



AT A GLANCE

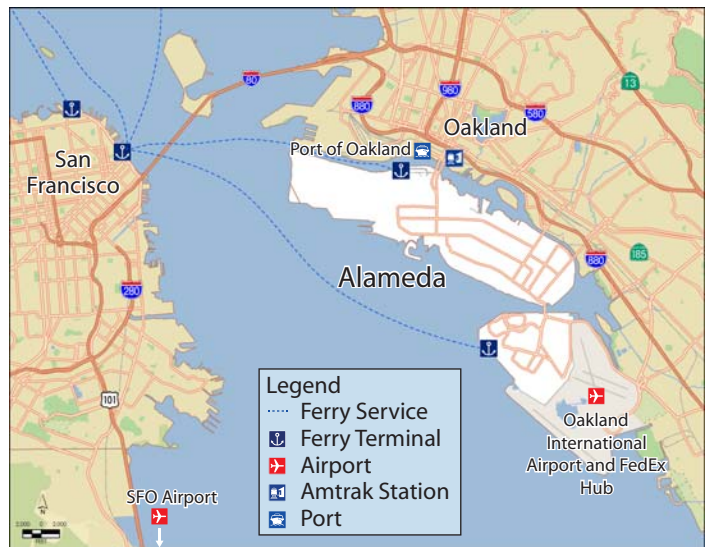
Welcome to the City of Alameda . . . often referred to as the “Jewel by the Bay.” We have top-tier business parks, retail centers, and opportunity sites that are available to bring quality development to our city. We are proud to share with visitors, newcomers, and businesses a desirable quality of life and our community-minded, hometown charm: beautiful tree-lined streets, good public schools in safe and walkable neighborhoods, historic main street retail districts, and a friendliness and warmth virtually unequaled in the Bay Area.

INNER BAY AREA LOCATION

Alameda, close to major regional destinations, is commuter, business traveler and visitor friendly. We are accessible to a plane, train, ferry, bicycle, or highway to take you where you want to go:

- **Oakland International Airport/FedEx Bay Area Major Hub** – just 6.7 miles away from downtown Alameda and less than 15 minutes by car from major business parks.
- **Amtrak Station and the Capitol Corridor Line** – less than 5 miles away and under 10 minutes.
- **Bay Bridge Toll Plaza** – 7-mile trip that can be taken in less than 15 minutes.

Alameda is served by AC Transit (including express trans bay bus service to and from San Francisco), BART shuttle service and two ferry systems (with direct service to Jack London Square in Oakland, Pier 41 and the Ferry Building in San Francisco, Angel Island, and AT&T ballpark).



MAJOR PRIVATE SECTOR EMPLOYERS

- ABB Concise
- Abbott Diabetes Care, Inc.
- Bay Ship & Yacht Company
- Wrightspeed
- Donsuemor, Inc.
- Penumbra, Inc.
- Perforce Software, Inc.
- Power Engineering Construction Co.
- Semifreddi's
- Singulex, Inc.
- VF Outdoor (The North Face, JanSport, lucy)
- Cost Plus, Inc. Corporate Headquarters

Source: City of Alameda

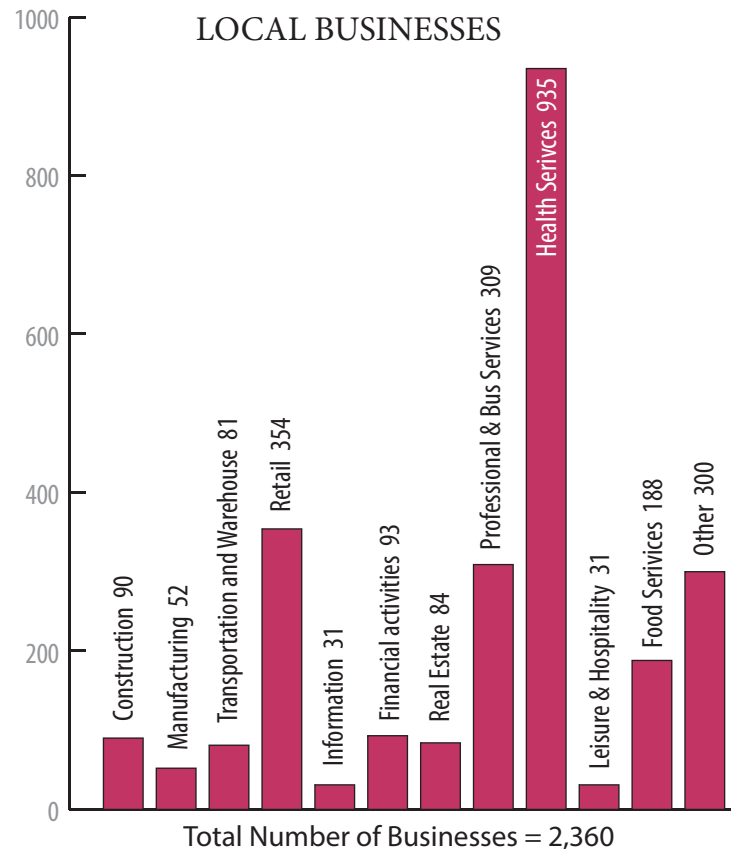
ECONOMY

Alameda's economy includes 5 major industry clusters:

- Computer software
- Energy efficiency and alternative energy technologies
- Health care and bio-technology
- Maritime industries
- Speciality beverages and food production

Business Parks

- **Marina Village** – 1.2 million sq. ft. of multi-tenant office and office-tech facilities in top-rate business park; wide range of space options available with beautiful views of the estuary and East Bay hills.
- **Harbor Bay Business Park** – 1.8 million sq. ft. with more than 30 acres of fully entitled land available for immediate development on the waterfront and only minutes from the Oakland International Airport.
- **Alameda Point (former Naval Air Station)** – major development opportunities available on 852 acres of prime real estate with stunning views of the Bay and the San Francisco skyline.
- **Alameda Landing** – Project for up to 400,000 sq. ft. of shoreline space available for commercial development.



ALAMEDA OFFERS THE ONLY BAY-FRONT SITES LARGE ENOUGH FOR THE DEVELOPMENT OF CORPORATE CAMPUSES.

RETAIL



Regional Shopping Centers

- **South Shore Shopping Center** – 594,000 sq. ft., open air shopping center: Safeway, Trader Joes, Bed Bath and Beyond, Old Navy, Kohls.
- **Alameda Landing** – 285,000 sq. ft. shopping center: Target, Safeway, Michael's, In-N-Out Burger, and other stores and restaurants.

Community Shopping Centers

- **Bridgeside Shopping Center** – 105,000 sq. ft., Nob Hill.
- **Marina Village Shopping Center** – 127,000 sq. ft., Lucky's, CVS, general retail and restaurants.
- **Harbor Bay Landing** – 114,800 sq. ft., Safeway, general retail and restaurants.

Historical Main Street Business Districts

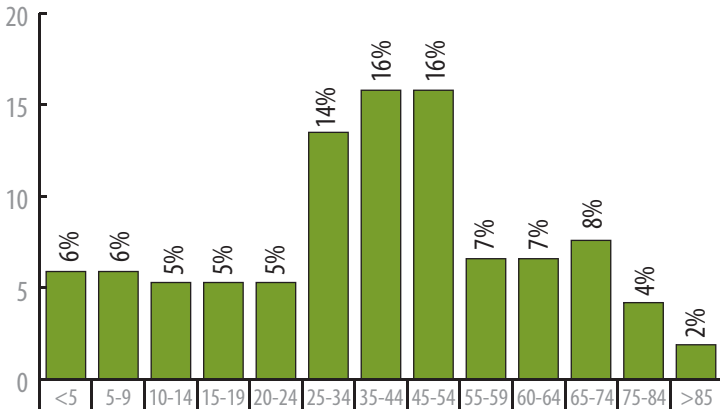
- **Park Street Business District** – 356,000 sq. ft., restored art deco movie palace and vibrant evening scene.
- **West Alameda Business District** – 205,000 sq. ft., locally owned restaurants and cafes.
- **Neighborhood "Station" Districts** – 17 charming retail clusters nestled in Alameda's residential neighborhoods mostly around historic streetcar stations.

Based on the average value of purchases made by Alameda County residents, the City of Alameda's demand for taxable goods is estimated to be \$1.25 billion annually; approximately 32% of the amount (\$399 million) is met through off-island purchases.*

*Source: CA State Board of Equalization

POPULATION

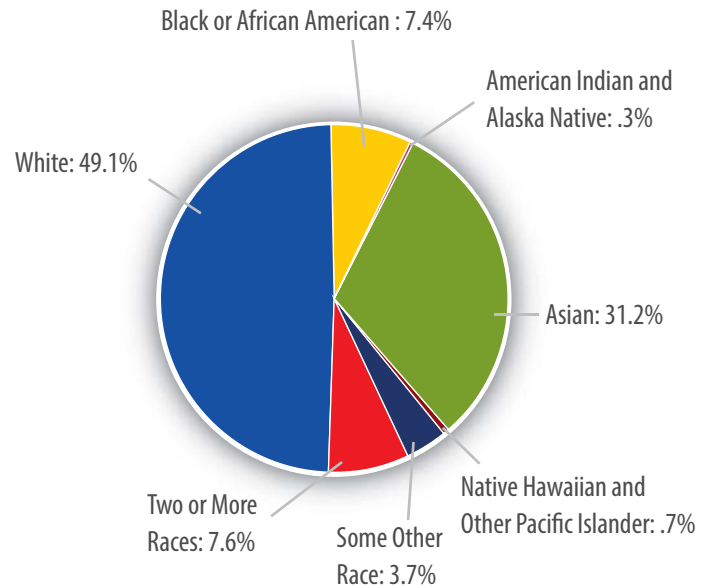
POPULATION BY AGE*



Total estimated population (2014): 77,660*
 Daytime Population = 22,283
 Male: 48.2%*
 Female: 51.8%*
 Median Age: 40.5 *

*U.S. Census Bureau, American FactFinder (2010-2014)
 ** Alameda County Registrar of Voters

POPULATION BY ETHNICITY (2014)*



Voter Registration: 43,073 **
 Average Household Income: \$102,831*
 Median Household Income: \$76,439*

EDUCATION

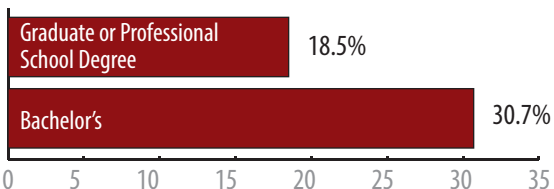
HIGHER EDUCATION

University of California at Berkeley and the **California State University** in Hayward are both in close proximity to Alameda. They provide higher education to residents and a skilled workforce to employers.

College of Alameda, community college on a 62-acre, park-like campus, provides educational programs that successfully prepare students for transfer to four-year colleges and universities. College of Alameda also offers school-to-work programs that meet the current needs of business and industry, in areas such as computer information systems and transportation technology.

EDUCATIONAL ATTAINMENT*

(population 25 years and older)



Alameda Unified School District. In March 2011, Alameda citizens passed a school parcel tax with a 68% majority vote. The parcel tax will generate approximately \$12 million annually for seven years.

U.S. News & World Report Magazine has recognized Alameda and Encinal High Schools as two of the top high schools in the nation.

- 11 Elementary Schools
- 2 K-8 Schools
- 3 Magnet Programs
- 4 Middle Schools
- 4 High Schools

15 AP courses in art history, astronomy, biology, calculus, chemistry, computer science, English, environmental science, European history, French, government/economics, physics, Spanish, statistics, and U.S. history.

*Source: U.S. Census Bureau, American FactFinder (2010-2014)
 AUSD Website, City of Alameda Economic Development Division

REAL ESTATE



Total Housing Units: 32,166*
Est. Median All-Owner Occupied Housing Value: \$800,000**
Total Occupied Housing Units: 31,168*
Owner Occupied: 14,348 units*
Renter Occupied: 15,318 units*
Total Net Assessed Valuation (FY 15/16): \$11.3B**

*U.S. Census Bureau, American FactFinder (2010-2014)

**County of Alameda, Local Assessment Roll

***Realtor.com

RECREATION

- Alameda has beaches, bird refuges, bicycle and pedestrian paths, natural open space, and extensive waterfront picnic areas. Alameda includes more than eight miles of the **San Francisco Bay Trail**. The shoreline parks along the San Francisco Bay and the San Leandro Marina extend for more than six miles, offering spectacular views of the San Francisco skyline and the East Bay hills.
- Crown Memorial State Beach** recognized by *Sunset Magazine* as “one of the best spots in the region for windsurfing and kite boarding.”
- The **second largest concentration of small boat slips (3,400) in the State**.
- The 45-hole **Chuck Corica Municipal Golf Complex**, located adjacent to the Harbor Bay Business Park, is one of the most popular in the East Bay.
- Alameda has **19 neighborhood parks**, which include 16 multi-purpose athletic fields (4 with night lighting), 10 soccer fields, 16 tennis courts, and one bocce ball court. Public swimming is available at Alameda and Encinal High School Swim Centers.
- Civic and private groups in Alameda host various **community arts** including live theater, a civic light opera, a community band, a historical museum, a Friday night art walk, cultural activities and a diverse community of musicians, writers, craftspersons and artists. Throughout the summer, free concerts are scheduled in various locations. Farmers markets, street festivals, and sand castle contests are regularly scheduled events.



GOVERNMENT

The City of Alameda was incorporated in 1854. Alameda became a Charter City in 1903 and was one of the first cities in California to adopt the Council-Manager form of government, which it retains to the present. Under this structure, the City is governed by a five-member City Council. Programs and services are administered by a City Manager. The City provides a broad range of services including police and fire protection; construction and maintenance of streets, parks, storm drains and other infrastructure; and recreational and cultural activities.

Number of City Employees (2014): **512** authorized full-time positions.

Police Department: **121** employees (**104** sworn officers).

Fire Department: **104** employees at **4** stations; **3** ambulances.

Total Annual Budget: **\$242 million** (FY 2015-16)

The City owns and operates **Alameda Municipal Power** (AMP), an electric utility serving the needs of all Alameda residents and businesses. Over 80 percent of the City's electricity is generated by carbon-free sources, giving AMP the number one rank in renewable power among all utilities in California. AMP's rates are significantly lower than surrounding areas.



ALAMEDA IS ONE OF THE
LOWEST GREENHOUSE GAS
EMITTING COMMUNITIES IN
CALIFORNIA, THANKS TO
OUR LOCAL UTILITY.