17.7%
Blue Collar	2,834	37.4%	6,670	40.8%	16,159	45.2%
Building & Grounds Cleaning & Maintenance	266	3.5%	584	3.6%	1,434	4.0%
Construction	284	3.8%	526	3.2%	1,548	4.3%
Farming, Fishing, & Forestry	2	0.0%	2	0.0%	19	0.1%
Food Service	548	7.2%	1,275	7.8%	2,617	7.3%
Installation & Maintenance	230	3.0%	585	3.6%	1,445	4.0%
Personal Care & Service	209	2.8%	419	2.6%	918	2.6%
Production	238	3.1%	566	3.5%	1,398	3.9%
Protective Service	89	1.2%	261	1.6%	592	1.7%
Sales & Related	590	7.8%	1,664	10.2%	4,183	11.7%
Transportation & Material Moving	380	5.0%	788	4.8%	2,004	5.6%
Military Services	10	0.1%	51	0.3%	124	0.3%

Employee's by Occupation



Employee Totals and History	#	#	#
Current	7,569	16,355	35,781
2021 Q3	7,324	15,230	33,247
2021 Q2	7,757	16,713	36,393
2021 Q1	8,390	18,062	39,315
2020 Q4	7,525	16,268	35,657
2020 Q3	7,173	15,022	32,825
2020 Q2	7,089	15,335	33,510
2020 Q1	8,170	17,669	38,521
2019 Q4	8,278	17,887	39,052

Consumer Demand & Market Supply Assessment

Site: John Muir Pkwy & Bayfront Blvd

Date Report Created: 6/9/2022

Demographics

Population	32,734
5-Year Population estimate	33,378
Population Households	32,679
Group Quarters Population	55
Households	11,367
5-Year Households estimate	11,597
WorkPlace Establishments	474
Workplace Employees	7,569
Median Household Income	\$103,902

	5 Min Drive	10 Min Drive	15 Min Drive
Population	32,734	81,557	180,024
5-Year Population estimate	33,378	83,066	182,946
Population Households	32,679	81,367	178,216
Group Quarters Population	55	190	1,808
Households	11,367	29,171	62,282
5-Year Households estimate	11,597	29,767	63,366
WorkPlace Establishments	474	1,172	2,536
Workplace Employees	7,569	16,355	35,781
Median Household Income	\$103,902	\$94,550	\$84,261

By Establishments

	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture Stores	\$6,980,637	\$0	(\$6,980,637)	-100%	\$17,144,045	\$0	(\$17,144,045)	-100%	\$36,853,109	\$0	(\$36,853,109)	-100%
Lawn/Garden Equipment/Supplies Stores	\$4,257,988	\$0	(\$4,257,988)	-100%	\$10,569,452	\$0	(\$10,569,452)	-100%	\$22,922,088	\$6,115,883	(\$16,806,205)	-73%
Shoe Stores	\$3,009,592	\$0	(\$3,009,592)	-100%	\$7,459,108	\$4,093,823	(\$3,365,286)	-45%	\$16,074,480	\$8,559,186	(\$7,515,294)	-47%
Jewelry/Luggage/Leather Goods	\$3,844,702	\$0	(\$3,844,702)	-100%	\$9,478,348	\$2,624,357	(\$6,853,991)	-72%	\$20,532,863	\$8,409,819	(\$12,123,044)	-59%
Department Stores	\$11,241,924	\$0	(\$11,241,924)	-100%	\$27,833,935	\$4,327,511	(\$23,506,424)	-84%	\$60,394,310	\$54,115,311	(\$6,278,999)	-10%
Florists/Misc. Store Retailers	\$1,019,987	\$0	(\$1,019,987)	-100%	\$2,531,127	\$102,711	(\$2,428,416)	-96%	\$5,487,857	\$1,052,217	(\$4,435,640)	-81%
Used Merchandise Stores	\$1,616,976	\$0	(\$1,616,976)	-100%	\$3,997,279	\$769,423	(\$3,227,856)	-81%	\$8,642,499	\$2,627,987	(\$6,014,513)	-70%
Vending Machine Operators (Non-Store)	\$4,497,216	\$0	(\$4,497,216)	-100%	\$11,129,629	\$139,302	(\$10,990,327)	-99%	\$24,176,767	\$2,770,326	(\$21,406,441)	-89%
Other Misc. Store Retailers	\$10,590,531	\$1,301,186	(\$9,289,345)	-88%	\$26,308,383	\$7,402,511	(\$18,905,872)	-72%	\$57,130,374	\$28,115,169	(\$29,015,205)	-51%
Direct Selling Establishments	\$3,577,133	\$523,413	(\$3,053,721)	-85%	\$8,887,951	\$2,327,826	(\$6,560,125)	-74%	\$19,373,667	\$11,663,144	(\$7,710,523)	-40%
Clothing Stores	\$20,129,105	\$3,173,976	(\$16,955,129)	-84%	\$49,629,403	\$25,588,494	(\$24,040,909)	-48%	\$107,249,040	\$43,747,083	(\$63,501,958)	-59%
Beer/Wine/Liquor Stores	\$6,403,338	\$1,108,264	(\$5,295,074)	-83%	\$15,804,491	\$5,600,140	(\$10,204,351)	-65%	\$34,232,064	\$25,951,132	(\$8,280,933)	-24%
Automotive Dealers	\$122,948,807	\$29,609,415	(\$93,339,392)	-76%	\$302,932,432	\$149,107,704	(\$153,824,728)	-51%	\$651,558,912	\$284,996,716	(\$366,562,196)	-56%
Electronic Shopping/Mail Order Houses	\$126,963,300	\$37,074,887	(\$89,888,413)	-71%	\$312,303,657	\$37,074,887	(\$275,228,770)	-88%	\$678,351,309	\$38,305,963	(\$640,045,346)	-94%
Automotive Parts/Accessories/Tire	\$10,458,804	\$3,375,241	(\$7,083,562)	-68%	\$26,029,951	\$10,456,009	(\$15,573,942)	-60%	\$56,805,308	\$36,369,347	(\$20,435,961)	-36%
Special Food Services	\$1,726,198	\$603,523	(\$1,122,675)	-65%	\$4,129,491	\$1,606,136	(\$2,523,355)	-61%	\$8,858,329	\$4,071,044	(\$4,787,285)	-54%
Office Supplies/Stationary/Gift	\$2,421,534	\$850,845	(\$1,570,689)	-65%	\$5,944,697	\$5,268,728	(\$675,969)	-11%	\$12,852,813	\$10,438,422	(\$2,414,391)	-19%
Electronics/Appliance	\$7,774,305	\$2,949,774	(\$4,824,530)	-62%	\$18,732,529	\$11,976,352	(\$6,756,177)	-36%	\$40,397,402	\$15,458,102	(\$24,939,299)	-62%
Other General Merchandise Stores	\$74,750,725	\$28,450,677	(\$46,300,048)	-62%	\$185,491,664	\$87,793,972	(\$97,697,691)	-53%	\$403,552,844	\$328,948,215	(\$74,604,630)	-18%
Home Furnishing Stores	\$5,745,290	\$2,251,942	(\$3,493,348)	-61%	\$14,222,936	\$6,936,866	(\$7,286,070)	-51%	\$30,880,055	\$16,443,720	(\$14,436,335)	-47%
Other Motor Vehicle Dealers	\$8,254,403	\$3,286,580	(\$4,967,823)	-60%	\$20,346,295	\$3,459,817	(\$16,886,478)	-83%	\$43,760,372	\$6,323,114	(\$37,437,258)	-86%
Grocery Stores	\$75,957,862	\$30,597,903	(\$45,359,958)	-60%	\$188,613,327	\$56,234,370	(\$132,378,958)	-70%	\$410,343,867	\$369,338,267	(\$41,005,599)	-10%
Sporting Goods/Hobby/Musical Instrument	\$7,524,324	\$3,744,938	(\$3,779,385)	-50%	\$18,602,181	\$9,032,703	(\$9,569,478)	-51%	\$40,348,712	\$15,470,906	(\$24,877,806)	-62%
Health/Personal Care Stores	\$35,283,044	\$17,819,820	(\$17,463,224)	-49%	\$88,026,387	\$45,934,652	(\$42,091,735)	-48%	\$192,269,632	\$93,307,058	(\$98,962,575)	-51%
Specialty Food Stores	\$3,851,210	\$2,185,266	(\$1,665,944)	-43%	\$9,561,606	\$4,446,613	(\$5,114,993)	-53%	\$20,795,687	\$7,966,720	(\$12,828,966)	-62%
Building Material/Supplies Dealers	\$38,361,611	\$28,534,258	(\$9,827,353)	-26%	\$95,271,203	\$72,224,155	(\$23,047,048)	-24%	\$207,235,118	\$114,355,057	(\$92,880,061)	-45%
Full-Service Restaurants	\$22,249,252	\$20,158,912	(\$2,090,340)	-9%	\$52,371,787	\$43,392,492	(\$8,979,296)	-17%	\$112,150,903	\$83,552,890	(\$28,598,013)	-25%
Book/Periodical/Music Stores	\$1,444,642	\$1,389,576	(\$55,066)	-4%	\$3,564,917	\$2,328,360	(\$1,236,557)	-35%	\$7,747,976	\$5,046,995	(\$2,700,980)	-35%
Limited-Service Eating Places	\$30,273,233	\$31,880,077	\$1,606,843	5%	\$72,441,531	\$72,424,107	(\$17,424)	0%	\$155,427,784	\$130,760,991	(\$24,666,793)	-16%
Gasoline Stations	\$44,638,998	\$51,912,170	\$7,273,172	16%	\$110,771,715	\$108,044,684	(\$2,727,031)	-2%	\$241,052,902	\$252,273,760	\$11,220,858	5%
Bar/Drinking Places (Alcoholic Beverages)	\$1,964,640	\$2,370,739	\$406,099	21%	\$4,498,587	\$5,840,546	\$1,341,959	30%	\$9,602,216	\$8,282,989	(\$1,319,227)	-14%
Consumer Demand/Market Supply Index	\$699,761,311	\$305,153,381	229		\$1,724,630,044	\$786,559,249	219		\$3,737,061,260	\$2,014,837,534	185	



Consumer Demand & Market Supply Assessment

Site: John Muir Pkwy & Bayfront Blvd

Date Report Created: 6/9/2022

By Major Product Lines

	5 Min Drive				10 Min Drive				15 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Furniture/Sleep/Outdoor/Patio Furniture	\$20,834,218	\$3,125,545	(\$17,708,672)	-85%	\$51,151,733	\$6,096,728	(\$45,055,005)	-88%	\$109,922,689	\$14,579,708	(\$95,342,981)	-87%
Jewelry (including Watches)	\$5,873,060	\$889,843	(\$4,983,216)	-85%	\$14,470,924	\$4,418,080	(\$10,052,844)	-69%	\$31,375,010	\$12,765,338	(\$18,609,672)	-59%
Pets/Pet Foods/Pet Supplies	\$6,675,966	\$1,031,338	(\$5,644,628)	-85%	\$16,567,830	\$3,618,919	(\$12,948,911)	-78%	\$35,754,070	\$13,927,712	(\$21,826,357)	-61%
Footwear, including Accessories	\$8,915,743	\$1,499,663	(\$7,416,081)	-83%	\$22,109,942	\$7,765,400	(\$14,344,542)	-65%	\$47,639,246	\$17,206,221	(\$30,433,025)	-64%
Womens/Juniors/Misses Wear	\$21,307,339	\$4,778,696	(\$16,528,643)	-78%	\$52,509,608	\$18,673,011	(\$33,836,597)	-64%	\$113,474,500	\$42,071,374	(\$71,403,126)	-63%
Autos/Cars/Vans/Trucks/Motorcycles	\$108,539,362	\$26,504,081	(\$82,035,281)	-76%	\$267,260,829	\$126,598,545	(\$140,662,284)	-53%	\$574,532,653	\$241,778,959	(\$332,753,695)	-58%
Packaged Liquor/Wine/Beer	\$13,812,678	\$3,774,726	(\$10,037,951)	-73%	\$34,062,598	\$10,611,656	(\$23,450,942)	-69%	\$73,623,151	\$46,742,406	(\$26,880,746)	-37%
Mens Wear	\$8,651,040	\$2,373,584	(\$6,277,455)	-73%	\$21,285,829	\$8,157,620	(\$13,128,210)	-62%	\$45,853,923	\$19,746,383	(\$26,107,540)	-57%
Automotive Tires/Tubes/Batteries/Parts	\$21,305,229	\$6,011,423	(\$15,293,806)	-72%	\$53,070,363	\$19,518,527	(\$33,551,836)	-63%	\$115,983,039	\$52,803,816	(\$63,179,223)	-54%
Childrens Wear/Infants/Toddlers Clothing	\$3,296,249	\$935,874	(\$2,360,374)	-72%	\$8,052,977	\$3,927,919	(\$4,125,058)	-51%	\$17,403,884	\$11,153,433	(\$6,250,451)	-36%
All Other Merchandise	\$29,506,802	\$9,185,489	(\$20,321,313)	-69%	\$73,025,819	\$21,478,962	(\$51,546,857)	-71%	\$157,894,385	\$52,565,932	(\$105,328,453)	-67%
Retailer Services	\$22,476,732	\$7,034,663	(\$15,442,069)	-69%	\$55,308,722	\$24,462,206	(\$30,846,516)	-56%	\$118,301,807	\$50,125,131	(\$68,176,676)	-58%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$95,477,594	\$30,267,932	(\$65,209,662)	-68%	\$238,511,358	\$64,440,023	(\$174,071,335)	-73%	\$521,746,566	\$163,380,929	(\$358,365,637)	-69%
Kitchenware/Home Furnishings	\$8,648,559	\$2,914,758	(\$5,733,801)	-66%	\$21,457,588	\$6,804,393	(\$14,653,195)	-68%	\$46,793,107	\$17,470,607	(\$29,322,501)	-63%
Lawn/Garden/Farm Equipment/Supplies	\$11,641,363	\$4,003,733	(\$7,637,630)	-66%	\$28,915,459	\$9,086,331	(\$19,829,128)	-69%	\$62,769,747	\$26,466,095	(\$36,303,653)	-58%
Optical Goods (incl Eyeglasses, Sunglasses)	\$2,820,447	\$972,002	(\$1,848,445)	-66%	\$6,928,726	\$2,565,443	(\$4,363,283)	-63%	\$14,779,748	\$6,338,994	(\$8,440,754)	-57%
Small Electric Appliances	\$1,712,001	\$593,594	(\$1,118,407)	-65%	\$4,230,688	\$1,253,713	(\$2,976,976)	-70%	\$9,134,717	\$3,949,882	(\$5,184,834)	-57%
Groceries/Other Food Items (Off Premises)	\$113,253,358	\$42,258,051	(\$70,995,307)	-63%	\$281,436,021	\$95,043,867	(\$186,392,154)	-66%	\$612,308,233	\$459,913,937	(\$152,394,296)	-25%
Audio Equipment/Musical Instruments	\$4,284,509	\$1,656,727	(\$2,627,781)	-61%	\$10,591,844	\$3,150,039	(\$7,441,805)	-70%	\$22,962,752	\$6,272,409	(\$16,690,343)	-73%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$3,333,376	\$1,341,613	(\$1,991,764)	-60%	\$8,168,163	\$3,185,653	(\$4,982,509)	-61%	\$17,534,492	\$9,603,496	(\$7,930,996)	-45%
Paper/Related Products	\$2,816,222	\$1,261,480	(\$1,554,742)	-55%	\$7,014,048	\$3,473,668	(\$3,540,380)	-50%	\$15,330,177	\$14,668,943	(\$661,235)	-4%
Toys/Hobby Goods/Games	\$3,521,019	\$1,652,731	(\$1,868,288)	-53%	\$8,736,617	\$3,709,796	(\$5,026,821)	-58%	\$19,048,512	\$10,000,056	(\$9,048,456)	-48%
Computer Hardware/Software/Supplies	\$14,536,586	\$6,915,665	(\$7,620,921)	-52%	\$32,735,182	\$10,531,674	(\$22,203,508)	-68%	\$70,838,342	\$14,084,163	(\$56,754,179)	-80%
Soaps/Detergents/Household Cleaners	\$3,305,613	\$1,578,472	(\$1,727,141)	-52%	\$8,200,089	\$4,054,854	(\$4,145,235)	-51%	\$17,915,834	\$16,189,493	(\$1,726,340)	-10%
Televisions/VCR/Video Cameras/DVD etc	\$4,191,347	\$2,020,237	(\$2,171,110)	-52%	\$10,351,740	\$5,263,770	(\$5,087,970)	-49%	\$22,499,072	\$13,288,045	(\$9,211,027)	-41%
Photographic Equipment/Supplies	\$651,623	\$328,320	(\$323,303)	-50%	\$1,610,769	\$922,427	(\$688,342)	-43%	\$3,495,001	\$1,996,795	(\$1,498,207)	-43%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$6,644,573	\$3,377,146	(\$3,267,427)	-49%	\$16,411,475	\$6,680,693	(\$9,730,782)	-59%	\$35,711,955	\$13,708,772	(\$22,003,183)	-62%
Cigars/Cigarettes/Tobacco/Accessories	\$7,430,291	\$3,783,174	(\$3,647,117)	-49%	\$18,736,791	\$9,820,318	(\$8,916,474)	-48%	\$41,811,727	\$31,950,875	(\$9,860,852)	-24%
Sewing/Knitting Materials/Supplies	\$337,407	\$175,869	(\$161,538)	-48%	\$836,420	\$427,890	(\$408,530)	-49%	\$1,812,551	\$975,488	(\$837,062)	-46%
Floor/Floor Coverings	\$5,064,728	\$2,702,892	(\$2,361,836)	-47%	\$12,604,448	\$7,132,164	(\$5,472,285)	-43%	\$27,557,341	\$13,744,012	(\$13,813,329)	-50%
Books/Periodicals	\$2,475,648	\$1,341,259	(\$1,134,389)	-46%	\$6,113,443	\$2,177,502	(\$3,935,941)	-64%	\$13,309,214	\$4,800,480	(\$8,508,734)	-64%
Major Household Appliances	\$2,468,550	\$1,453,796	(\$1,014,755)	-41%	\$6,041,452	\$4,073,628	(\$1,967,824)	-33%	\$12,708,851	\$7,239,426	(\$5,469,425)	-43%
Automotive Lubricants (incl Oil, Greases)	\$2,468,550	\$1,453,796	(\$1,014,755)	-41%	\$6,041,452	\$4,073,628	(\$1,967,824)	-33%	\$12,708,851	\$7,239,426	(\$5,469,425)	-43%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$1,230,571	\$729,658	(\$500,913)	-41%	\$3,073,926	\$2,361,218	(\$712,708)	-23%	\$6,752,446	\$9,553,478	\$2,801,032	41%
Hardware/Tools/Plumbing/Electrical Supplies	\$10,895,495	\$7,582,688	(\$3,312,808)	-30%	\$27,135,861	\$18,822,609	(\$8,313,252)	-31%	\$59,292,640	\$32,328,823	(\$26,963,817)	-45%
Dimensional Lumber/Other Building Materials	\$15,436,368	\$11,805,998	(\$3,630,369)	-24%	\$38,352,652	\$29,925,590	(\$8,427,062)	-22%	\$83,463,069	\$47,592,043	(\$35,871,026)	-43%
Paints/Sundries/Wallpaper/Wall Coverings	\$2,774,454	\$2,127,077	(\$647,377)	-23%	\$6,895,196	\$5,406,143	(\$1,489,054)	-22%	\$15,064,864	\$8,775,461	(\$6,289,404)	-42%
Alcoholic Drinks Served at the Establishment	\$10,202,580	\$8,337,270	(\$1,865,309)	-18%	\$23,235,534	\$18,686,982	(\$4,548,552)	-20%	\$49,565,150	\$33,524,907	(\$16,040,244)	-32%
Meats/Nonalcoholic Beverages	\$49,710,862	\$47,897,930	(\$1,812,932)	-4%	\$119,005,270	\$107,506,771	(\$11,498,499)	-10%	\$255,331,546	\$209,053,889	(\$46,277,658)	-18%
Automotive Fuels	\$42,597,395	\$48,489,829	\$5,892,434	14%	\$105,665,106	\$103,323,535	(\$2,341,571)	-2%	\$229,709,037	\$258,337,869	\$28,628,832	12%



Consumer Demand & Market Supply Assessment

Site: John Muir Pkwy & Bayfront Blvd

Date Report Created: 6/9/2022

5 Min Drive

10 Min Drive

15 Min Drive

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

Market Outlook is based on the following -

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

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

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

Consumer Demand/Market Supply Index:

n = 100 (Equilibrium)

n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area

Household Segmentation Profile

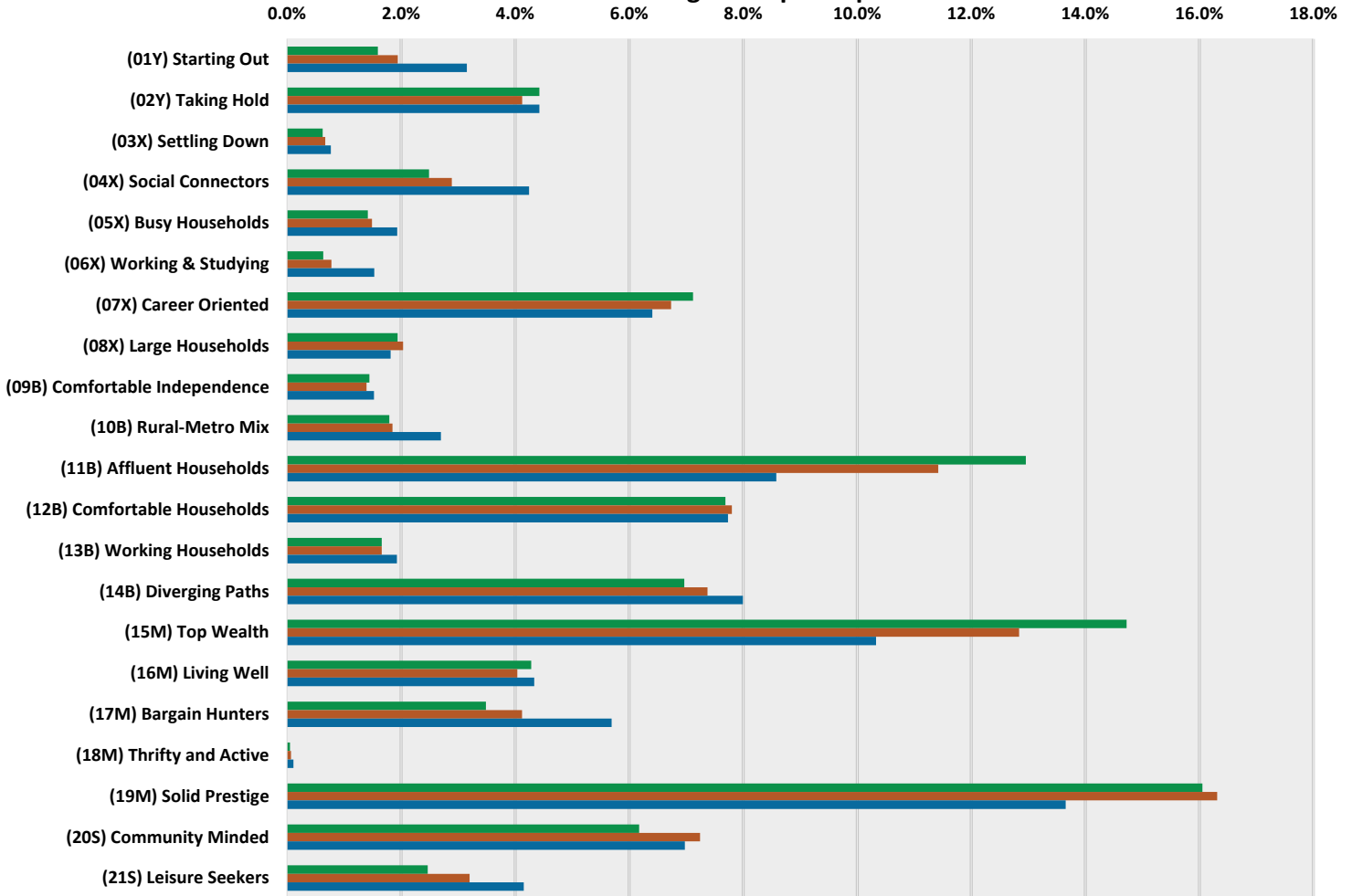
Site: 3. John Muir Pkwy & Bayfront Blvd



Date: 6/9/2022



Household Lifestage Group Comparison



Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	03- Corporate Connected	(15M) Top Wealth	959	8.8%	2,209	8.0%	3,362	5.7%
2	08- Solid Surroundings	(19M) Solid Prestige	887	8.1%	2,158	7.9%	4,001	6.8%
3	04- Top Professionals	(11B) Affluent Households	859	7.9%	1,944	7.1%	2,868	4.8%
4	02- Established Elite	(15M) Top Wealth	650	5.9%	1,318	4.8%	2,748	4.6%
5	09- Busy Schedules	(19M) Solid Prestige	623	5.7%	1,724	6.3%	2,968	5.0%
6	13- Work & Play	(12B) Comfortable Households	448	4.1%	1,168	4.3%	2,558	4.3%
7	33- Urban Diversity	(14B) Diverging Paths	434	4.0%	1,264	4.6%	3,008	5.1%
8	01- Summit Estates	(11B) Affluent Households	425	3.9%	860	3.1%	1,606	2.7%
9	26- Getting Established	(07X) Career Oriented	393	3.6%	939	3.4%	2,100	3.6%
10	17- Firmly Established	(12B) Comfortable Households	392	3.6%	975	3.5%	2,016	3.4%

* Rank is based on Trade Area 1 cluster size

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



Household Segmentation Profile

Date: 6/9/2022

TOTAL HOUSEHOLDS		10,928	100%	27,478	100%	59,144	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(01Y) Starting Out		174	1.6%	534	1.9%	1,866	3.2%
	39- Setting Goals	30	0.3%	76	0.3%	284	0.5%
	45- Offices & Entertainment	60	0.6%	169	0.6%	500	0.8%
	57- Collegiate Crowd	64	0.6%	217	0.8%	666	1.1%
	58- Outdoor Fervor	1	0.0%	4	0.0%	16	0.0%
	67- First Steps	18	0.2%	69	0.3%	400	0.7%
(02Y) Taking Hold		484	4.4%	1,134	4.1%	2,617	4.4%
	18- Climbing the Ladder	107	1.0%	274	1.0%	573	1.0%
	21- Children First	68	0.6%	184	0.7%	495	0.8%
	24- Career Building	283	2.6%	603	2.2%	1,319	2.2%
	30- Out & About	25	0.2%	72	0.3%	230	0.4%
(03X) Settling Down		68	0.6%	184	0.7%	455	0.8%
	34- Outward Bound	1	0.0%	3	0.0%	7	0.0%
	41- Rural Adventure	6	0.1%	18	0.1%	47	0.1%
	46- Rural & Active	61	0.6%	164	0.6%	401	0.7%
(04X) Social Connectors		272	2.5%	794	2.9%	2,511	4.2%
	42- Creative Variety	38	0.3%	117	0.4%	451	0.8%
	52- Stylish & Striving	151	1.4%	422	1.5%	1,148	1.9%
	59- Mobile Mixers	83	0.8%	255	0.9%	913	1.5%
(05X) Busy Households		155	1.4%	410	1.5%	1,143	1.9%
	37- Firm Foundations	70	0.6%	194	0.7%	547	0.9%
	62- Movies & Sports	85	0.8%	216	0.8%	596	1.0%
(06X) Working & Studying		69	0.6%	214	0.8%	904	1.5%
	61- City Life	21	0.2%	69	0.2%	389	0.7%
	69- Productive Havens	24	0.2%	72	0.3%	213	0.4%
	70- Favorably Frugal	24	0.2%	74	0.3%	302	0.5%
(07X) Career Oriented		778	7.1%	1,851	6.7%	3,789	6.4%
	06- Casual Comfort	173	1.6%	393	1.4%	697	1.2%
	10- Careers & Travel	173	1.6%	400	1.5%	747	1.3%
	20- Carving Out Time	40	0.4%	118	0.4%	244	0.4%
	26- Getting Established	393	3.6%	939	3.4%	2,100	3.6%
(08X) Large Households		212	1.9%	559	2.0%	1,075	1.8%
	11- Schools & Shopping	69	0.6%	155	0.6%	249	0.4%
	12- On the Go	80	0.7%	206	0.8%	337	0.6%
	19- Country Comfort	2	0.0%	6	0.0%	13	0.0%
	27- Tenured Proprietors	61	0.6%	192	0.7%	475	0.8%
(09B) Comfortable Independence		158	1.4%	383	1.4%	902	1.5%
	29- City Mixers	33	0.3%	67	0.2%	153	0.3%
	35- Working & Active	76	0.7%	175	0.6%	376	0.6%
	56- Metro Active	49	0.4%	140	0.5%	373	0.6%
(10B) Rural-Metro Mix		196	1.8%	508	1.9%	1,596	2.7%
	47- Rural Parents	3	0.0%	10	0.0%	31	0.1%
	53- Metro Strivers	184	1.7%	475	1.7%	1,492	2.5%
	60- Rural & Mobile	9	0.1%	23	0.1%	72	0.1%

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



Household Segmentation Profile

Date: 6/9/2022

TOTAL HOUSEHOLDS		10,928	100%	27,478	100%	59,144	100%
Lifestage Group	Cluster Name	5 Min Drive		10 Min Drive		15 Min Drive	
(11B) Affluent Households		1,416	13.0%	3,138	11.4%	5,076	8.6%
	01- Summit Estates	425	3.9%	860	3.1%	1,606	2.7%
	04- Top Professionals	859	7.9%	1,944	7.1%	2,868	4.8%
	07- Active Lifestyles	132	1.2%	334	1.2%	601	1.0%
(12B) Comfortable Households		840	7.7%	2,144	7.8%	4,574	7.7%
	13- Work & Play	448	4.1%	1,168	4.3%	2,558	4.3%
	17- Firmly Established	392	3.6%	975	3.5%	2,016	3.4%
(13B) Working Households		181	1.7%	456	1.7%	1,141	1.9%
	38- Occupational Mix	181	1.7%	455	1.7%	1,125	1.9%
	48- Farm & Home	0	0.0%	1	0.0%	16	0.0%
(14B) Diverging Paths		761	7.0%	2,026	7.4%	4,729	8.0%
	16- Country Enthusiasts	0	0.0%	9	0.0%	32	0.1%
	22- Comfortable Cornerstones	141	1.3%	319	1.2%	553	0.9%
	31- Mid-American	113	1.0%	271	1.0%	638	1.1%
	32- Metro Mix	74	0.7%	163	0.6%	498	0.8%
	33- Urban Diversity	434	4.0%	1,264	4.6%	3,008	5.1%
(15M) Top Wealth		1,609	14.7%	3,528	12.8%	6,110	10.3%
	02- Established Elite	650	5.9%	1,318	4.8%	2,748	4.6%
	03- Corporate Connected	959	8.8%	2,209	8.0%	3,362	5.7%
(16M) Living Well		468	4.3%	1,110	4.0%	2,563	4.3%
	14- Career Centered	240	2.2%	562	2.0%	1,431	2.4%
	15- Country Ways	3	0.0%	12	0.0%	24	0.0%
	23- Good Neighbors	225	2.1%	536	1.9%	1,108	1.9%
(17M) Bargain Hunters		381	3.5%	1,133	4.1%	3,368	5.7%
	43- Work & Causes	66	0.6%	185	0.7%	578	1.0%
	44- Open Houses	60	0.5%	186	0.7%	626	1.1%
	55- Community Life	83	0.8%	255	0.9%	636	1.1%
	63- Staying Home	141	1.3%	427	1.6%	1,199	2.0%
	68- Staying Healthy	30	0.3%	80	0.3%	329	0.6%
(18M) Thrifty & Active		6	0.1%	19	0.1%	66	0.1%
	40- Great Outdoors	2	0.0%	4	0.0%	11	0.0%
	50- Rural Community	4	0.0%	14	0.0%	44	0.1%
	54- Work & Outdoors	0	0.0%	1	0.0%	11	0.0%
(19M) Solid Prestige		1,754	16.1%	4,482	16.3%	8,077	13.7%
	05- Active & Involved	245	2.2%	600	2.2%	1,107	1.9%
	08- Solid Surroundings	887	8.1%	2,158	7.9%	4,001	6.8%
	09- Busy Schedules	623	5.7%	1,724	6.3%	2,968	5.0%
(20S) Community Minded		675	6.2%	1,991	7.2%	4,127	7.0%
	25- Clubs & Causes	157	1.4%	432	1.6%	921	1.6%
	28- Community Pillars	146	1.3%	452	1.6%	936	1.6%
	36- Persistent & Productive	372	3.4%	1,106	4.0%	2,269	3.8%
(21S) Leisure Seekers		270	2.5%	880	3.2%	2,456	4.2%
	49- Home & Garden	57	0.5%	207	0.8%	530	0.9%
	51- Role Models	78	0.7%	209	0.8%	606	1.0%
	64- Practical & Careful	50	0.5%	163	0.6%	389	0.7%
	65- Hobbies & Shopping	43	0.4%	162	0.6%	498	0.8%
	66- Helping Hands	42	0.4%	139	0.5%	433	0.7%

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



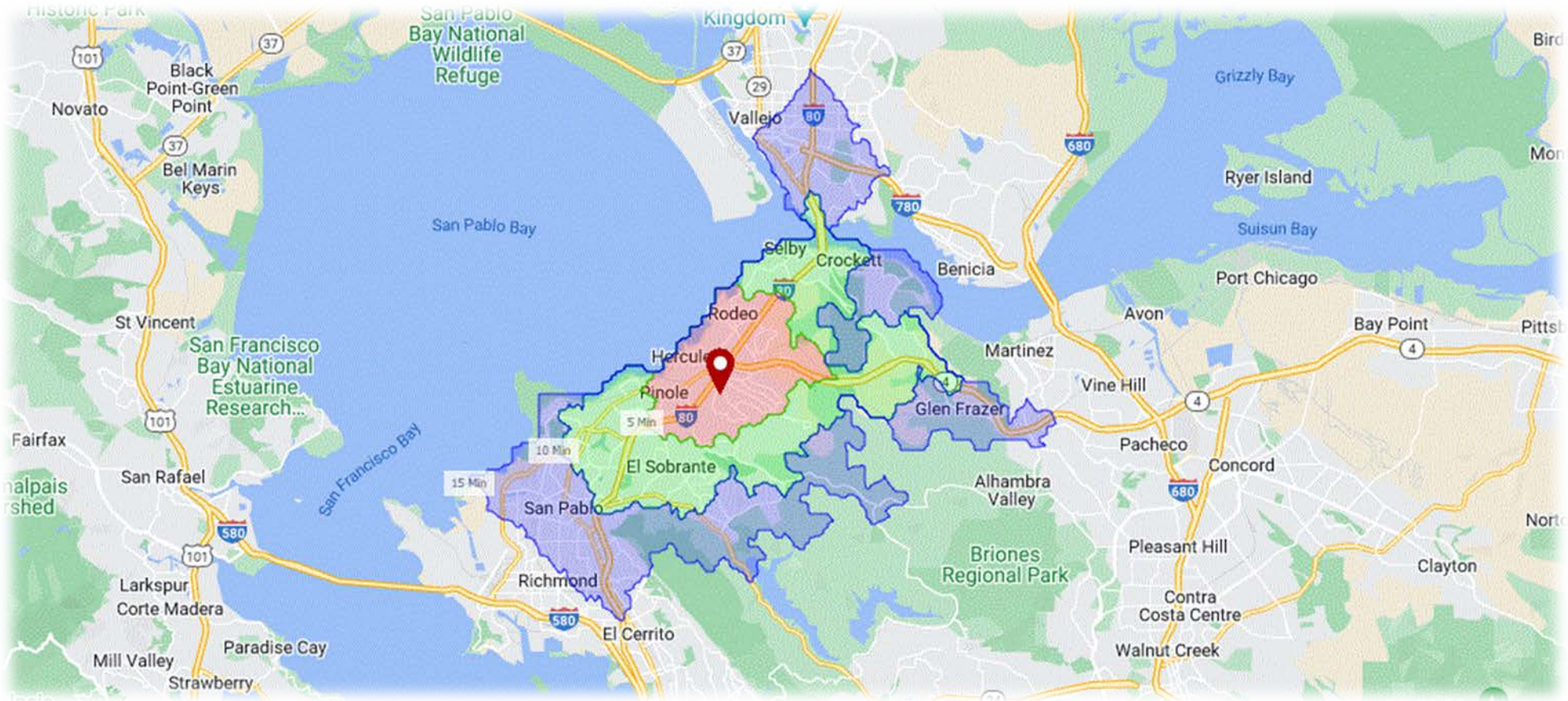
INSIGHT Market Analytics

CITY OF HERCULES





Trade Areas - 5, 10 & 15 Minutes





Consumer Demographic Profile

	Hercules	10 Min Drive	15 Min Drive
Population	26,073	103,606	225,449
Daytime Population	17,266	74,882	174,105
Households	8,847	36,750	78,107
Average Age	41.6	41.4	40.4
Average HH Income	\$138,310	\$113,992	\$102,380
White Collar/Blue Collar	74%/26%	65%/35%	59%/41%
College Degree & Above	49%	40%	35%

	Hercules	10 Min Drive	15 Min Drive
Population By Race			
White	18.4%	26.4%	24%
Hispanic	15.3%	25.1%	33.5%
Black	16.7%	16.3%	16.2%
Asian	44.3%	26.0%	20.3%
Other	5.3%	6.2%	5.6%
Employment			
	5,104	21,183	46,560





Consumer Demand & Market Supply Assessment

City of Hercules

<u>Type</u>	<u>Opportunity Gap</u>	<u>Percentage</u>
Furniture Stores	\$5,637,607	-100%
Sporting Goods/Hobby/Musical Instruments	\$6,025,555	-100%
Home Furnishing Stores	\$4,591,054	-100%
Shoes Stores	\$2,426,810	-100%
Clothing Stores	\$13,033,828	-81%
Building Materials/Supplies Dealers	\$24,604,119	-80%
Grocery Stores	\$47,759,528	-79%
Auto Parts/Accessories /Tires	\$4,992,912	-60%





Household Segmentation Profile

City of Hercules

<u>Top 10 Life Stage Groups</u>	
Top Wealth	21.2%
Affluent Households	17.6%
Solid Prestige	16.8%
Career Oriented	6.6%
Comfortable Households	5.8%
Community Minded	5.4%
Diverging Paths	5.4%
Taking Hold	4.0%
Living Well	3.5%
Bargain Hunters	2.5%





ECONOMIC DEVELOPMENT SUBCOMMITTEE

DATE: Regular Meeting of August 9, 2022

TO: Members of the Economic Development Subcommittee

SUBMITTED BY: Dante Hall, City Manager

SUBJECT: Implementation of the Business Grant Assistance and the Business Rental Assistance Programs

Recommendation

Receive a presentation on the Business Grant Assistance and the Business Rental Assistance program components and implementation measures.

Fiscal Impact

None to General Fund. Everything to be funded through the City's ARPA funds.

Executive Summary

On June 28, 2022, the City Council the adopted the FY 22-23 Annual Budget which included the ARPA programs' approval including \$150,000 for a Business Assistance Program and \$150,000 for a Business Rental Assistance Grant program.

HdL Companies, collaborating with City staff, and based upon their experience with other similar programs in other communities has developed an outline of proposed components of the two programs.

Background

On June 29, 2021, the City entered into an Agreement with HdL to provide assistance with developing a strategy for COVID-19 relief and the use of federal stimulus funding coming from ARPA. On April 26, 2022, the City entered into the First Amendment to the Agreement with HdL to assist in the overall administrative oversight of Hercules' ARPA programs targeted at assisting Hercules businesses.

As indicated above, on June 28, 2022, the City Council adopted the FY 22-23 Annual Budget including \$150,000 for a Business Assistance Program and \$150,000 for a Business Rental Assistance Grant program utilizing ARPA funds. HdL has significant experience working with several cities on designing small business grant programs. When the overall design of the programs are approved by the City Council, HdL will be responsible for the administration of the programs including: 1) set up of software applications, 2) creating a custom landing page, 3) pre-screen application form, 4) program application form and 5) staffing & management of a call center for questions with the on-line application process and submitting required documents. Additionally, HdL will manage the rollout of the program, screening & evaluating applications and overall management of the programs including a survey to measure the impact of the grants.

The following is an outline for each of the two programs with general criteria and funding limits.

Business Assistance Grants - \$150,000

Grants of up to \$10,000 per business to provide individualized assistance to businesses in a variety of areas including employee training, rehiring of employees, COVID-19 grant and loan application processing and financial training.

Criteria includes:

- Eligible businesses must be located within incorporated Hercules.
- The business must demonstrate a reduction in workforce and/or loss of business revenue from March 16, 2020, to December 31, 2021, and that they received little to no financial assistance in response to the pandemic. (The timeframe for demonstrating workforce or business loss revenue is consistent with the ARPA Final Rule.)
- Some business types, including corporate-owned chains or non-local franchises are not eligible for the program.
- Funding availability is limited, and award of funds is contingent on available of funds.

Business Rental Assistance Grants - \$150,000

Grants of up to \$15,000 will be made available to qualified small businesses to be paid directly to their landlords to cover rent that the business owes. Criteria includes:

- Eligible businesses must be located within incorporated Hercules.

- The program is aimed at brick-and-mortar, for-profit businesses in operation prior to March 16, 2020, with fewer than 25 employees.
- The business must lease/rent their commercial property directly from a landlord.
- The business must demonstrate a delinquency in rent payments at any time from March 16, 2020, to December 31, 2021. (The timeframe for demonstrating delinquency in rent payments is consistent with the ARPA Final Rule.)
- The business must demonstrate a reduction in workforce and/or revenue loss from March 16, 2020, to December 31, 2021, and that they received little to no financial assistance in response to the pandemic.
- Some business types, including corporate-owned chains or non-local franchises, investment and insurance companies, and commercial and residential landlords, are not eligible for the grant program.
- Funding availability is limited, and award of funds is contingent on available funds.

Implementation

HdL shall work closely with the Bayfront Chamber of Commerce to market the two grant programs to Hercules businesses (similar to what was recently done with the Yiftee e-Gift Card program in Hercules which presently has 18 participating businesses). Additionally, possible businesses can receive one-on-one counseling from HdL customer service representatives via a call center, in the preparation of the pre-application, application and submittal of required documentation.



CITY COUNCIL STAFF REPORT

DATE: August 16, 2022

TO: Members of the City Council Economic Development Subcommittee

SUBMITTED BY: Timothy Rood, AICP, Community Development Director
Dante Hall, City Manager

SUBJECT: Sustainability Initiatives

RECOMMENDED ACTION:

Receive a report on potential sustainability initiatives, ask questions, and provide direction on any initiatives the Subcommittee would like to recommend for discussion with the City Council.

FISCAL IMPACT OF RECOMMENDATION:

There are no direct fiscal impacts associated with this item.

BACKGROUND & DISCUSSION:

The National Environmental Policy Act of 1969 committed the United States to sustainability, declaring it a national policy “to create and maintain conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations.” In 1987, the United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” The U.S. Environmental Protection Agency uses a similar definition: “To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations.”

Local Sustainability Initiatives

The City of Hercules has recognized the importance of environmental sustainability in many ways. In June 2020 the City Council approved a \$3.9 million engineering services contract with ENGIE to install solar arrays and LED lighting on City-owned facilities and streetlights, retrocommission the library heating, ventilation and air conditioning (HVAC) system, and replace the City Hall HVAC system. The ongoing planning for the Regional Intermodal Transit Center and Waterfront District Transit-Oriented Development (TOD) demonstrate the City’s leadership in planning for sustainable transportation and land use. Public electric vehicle (EV) chargers are available at several locations in Hercules, including North Shore Business Park and Park Lake Plaza, with more chargers to be installed at Safeway as well.

The City Council adopted an updated General Plan Safety Element and Local Hazard Mitigation Plan in 2021, which address adaptation and resiliency strategies applicable to Hercules. The Element recognizes that the impacts of climate change pose an increasing and growing challenge to the safety and wellbeing to the residents of Hercules, as California will continue to experience effects of climate change in different ways, including increased likelihood of drought, flooding, wildfires, heat waves, severe weather, and sea-level rise.

In 2017, the City worked with East Bay Energy Watch, a program of StopWaste.org, to develop draft Greenhouse Gas (GHG) inventories for the City of Hercules for the years 2005, 2010, 2015 and 2017. While some data were not available, the inventory estimated that roughly 55 to 60% of the City's GHG emissions result from transportation, with the remainder primarily resulting from residential and commercial energy use (heating and cooling) and water and wastewater systems. In May 2022, the City adopted local energy standards that are more stringent than the statewide standards, called "Reach Codes" because they are reaching beyond the minimum requirements with the goal of decreasing greenhouse gas (GHG) emissions.

Members of the City Council have expressed interest in additional sustainability initiatives, including incentives for installation of EV charging stations and permit streamlining for solar panels. Given the very limited staffing in the Community Development Department, staff is requesting direction on Council priorities for bringing forward new sustainability initiatives as part of the Department's overall work plan and staffing strategy.

Climate Change

Since the mid to late 1900s, the world has seen the average global temperature increase. June 2022 marked the 46th consecutive June and the 450th consecutive month with temperatures above the 20th-century average. The ten warmest Junes on record have all occurred since 2010.¹ According to NASA, over 97% of scientists agree that human activities, specifically emissions of greenhouse gases from the burning of fossil fuels, are the major cause of this trend. Climate change brings added stress to community members' livelihoods, businesses, and infrastructure systems. While no individual weather event can be fully and directly attributed to climate change, a warming climate increases the volatility of weather and climate conditions. Heat waves become hotter. Storms become more extreme. Fires burn more land.

The Intergovernmental Panel on Climate Change (IPCC) is the United Nations body for assessing the science related to climate change. The IPCC was created in 1988 to provide policymakers with regular scientific assessments on climate change, its implications and potential future risks, as well as to put forward adaptation and mitigation options. Through its assessments, the IPCC determines the state of knowledge on climate change. It identifies where there is agreement in the scientific community on topics related to climate change, and where further research is needed. The reports are drafted and reviewed in several stages, thus guaranteeing objectivity and transparency. IPCC's Sixth Assessment, issued in 2022, states with high confidence that the rise in weather and climate extremes has led to some irreversible impacts as natural and human systems are pushed beyond their ability to adapt. The Assessment also states:

- Global warming, reaching 1.5°C in the near-term, would cause unavoidable increases in multiple climate hazards and present multiple risks to ecosystems and humans (very high confidence).

¹ National Oceanic and Atmospheric Administration, "June 2022 was Earth's 6th -warmest on record," July 2022

- Near-term actions that limit global warming to close to 1.5°C would substantially reduce projected losses and damages related to climate change in human systems and ecosystems, compared to higher warming levels, but cannot eliminate them all (very high confidence)

California is particularly vulnerable to disruption of its water supply due to loss of snowpack. Fourteen of the most destructive wildfires in California state history have occurred since 2012. In the coming decades, the changing climate is likely to further decrease the supply of water, increase the risk of wildfires, and threaten coastal development and ecosystems. In the Bay Area alone, the effects of climate change have been slowly intensifying. Between 1950 and 2005, the Bay Area’s average annual maximum temperature increased by 1.7°F (0.95 °C). The 2012-2016 drought led to moisture shortages not seen in the last 1,200 years. Sea levels in the Bay Area have risen over 8 inches in the last 100 years.² Sea level is likely to rise between one and four feet in the next century. Even a 16-inch rise could threaten coastal highways, bridges, and the San Francisco and Oakland airports. A rise of three feet would increase the number of Californians living in places that are flooded by a 100-year storm from about 250,000 today to about 400,000.³

Regulatory Context

The State of California has set ambitious greenhouse gas emissions targets for the next 30 years. The State has implemented policies, spanning from renewable energy procurement to sustainable transportation planning, that help it achieve its goals. Aligning with the state can help the City secure funding for projects to improve the livability of its communities.

State laws have outlined goals for the state’s greenhouse gas emissions reductions, including:

- AB 32 (2006): Limit greenhouse gas emissions to 1990 levels by 2020
- SB 32 (2016): Limit greenhouse gas emissions to 40% of 1990 levels by 2030

In 2007, California developed green building standards in an effort to meet the goals of AB 32. The California Green Building Standards Code—Part 11, Title 24, California Code of Regulations—known as CALGreen, was the first-in-the-nation mandatory green building standards code. Since then, regular updates to the code have greatly streamlined permitting for energy efficiency measures such as solar panels and EV chargers, in most cases requiring such permits to be issued ministerially, without a public hearing.

Local governments have a role to play in helping the State achieve its climate goals. California’s Climate Change Scoping Plan encourages local governments to adopt goals to reduce greenhouse gas (GHG) emissions by 15% below 1990 levels by 2020, 40% below 1990 levels in 2030, and 80% below 1990 levels by 2050. Additionally, Executive Order B-55-18 calls for carbon neutrality by 2045, consistent with the latest IPCC report.

POTENTIAL INITIATIVES:

Climate Action Plan

Climate Action Plans (CAPs) are comprehensive roadmaps that outline the specific activities that an agency will undertake to reduce greenhouse gas emissions. Climate Action Plans build upon the information gathered by greenhouse gas inventories and generally focus on those activities that can achieve the relatively greatest emission reductions in the most cost-effective manner.

² Bay Area Climate Change Regional Report – California’s Fourth Climate Change Report

³ EPA Bulletin 430-F-16-007 – “What Climate Change Means for California,” August 2016

In Hercules, the General Plan Safety Element and associated Local Hazard Mitigation Plan adopted in 2021 call for the City to develop a Climate Action Plan by 2026. Such a plan would require considerable public outreach and consultant assistance and would need to be considered as part of the Community Development Department's overall workplan and staffing strategy.

In Contra Costa County, 11 of the 16 cities and towns, as well as the County of Contra Costa, currently have adopted Climate Action Plans, and the cities of Brentwood, Pinole and Pittsburg have CAPs in progress. The cities or towns in the County that do not have, and are not currently developing, a CAP are Clayton, Hercules, Lafayette, Orinda, and Pleasant Hill.

A Climate Action Plan would likely take at least 9-12 months to bring forward for adoption once work began. For context, in May 2022, the City of Pinole authorized a budget of \$184,808 for its first Climate Action Plan and associated optional tasks and an additional \$50,000 to partner with Strategic Energy Innovations (SEI) to support a Climate Action Fellow for 10 months of on-site service.

Sustainability Task Force

The Council could consider appointing a limited-term task force to make recommendations regarding sustainability initiatives. Such an advisory body could identify and recommend specific programs for the City Council to consider, and if a Climate Action Plan were prepared, the task force could act as an advisory committee for the effort.

Community Choice Energy

Authorized by the Legislature under AB 117 in 2002, Community Choice Energy (CCE), formerly known as Community Choice Aggregation (CCA), is a program by which local, not-for-profit public agencies provide electricity and often other energy-related programs to residents and businesses in their service area. Through Community Choice, communities can join together to pool (or aggregate) their electricity load in order to purchase clean energy and develop local projects and programs on behalf of their residents and businesses. Community Choice introduces competition and consumer choice into the electricity sector with a focus on local, renewable energy to stimulate rapid innovations in clean energy systems. As not-for-profit agencies, CCAs are not beholden to shareholder returns, but rather to stable, competitive pricing for consumers and increasingly resilient, clean, and local energy systems. Community Choice providers work in partnership with the region's existing Investor-Owned Utility (IOU), which continues to deliver power and maintain the power grid.

Since the launch of Marin Clean Energy (now known as MCE) in 2010, many new CCAs have formed in communities across the service territories of California's three largest investor-owned utilities (IOUs): Pacific Gas & Electric (PG&E), Southern California Edison (SCE) and San Diego Gas & Electric (SDG&E). According to Cal-CCA, the trade association representing CCAs in California, as of summer 2022, there are 24 operational CCA entities serving over 15 million people in more than 200 California cities and about half the counties in the state. According to CalCCA, CCAs in California have contracted for over 10,000 megawatts (10 gigawatts) of new renewable energy capacity and over 2,600 megawatt-hours of new energy storage, avoided about 940,000 metric tons of GHG emissions per year, and supported thousands of jobs.

In Contra Costa County, the unincorporated County and the cities of Concord, Danville, El Cerrito, Lafayette, Martinez, Moraga, Oakley, Pinole, Pittsburg, Pleasant Hill, Richmond, San Pablo, San Ramon and Walnut Creek are members of MCE, which now serves 37 communities in Marin,

Napa, Solano and Contra Costa Counties. Like most CCAs, MCE is a Joint Powers Authority (JPA), with a board made up of elected officials representing its member agencies. PG&E continues to deliver the electricity through its transmission and distribution system and provide meter reading, billing, and maintenance services for MCE and other CCA customers in its territory, as well as to provide natural gas service. The MCE charges appear as a line item on the PG&E bill. MCE's standard service, Light Green, has contained 60% renewable energy or more since 2017, meeting state goals 13 years ahead of schedule. Light Green is projected to be 95% GHG-free by 2023 and will increase to 85% renewable by 2029.

Once a city or county implements or joins a CCA program, state law requires that residential customers within a CCA member's jurisdictions be enrolled in CCA service unless they choose to opt out. The noticing process is conducted by the CCA and includes a website and telephone call center for questions. The default power product at enrollment is selected by the member agency's governing body, and once enrolled, customers have the option to "opt up" or "opt down" to a different power product, or to "opt out" of the CCA entirely at no charge and continue to purchase their electricity at higher cost from PG&E. Customers will receive at least two notices during a 60-day period prior to CCA service commencement and at least two additional notices during a 60-day period after CCA service commencement. These notices will inform the customer how to opt out of the program if he or she chooses to do so.

On June 25, 2017, the Hercules City Council discussed the option of joining a CCA program. The consensus of City Council at that time was to not join and to only consider this item on a future agenda if MCE offers another open enrollment program where the one-time cost to join is waived, and to return to the City Council at that time to ask if the Council is inclined to consider the option. MCE staff indicated in July 2022 that there is no cost to join MCE and that all three of MCE's power products are currently priced below PG&E rates. MCE staff have indicated that they would be happy to present to the City Council, if desired.

Vehicle Electrification

Given that roughly half of the City's GHG emissions result from transportation, addressing vehicle emissions will be a key part of any climate action strategy. CALGreen, the state Building Code, currently requires a minimum percentage of parking spaces for certain uses to be EV Capable (equipped with service panel capacity and raceway, but not the chargers themselves). The 2022 update that goes into effect January 1, 2023 will require new multifamily dwellings and hotels/motels to equip 25% of parking spaces with low power Level 2 receptacles and require 5% of parking spaces in buildings with 20 or more units to provide higher power Level 2 chargers. Local agencies may choose to enact higher minimum percentages as voluntary measures.

In partnership with Contra Costa County, the City complies with state laws requiring streamlined permitting of Electric Vehicle Charging Stations (EVCS). AB 1236 (Chiu, 2015), codified in Government Code Section 65850.7, requires all California cities and counties to develop an expedited, streamlined permitting process for electric vehicle charging stations (EVCS), with approval limited to health and safety review and no public hearing required. AB 970 (McCarty, 2021) adds specific binding timelines to that review period based on the size of the project and clarifies parking requirements - if the EVCS and associated equipment interferes with, reduces, eliminates, or

in any way impacts the required parking spaces for existing uses. cities and counties shall reduce the number of required parking spaces by the amount necessary to accommodate the EVCS.

The City could consider acquiring new electric vehicles (EVs) for its fleet as City vehicles are retired from service and replaced. The Fiscal Year 22-23 budget includes replacement of three Police Department patrol vehicles and two Public Works pick-up trucks. Transitioning the City fleet to EVs would require further study, as the City fleet includes police vehicles and trucks which may not be well suited to electrification with currently available vehicles. Fleet recharging facilities would also be required; such facilities were considered but not pursued as part of the agreement with ENGIE that the Council approved in June 2020.

The Metropolitan Transportation Commission (MTC) is currently seeking proposals or concepts for projects or programs that address gaps and accelerate equitable electric vehicle adoption, EV charging deployment, or other electric mobility options (e-scooters, e-bike, etc.) and demonstrate replicable or scalable solutions that can improve access to clean mobility options across the region. MTC anticipates developing a \$40-60 million funding program(s) to advance vehicle electrification in the region.

Jurisdictions that belong to MCE can participate in CCTA's Charge Up Contra Costa program to support electric personal mobility and provide educational programs in low-income communities in Contra Costa. Strategies include rebates for the procurement of electric vehicle charging stations, electric vehicle carshare, e-Bike rebates, Workforce Development, courses for electric vehicle maintenance and repair, and installation and maintenance of electric vehicle charging stations. MCE will lead the outreach efforts to install electric vehicle charging stations at multi-unit dwellings and public locations. The program, which will run through March 2024, aims to improve localized health impacts with estimates to reduce 54,640 tons of greenhouse gases that exacerbate health issues, including emphysema, asthma, and other respiratory diseases such as chronic obstructive pulmonary disease and bronchitis.

Staffing Assistance

With a full-time staff of 2.0 FTEs, the Community Development Department does not currently have capacity to take on major new initiatives. Should the Council decide to pursue a Climate Action Plan and/or Sustainability Task Force, staff recommends consideration of participating in one of the available staffing assistance programs for this type of effort. These include the following:

- **CivicSpark Fellowship**, a program of the Local Government Commission, is a Governor's Initiative AmeriCorps program that launched in 2014 to build capacity for local governments to address climate change. Since then, the program has evolved to address community resilience issues in general, including climate change, affordable housing, transportation equity, and others.. Fellows are placed with agencies from September through August, with applications due in April-July each year. The Fellowship runs for an 11-month term where Fellows serve an average of 40 hours per week to complete a minimum of 1700 hours during the service term. The 2022-23 cost to the participating local government is \$29,000.
- **Climate Action Fellowship**, a program of Strategic Energy Innovations (SEI), is also an AmeriCorps program. Fellows are placed with agencies from September through June, with applications due in April-June each year. The Fellowship runs for a 10-month term where Fellows serve an average of 40 hours per week. The 2022-23 cost to the participating local government starts at \$46,500 for public agencies.

What is Sustainability?



“To create and maintain conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations.”

- National Environmental Policy Act of 1969

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

- United Nations Brundtland Commission, 1987

“To create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations.”

- U.S. Environmental Protection Agency

Why Pursue Sustainability?



Environment



Economy

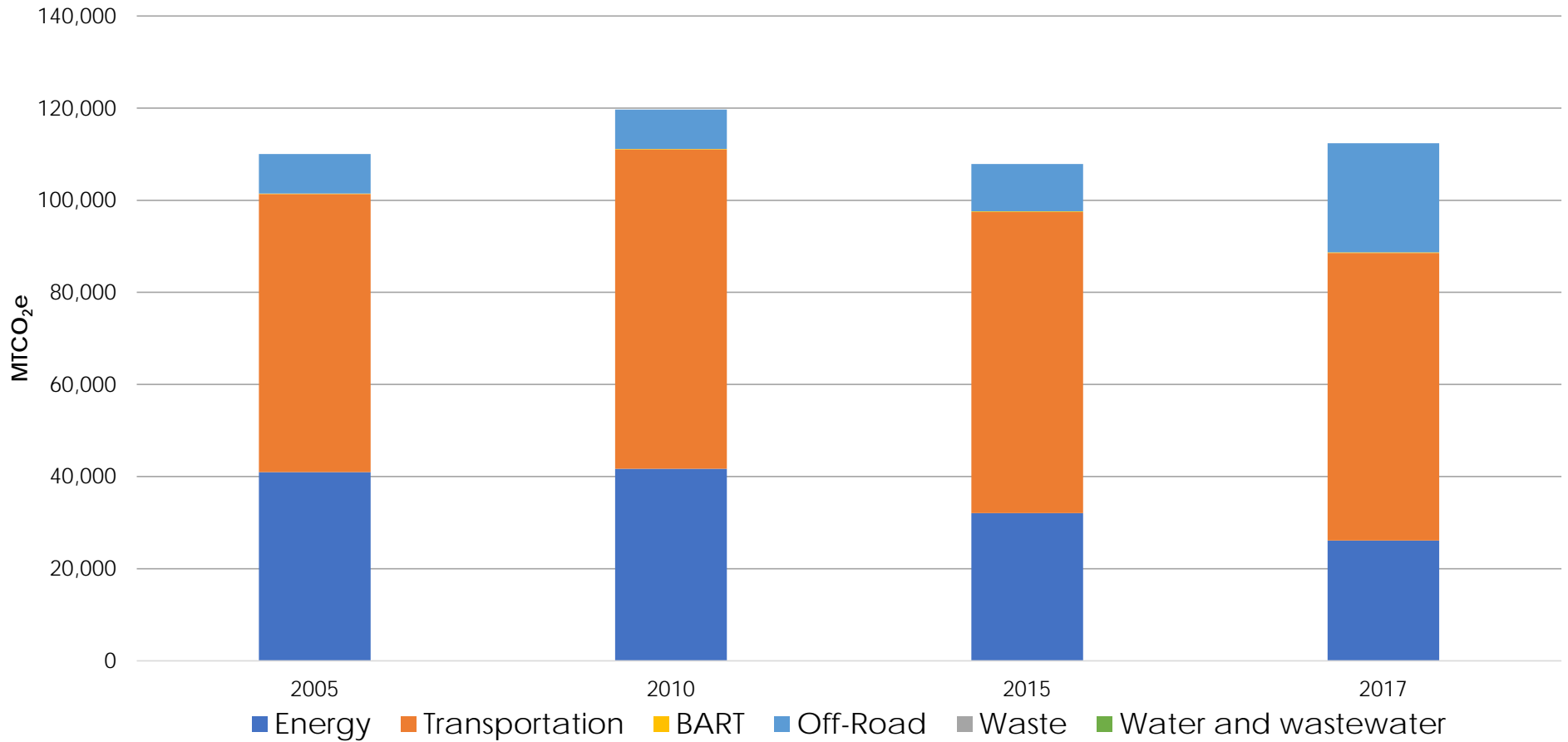


Equity

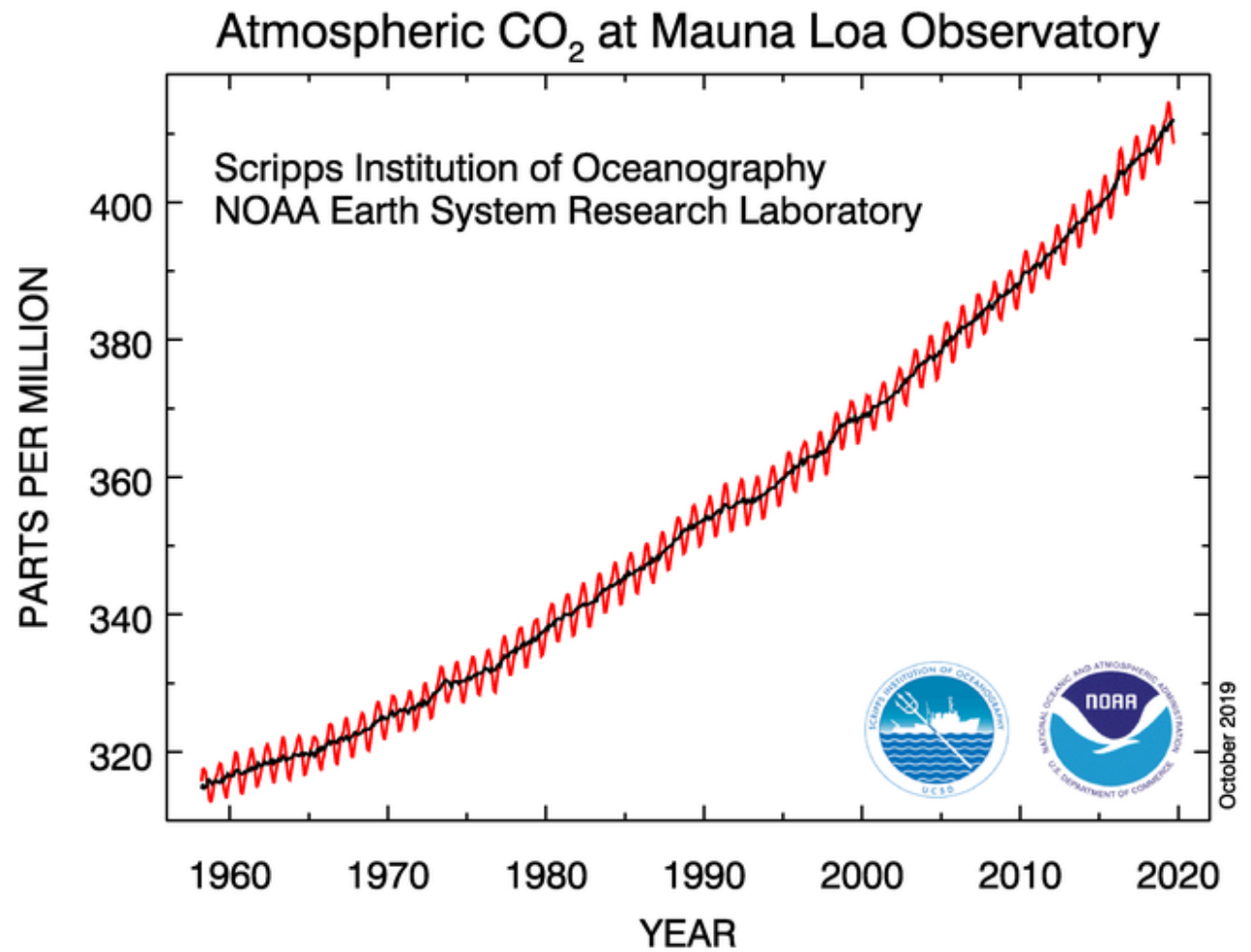
Local Sustainability Initiatives



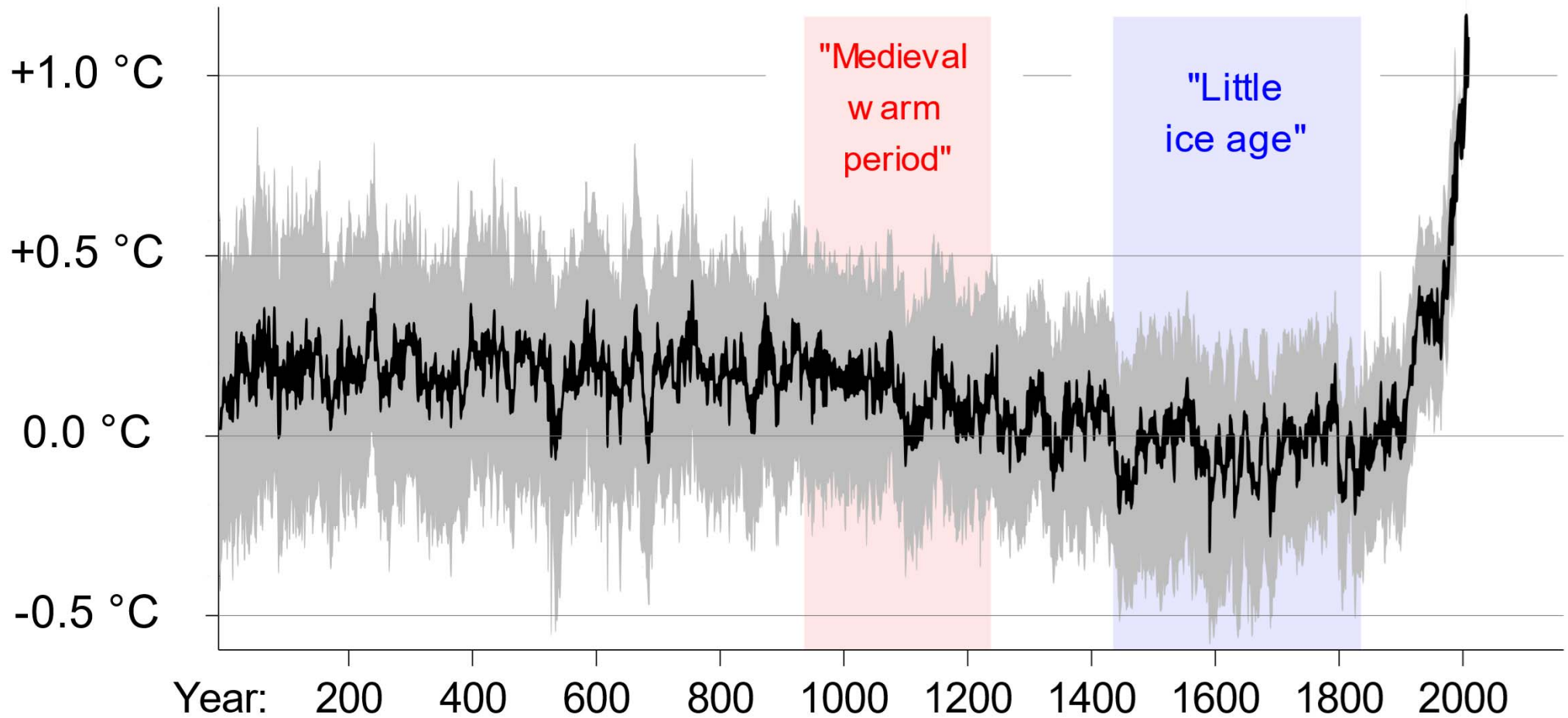
Hercules Greenhouse Gas (GHG) Inventories



Carbon Dioxide

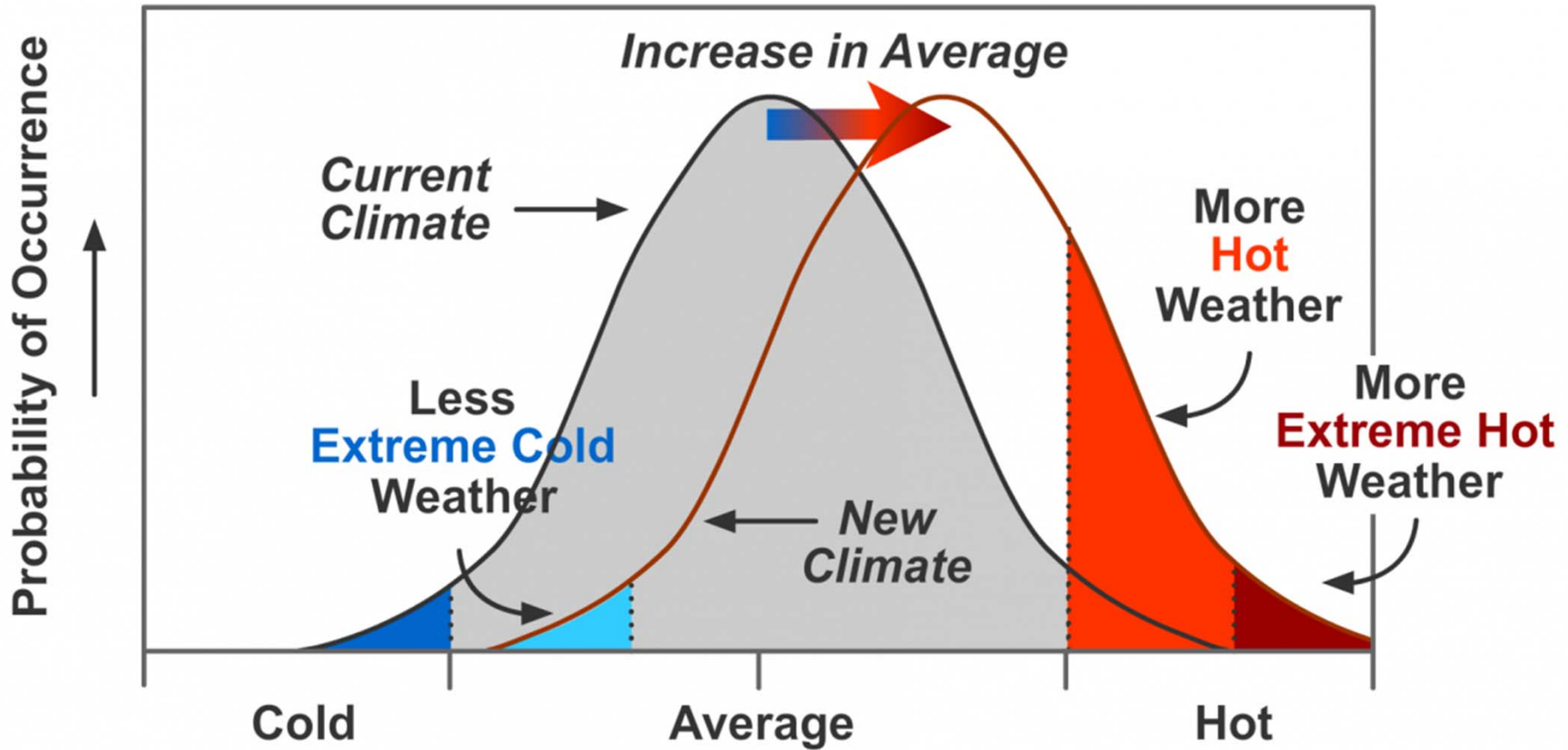


Global Average Temperature Change



From graphic by Ed Hawkins. Data: from PAGES2k (and HadCRUT 4.6 for 2001-). Reference period: 1850-1900.

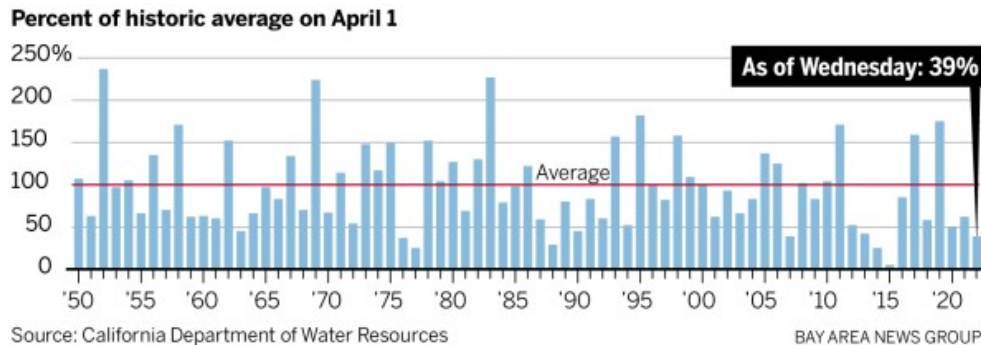
Extreme Weather Events



California's Vulnerability to Climate Change

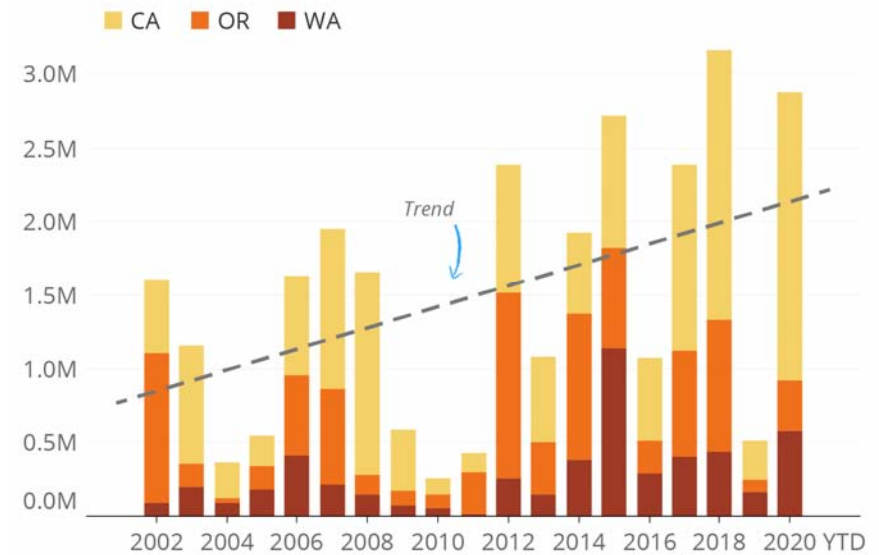


Snowpack



Wildfires

U.S. Western wildland acres burned, millions



Source: National Interagency Fire Center
2020 data are current through September 9, 2020.

grist

Sea Level Rise



Chronicle / Deanne Fitzmaurice



Where chronic flooding will occur

With rapid sea-level rise, many parts of the Bay Area will become more difficult to live in because of flooding, and many residents might choose to move, according to a new report from the Union of Concerned Scientists.

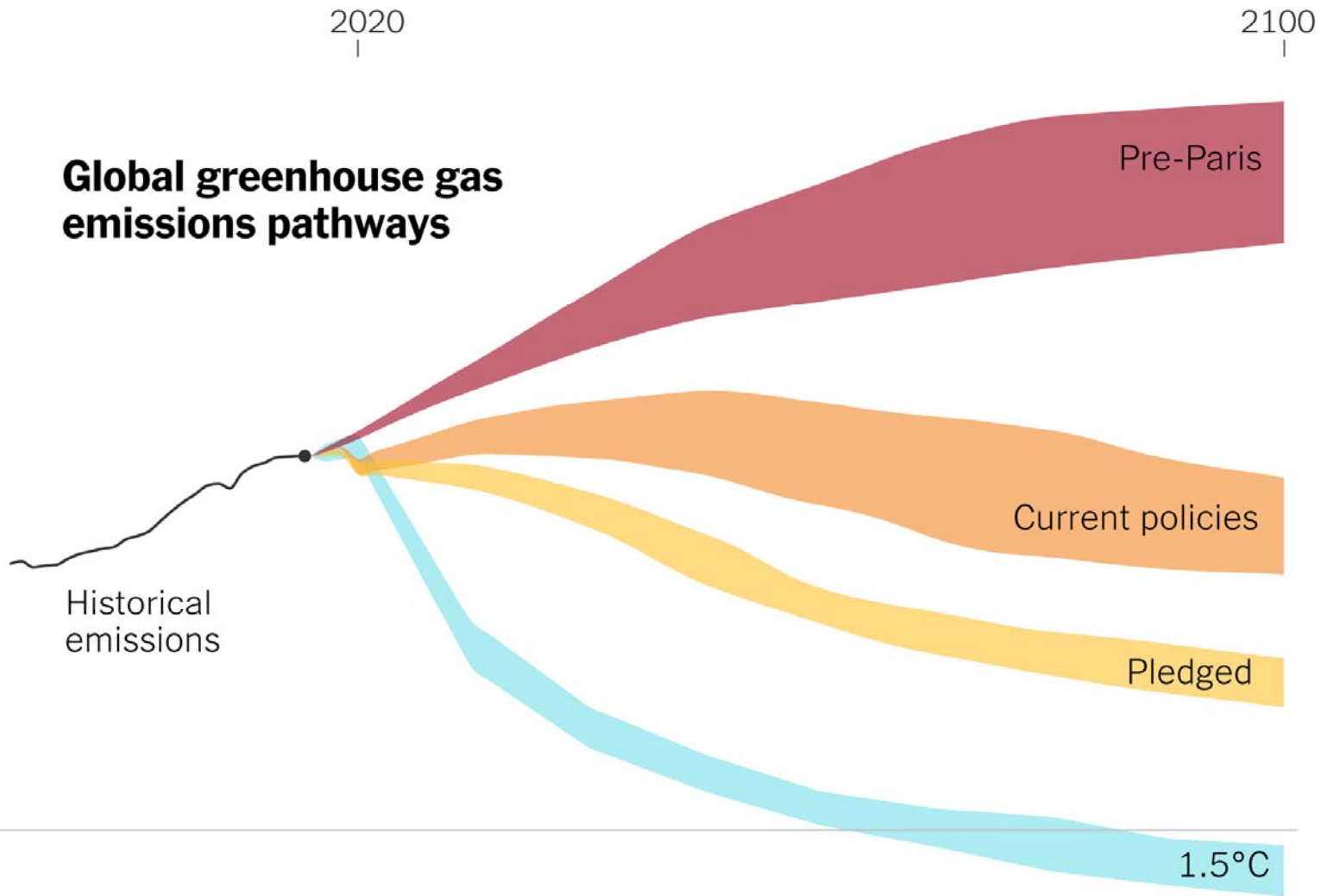


Source: Union of Concerned Scientists



John Blanchard / The Chronicle

Global greenhouse gas emissions pathways



Progress to 100% Clean Electricity

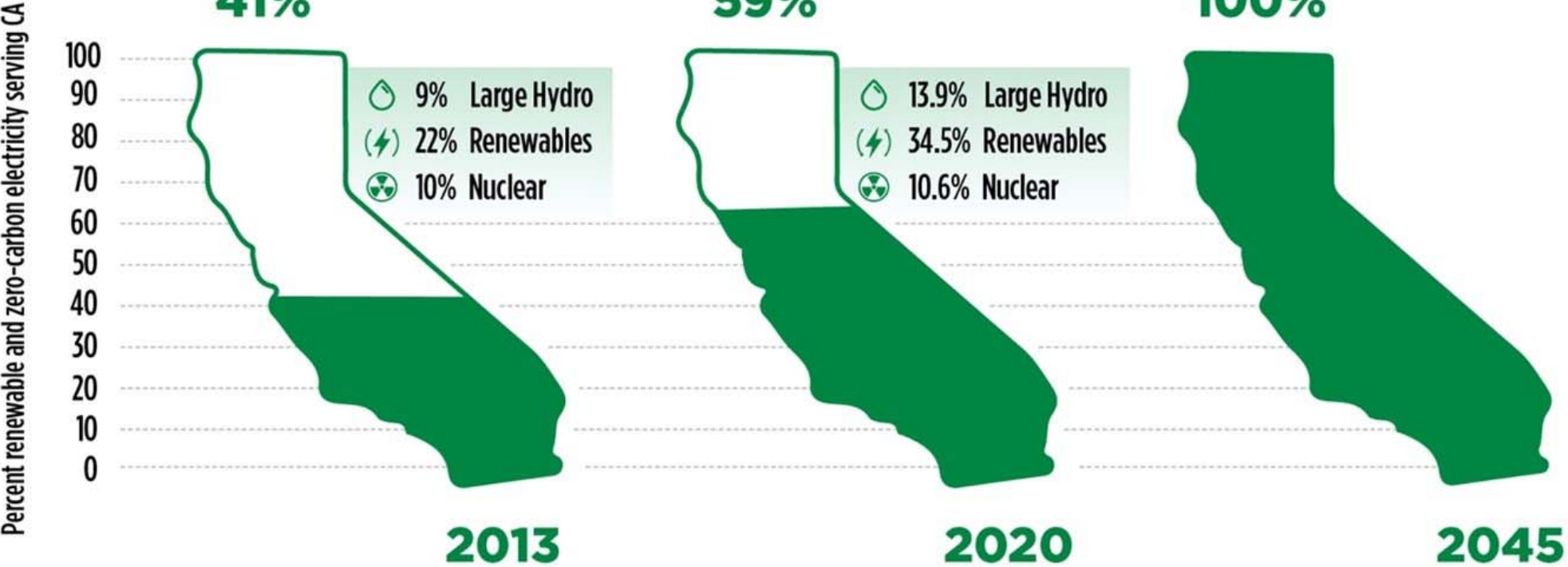
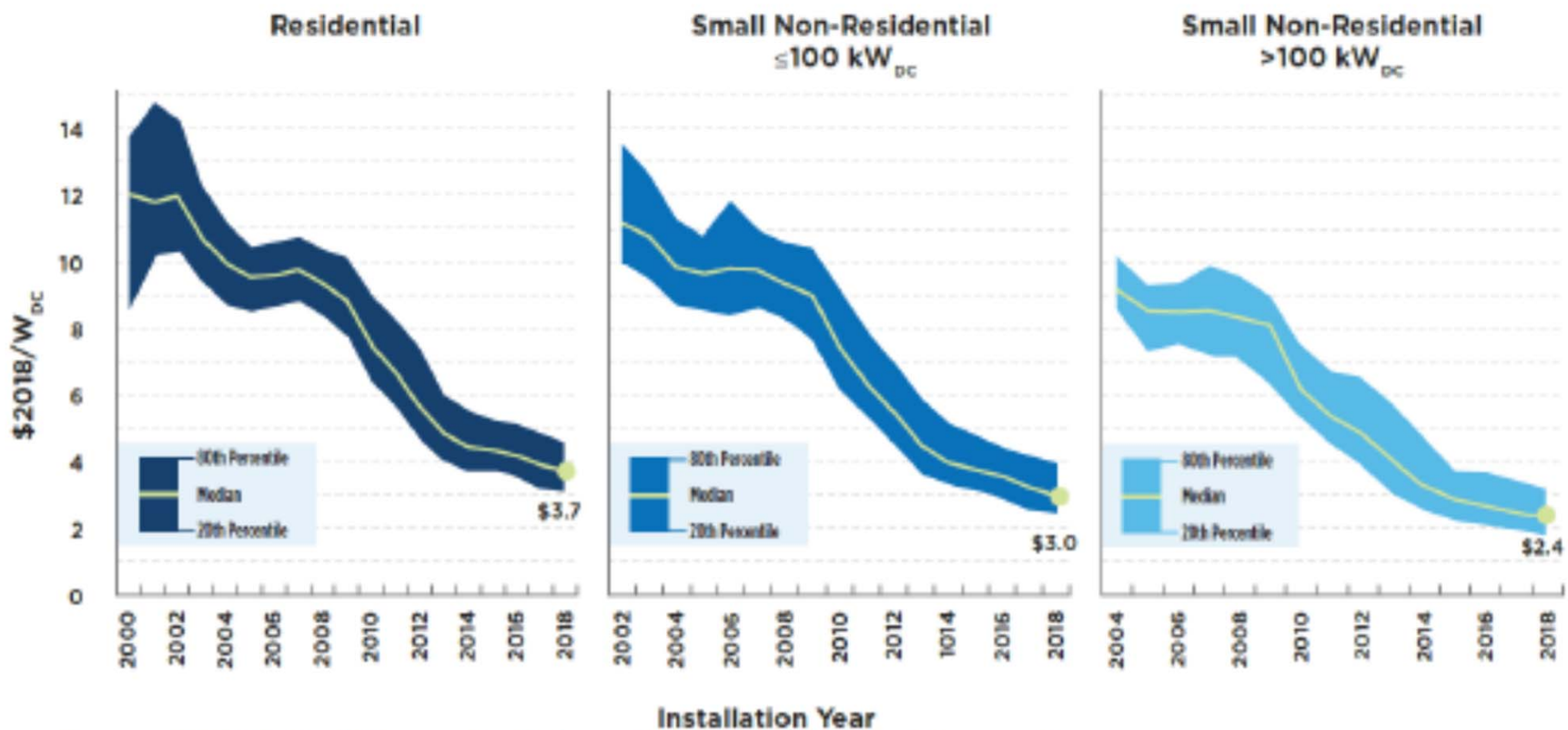


Figure 15: U.S. Residential and Nonresidential PV System Prices



Source: U.S. Dept. of Energy, Preliminary data for *Tracking the Sun* report

Climate Action Plan



General Plan Safety Element (2021)

1.A.11 Climate Action Strategy and Resiliency Programs.

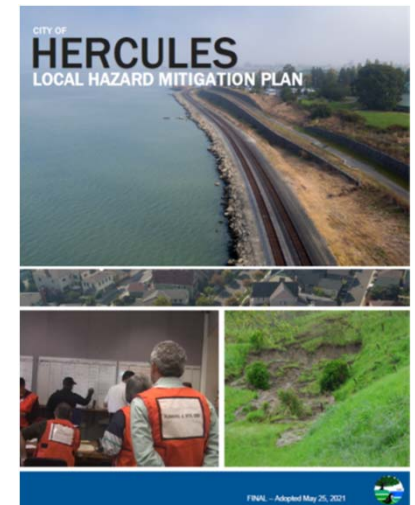
Consider completing a City of Hercules Municipal Climate Action Plan to identify internal city greenhouse gas reduction or climate resiliency strategies.



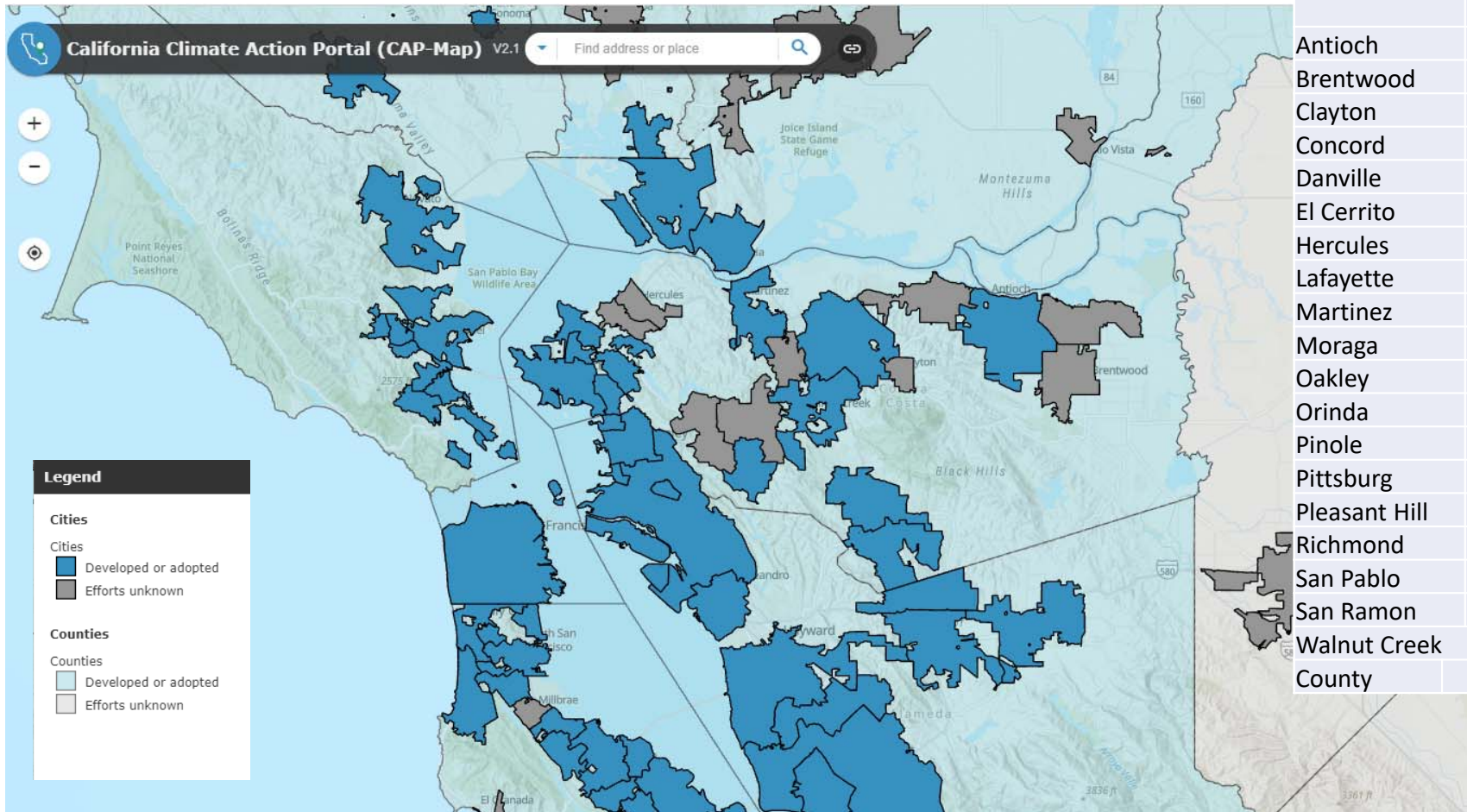
[Co-benefit: The best way to address climate change is to drastically reduce GHG emissions. A Climate Action Plan would set greenhouse gas (GHG) emission reduction targets and develop actions to address the negative outcomes of climate change.]

Local Hazard Mitigation Plan (2021)

The City of Hercules does not have a Climate Action Plan and intends to develop one as a mitigation planning action during the next five years. The plan will build on the mitigation goals and objectives identified in the mitigation plan.

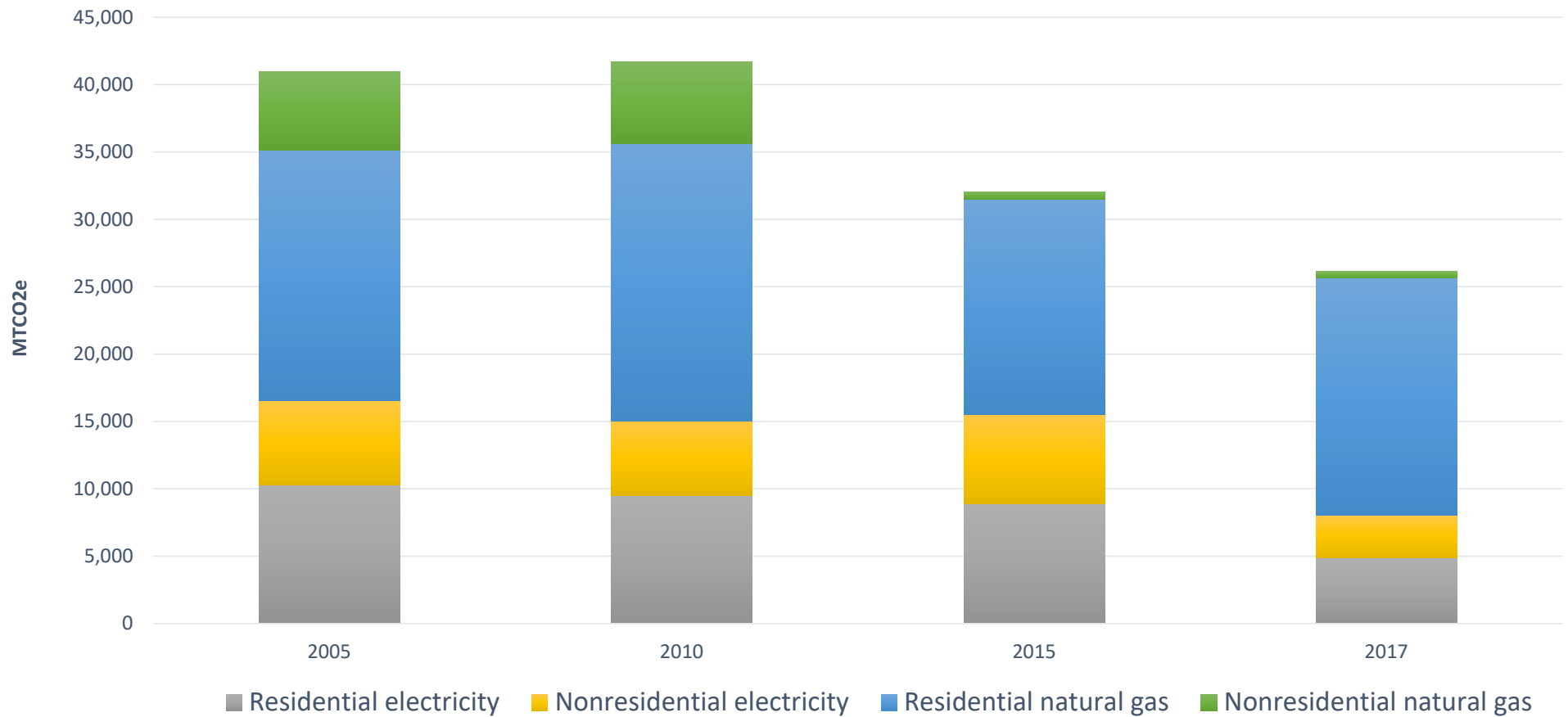


Climate Action Plan Status



	In Progress	Adopted
Antioch		2020
Brentwood	2019	
Clayton	-	-
Concord		2013
Danville		2009
El Cerrito		2013
Hercules		
Lafayette		
Martinez		2009
Moraga		2014
Oakley		2015
Orinda		
Pinole	2021	
Pittsburg	2022	
Pleasant Hill		
Richmond		2016
San Pablo		2012
San Ramon		2011
Walnut Creek		2012
County		2015

Hercules GHG Emissions – Energy Only



Sustainability Task Force

The City Council could consider appointing a limited-term task force to advise the Council and staff regarding:

- **Climate Action Plan development**
- **Other sustainability initiatives**
- **How best to engage Hercules residents and businesses in sustainability programs**
- **Opportunities to realize equity and fairness** in sustainability programs across the diverse community of Hercules



Community Choice Energy



ELECTRICITY

CCA procures clean energy sources

DELIVERY

IOU delivers energy and maintains the grid

CUSTOMER

Cleaner energy, local control and competitive rates!

Community Choice Energy

Operational (as of December 2019)

Apple Valley Choice Energy (2)

CleanPowerSF

Clean Power Alliance of Southern CA

Los Angeles and Ventura Counties and 30 additional cities

East Bay Community Energy

Alameda County

King City Community Power (8)

Lancaster Choice Energy (1)

MCE

Marin, Napa and Contra Costa Counties, City of Benicia

Monterey Bay Community Power

Santa Cruz, Monterey, San Benito Counties

Peninsula Clean Energy

San Mateo County

Pioneer Community Energy

Placer County

Pico Rivera Innovative Municipal Energy (PRIME) (3)

Rancho Mirage Energy Authority (5)

Redwood Coast Energy Authority
Humboldt County

San Jacinto Power (4)

San Jose Clean Energy (9)
Phase 1

Silicon Valley Clean Energy

Most of Santa Clara County

Solana Energy Alliance (6)

Sonoma Clean Power

Sonoma and Mendocino Counties

Valley Clean Energy Alliance

Unincorporated Yolo County, Cities of Davis and Woodland

2020 Launch/Expansion (anticipated)

Clean Power Alliance

Westlake Village

Desert Community Energy (7)

Cities of Palm Springs, Cathedral City, Palm Desert

MCE

Unincorporated Solano County

Monterey Bay Community Power

San Luis Obispo, Morro Bay

Western Community Energy/WRCOG (10)

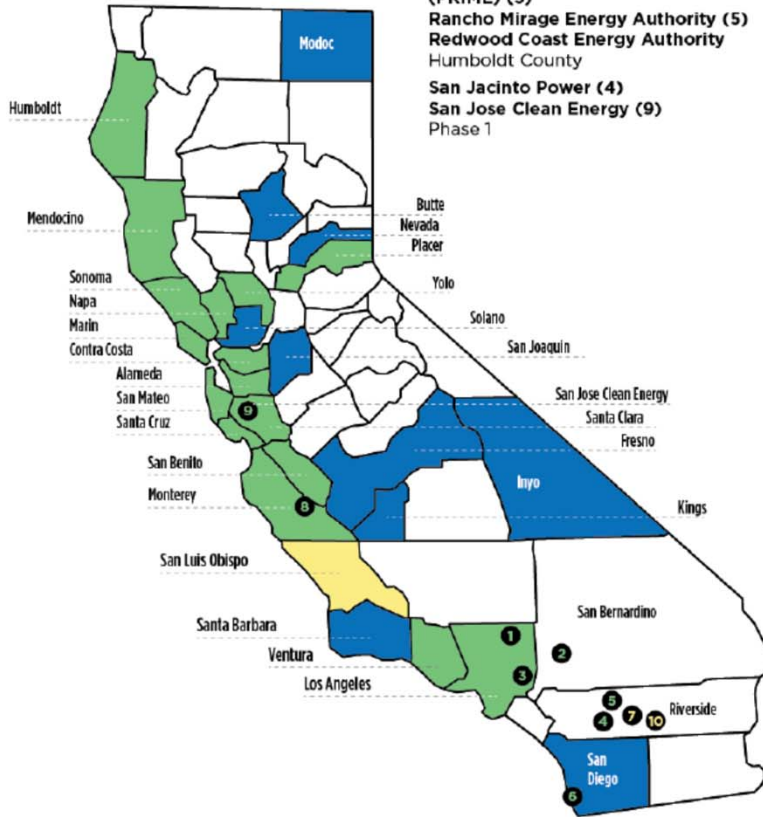
Investigating

Counties of:

Butte
Fresno
Kings
Modoc
Nevada
San Joaquin
Santa Barbara
Solano

Cities of:

Baldwin Park
Carlsbad
Commerce
Del Mar
Encinitas
Handford
Oceanside
Pomona
San Diego
Santa Paula

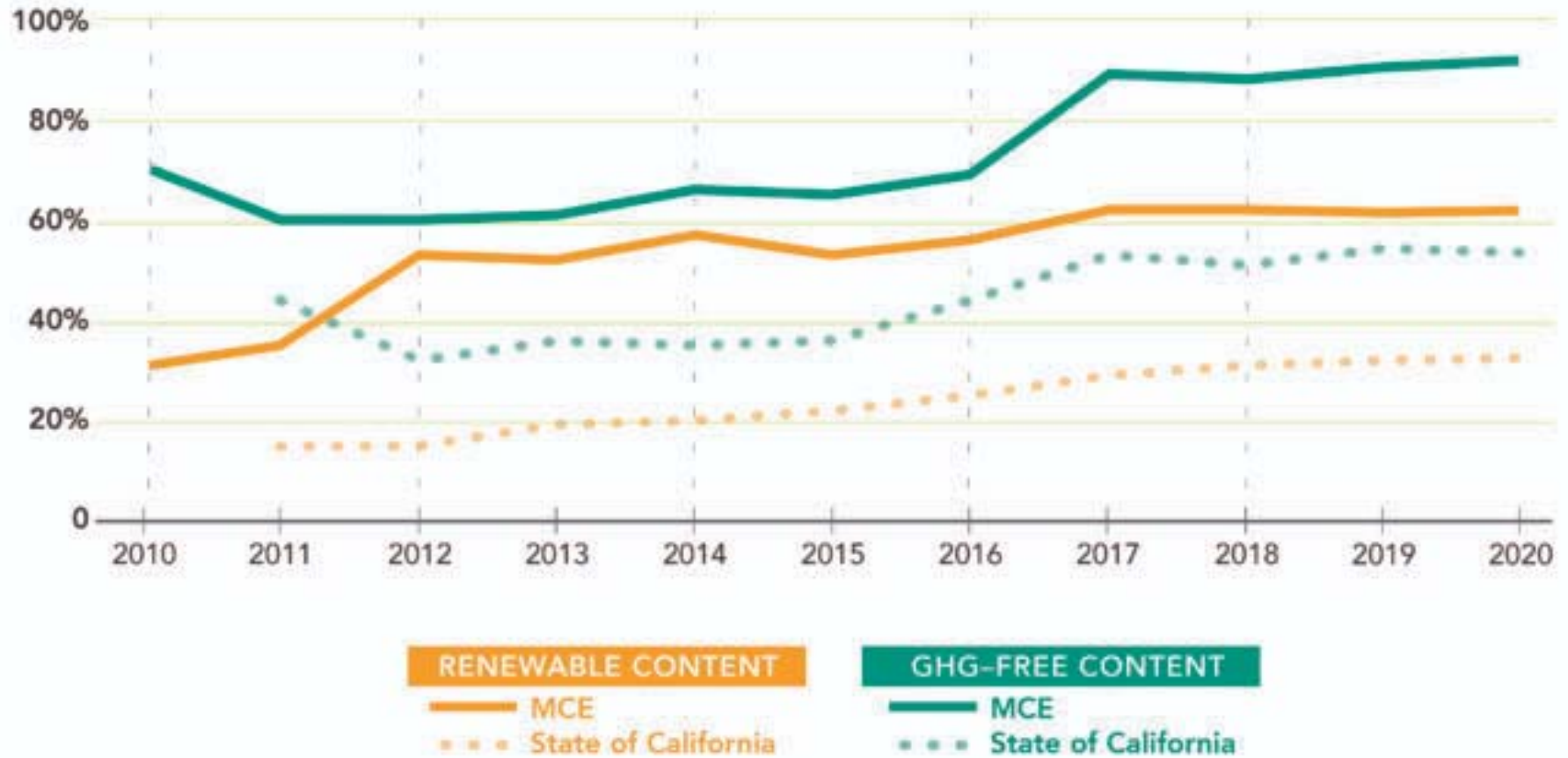




**YOUR LOCAL CLEAN
ELECTRICITY PROVIDER**
serving 37 communities
in 4 Bay Area counties.



MCE Trendline for Renewable and GHG-Free Content



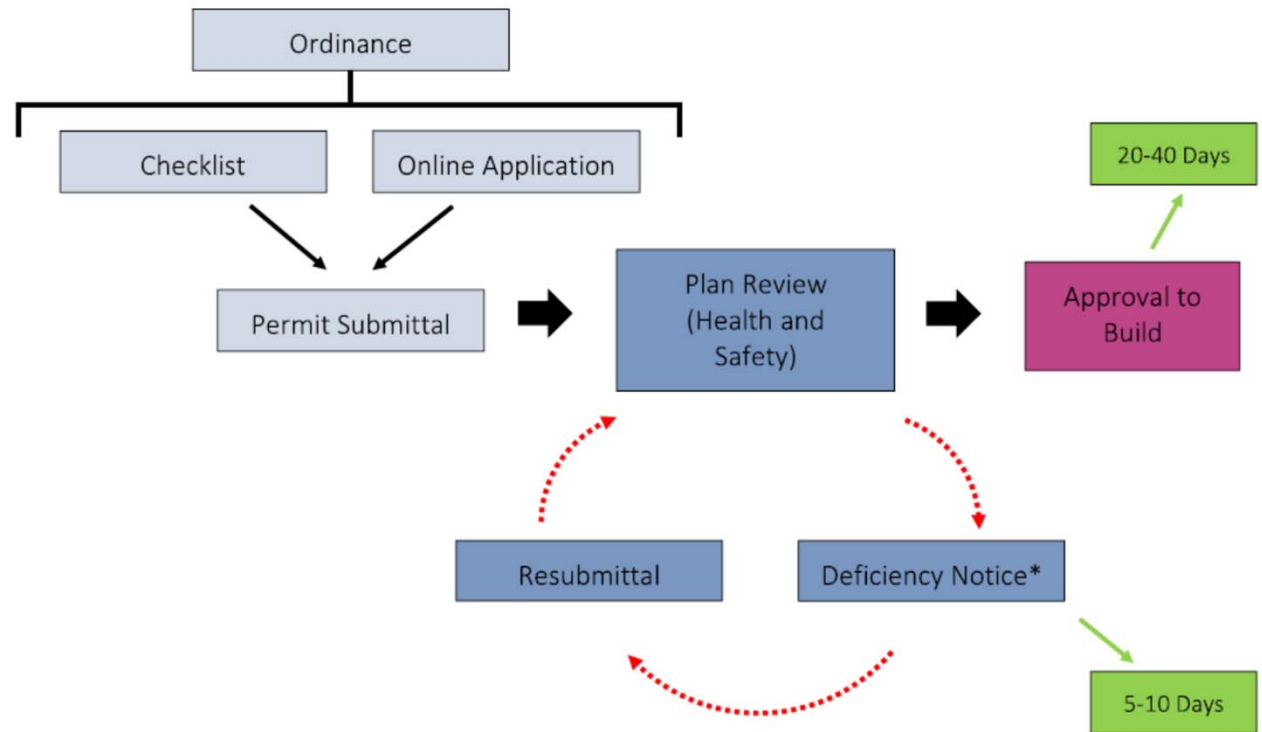
Electric Vehicle Charging Station Permit Streamlining

AB 1236 (Chiu, 2015)

- All California cities and counties must develop an expedited, streamlined permitting process for electric vehicle charging stations

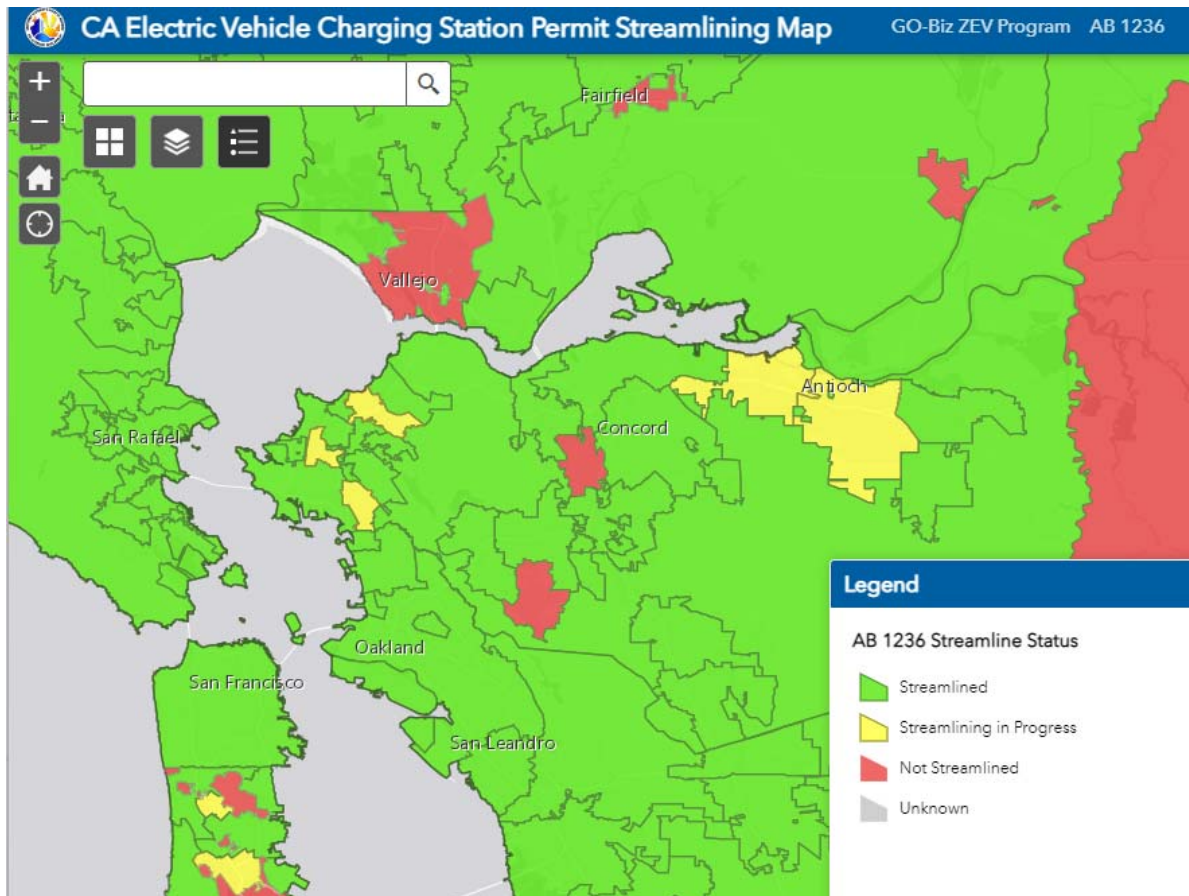
AB 970 (McCarty, 2021)

- Adds specific binding timelines for review period
- Clarifies parking requirements – cities must reduce parking requirements by amount needed to accommodate EVCS



* The deficiency notice should include one complete set of comments.

Electric Vehicle Charging Station Permit Streamlining



Contra Costa County
 Department of Conservation and Development
 30 Muir Road, Martinez, CA
 Office: (925) 674-7200 Fax: (925) 674-7244

Eligibility Checklist for Expedited
 Electric Vehicle Charging Station
 Multi-Unit Dwelling Permitting

In order for your application to be eligible for expedited EVCS processing, all questions requiring code compliance must be answered yes

Type of Charging Station(s) Proposed	Power Levels (proposed circuit rating)	Check one
Level 1	110/120 volt alternating current (VAC) at 15 or 20 Amps	<input type="checkbox"/>
Level 2 - 3.3 kilowatt (kW) (low)	208/240 VAC at 20 or 30 Amps	<input type="checkbox"/>
Level 2 - 6.6kW (medium)	208/240 VAC at 40 Amps	<input type="checkbox"/>
Level 2 - 9.6kW (high)	208/240 VAC at 50 Amps	<input type="checkbox"/>
Level 2 - 19.2kW (highest)	208/240 VAC at 100 Amps	<input type="checkbox"/>
Other (provide detail):	Provide rating:	<input type="checkbox"/>

PERMIT APPLICATION

A. Is the application complete with the following information: Project address, parcel #, builder/owner name, contractor name, valid contractor's license #, phone numbers, etc.?	<input type="checkbox"/> Y	<input type="checkbox"/> N
B. Does the application include EVCS manufacturer's specs and installation guidelines?	<input type="checkbox"/> Y	<input type="checkbox"/> N

ELECTRIC LOAD CALCULATION WORKSHEET

A. Is an electrical load calculation worksheet included? (CEC 220)	<input type="checkbox"/> Y	<input type="checkbox"/> N
B. Based on the load calculation worksheet, is a new electrical service panel upgrade required?	<input type="checkbox"/> Y	<input type="checkbox"/> N
1) If yes, do plans include the electrical service panel upgrade?	<input type="checkbox"/> Y	<input type="checkbox"/> N
C. Is the charging circuit appropriately sized for a continuous load? (125%) (CEC 210.20)	<input type="checkbox"/> Y	<input type="checkbox"/> N
D. If charging equipment proposed is a Level 2 - 9.6 kW station with a circuit rating of 50 Amps or higher, is a completed circuit card with electrical calculations included with the single line diagram?	<input type="checkbox"/> Y	<input type="checkbox"/> N

SITE PLAN & SINGLE LINE DRAWING

A. Is a site plan and electrical plan with a single-line diagram included with the permit application?	<input type="checkbox"/> Y	<input type="checkbox"/> N
1) If mechanical ventilation requirements are triggered for indoor-venting requirements (CEC 625.52), is a mechanical plan included with the permit application?	<input type="checkbox"/> Y	<input type="checkbox"/> N
B. Is the site plan fully dimensioned and drawn to scale?	<input type="checkbox"/> Y	<input type="checkbox"/> N
1) Showing location, size, and use of all structures	<input type="checkbox"/> Y	<input type="checkbox"/> N
2) Showing location of electrical panel to charging system	<input type="checkbox"/> Y	<input type="checkbox"/> N
3) Showing type of charging system and mounting	<input type="checkbox"/> Y	<input type="checkbox"/> N
4) Showing accessible space(s) and route(s) per CBC sections 11B-228.3 and 11B-812?	<input type="checkbox"/> Y	<input type="checkbox"/> N

COMPLIANCE WITH 2019 CALIFORNIA ELECTRICAL CODE (TITLE 24, PART 3)

A. Does the plan include EVCS manufacturer's specs and installation guidelines?	<input type="checkbox"/> Y	<input type="checkbox"/> N
B. Does the electrical plan identify the amperage and location of existing electrical service panel?	<input type="checkbox"/> Y	<input type="checkbox"/> N
1) If yes, does the existing panel schedule show room for additional breakers?	<input type="checkbox"/> Y	<input type="checkbox"/> N
C. Is the charging unit rated more than 60 amps or more than 150V to ground?	<input type="checkbox"/> Y	<input type="checkbox"/> N
1) If yes, are disconnecting means provided in a readily accessible location in line of site and within 50' of EVCS? (CEC 625.43)	<input type="checkbox"/> Y	<input type="checkbox"/> N
D. Does the charging equipment have a Nationally Recognized Testing Laboratory (NRTL) approved listing Mark? (UL 2202/UL 2200)	<input type="checkbox"/> Y	<input type="checkbox"/> N
E. If trenching is required, is the trenching detail called out?	<input type="checkbox"/> Y	<input type="checkbox"/> N
1) Is the trenching in compliance with electrical feeder requirements from structure to structure? (CEC 225)	<input type="checkbox"/> Y	<input type="checkbox"/> N
2) Is the trenching in compliance with minimum cover requirements for wiring methods or circuits? (18" for direct burial per CEC 300)	<input type="checkbox"/> Y	<input type="checkbox"/> N

Vehicle Electrification

The City could consider:

- **Acquiring EVs for the City vehicle fleet**
(requires charging infrastructure and further study)
- **Pursuing future regional (MTC) funding** for innovative pilot vehicle electrification programs or other electric mobility options
- **Joining MCE and participating in CCTA's Charge Up Contra Costa** program, which includes:
 - Installation and maintenance of EV chargers
 - Rebates for EV charging stations
 - EV carshare
 - E-Bike rebates
 - Workforce development programs
 - Courses for EV maintenance and repair



Staffing Assistance Options



- Applications due April-July each year
- 11 month term September-August
- 40 hours/week average
- Cost to participate: \$29,000



**CLIMATE
CORPS**

A PROGRAM OF SEI

sei BUILDING LEADERS FOR A
RESILIENT WORLD

- Applications due April-July each year
- 10 month term September- June
- 40 hours/week average
- Cost to participate: \$46,500