ATTACHMENT 2

Draft Report

Nexus-Based Affordable Housing Fee Analysis for For-Sale Housing

The Economics of Land Use

Prepared for:

City of Pleasanton

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EPS #151111

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Table of Contents

List of Figures and Tables

EXECUTIVE SUMMARY

Economic & Planning Systems, Inc. (EPS) was retained by the City of Pleasanton (City) to conduct a nexus study analyzing the impact that development of market-rate housing has on the demand for below-market-rate housing and, based on the results, to determine the nexus-based fee that could be charged to market-rate housing development. EPS is also conducting nexus studies for the impact of development on rental housing, commercial linkage, and public facilities needs. These reports are provided under a separate cover. The technical analysis presented in this report was originally completed in 2016 and is largely based on the 2015 numbers.

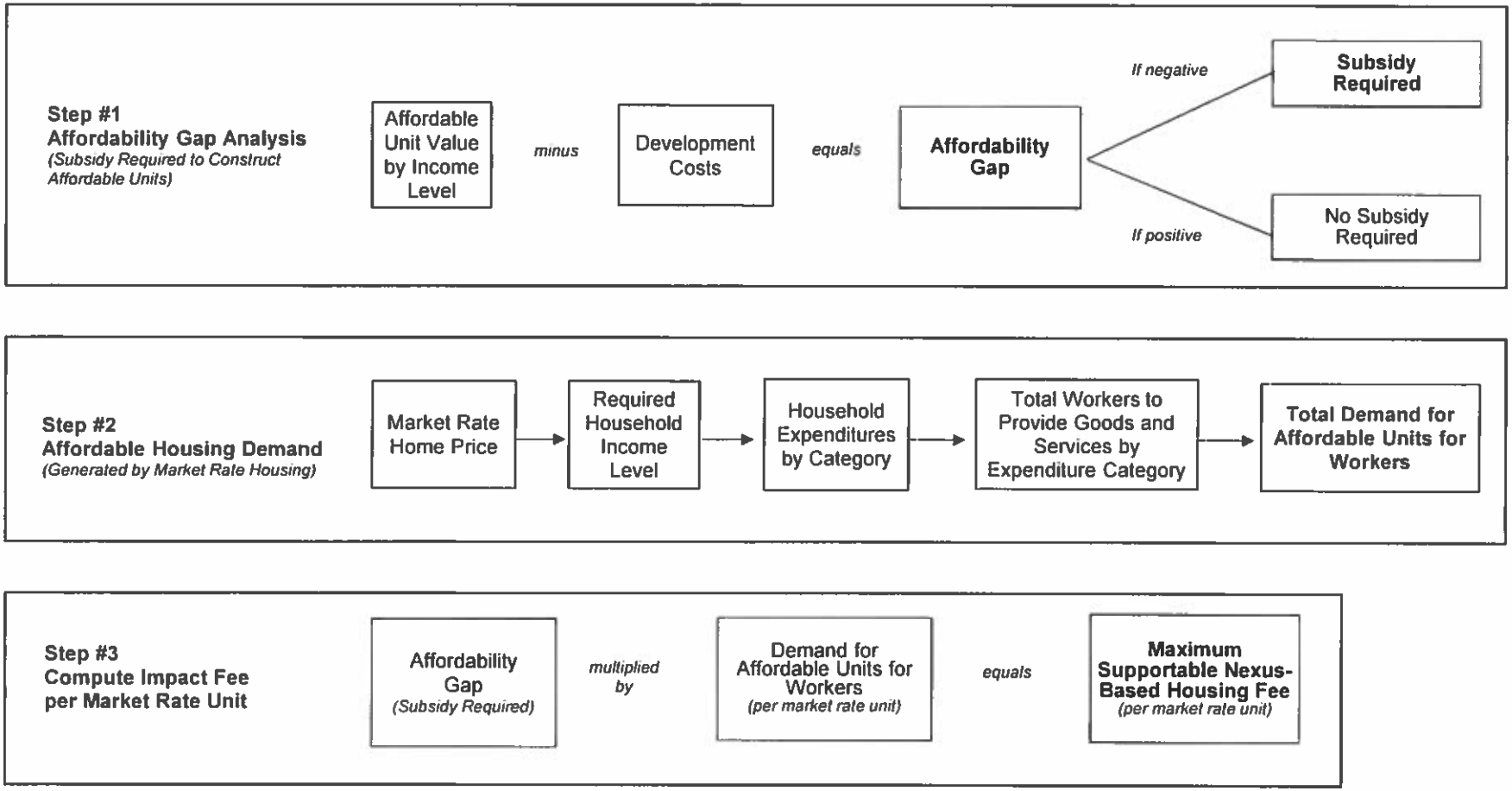
The technical approach used herein quantifies the impacts that the introduction of market-rate units have on the local economy and the demand for additional affordable housing. As new households are added to the community, local employment also will grow to provide the goods and services required by the new households. To the extent that these new jobs do not pay adequate wages for the employees to afford market-rate housing in the community, the new households' spending is creating a need for affordable housing. A nexus-based affordable housing fee is therefore based on the impact of the new market-rate homes on the demand for affordable housing. The fee calculated in this study represents the maximum fee that may be charged to new market-rate housing units to mitigate their impacts on the affordable housing supply. Such fees then may be used by the City to subsidize the production of new affordable units for moderate- and lower-income households not accommodated by market-rate projects.

Calculating the impact of market-rate development in the City on affordable housing needs, and the fees needed to mitigate those impacts, involves three main analytical steps:

- **Step #1.** Estimate the typical subsidy required to construct units affordable at various income levels (the "affordability gap").
- **Step #2.** Determine the market-rate households' demand for goods and services, the jobs created by that demand, and the affordable housing needs of workers in those jobs.
- **Step #3.** Combine the affordability gap with the affordable housing demand projections to compute the maximum supportable nexus-based affordable housing fees per market-rate unit.

These technical steps are illustrated in **Figure 1** and detailed in the body of this Report and the attached Technical Appendices. The findings regarding each of these steps are presented below.

Figure 1
Illustration of Nexus-Based Housing Fee Methodology



1. ***The costs to construct housing units affordable to households exceed those units' values based on the rents or prices that the households can pay across all affordability categories. The estimated subsidy required to construct affordable housing units in Pleasanton ranges from roughly $2,000 for a Moderate Income household earning up to 120 percent of AMI to $265,400 for a Very Low Income household earning up to 50 percent of AMI.***

   An "affordability gap analysis" evaluates whether or not the costs to construct affordable units exceed the values of units that are affordable to lower- and moderate-income households. For each affordable housing income level – households with incomes at 50 60, 80, 100, and 120 percent of Area Median Income (AMI) – this analysis estimates the subsidy required to construct affordable housing units.

   The affordability gap analysis assumes that the average affordable unit for all income levels will be a 2-bedroom unit in a multifamily development with an average density of 30 dwelling units per acre. The estimated costs to construct the prototypical affordable unit are based on recent City of Pleasanton development projects and transactions, as well as other development cost data sources. The costs of land acquisition are included in these development cost calculations.

   A household's ability to pay is estimated based on standard percentages of income available for housing costs at each household income level. Income available for housing costs is then converted into a monthly affordable rent and a capitalized unit value or an affordable mortgage payment and supportable home price. This unit value is then compared to the costs of development to determine the subsidy required to make the unit affordable to each income level.

2. ***The demand for affordable housing generated by the expenditures of new households in City of Pleasanton increases along with the market-rate home size and value (and related owner income). For example, a 2,000-square foot unit that sells for $923,000 is estimated to create demand for 0.223 affordable housing units, while a 3,500-square foot unit that sells for$1,643,000 creates demand for 0.339 affordable units.***

   Any justified nexus-based fee is based on the total demand for affordable housing units generated by construction of market-rate homes. The link (or nexus) between market-rate housing and increased demand for affordable housing is that residents of market-rate units demand goods and services that rely on wage earners (for example, retail sales clerks) who typically cannot afford market-rate housing and thus require affordable housing.

   Because more expensive housing units require owners to have higher incomes, *and* higher income households create more jobs through their spending, the nexus impacts and thus the justified fees for units vary in relation to the price of the market-rate units. The price of the unit is typically a function of its size, and the fees calculated herein can be applied based on the square footage of the market-rate units.

   This analysis evaluates the demand for affordable housing generated by a range of unit sizes, reflecting different expected sale prices. For each unit size, the demand-based nexus fee calculation involves the following steps:

A. **Market-Rate Household Income Levels.** The expected price of the unit is based on market data regarding the actual transaction prices of homes of various sizes. The required income levels of households occupying new market-rate housing are derived based on the unit's mortgage, property taxes, insurance, and other fees, assuming standard housing cost expenses as a proportion of overall household income. For example, a typical household purchasing a 2,500-square foot market-rate home for $1.24 million would have an income of roughly $191,000, if they spend 30 percent of their income on housing costs.

B. **Household Expenditures.** Based on the household income computed in Step A, Consumer Expenditure Survey data is used to evaluate the typical spending patterns of the household. This analysis provides an estimate of how much the household spends on specific categories of expenditures, such as "Food at Home." As the households' income increases with the size and value of the market-rate units, the total spending on goods and services also increases. The Consumer Expenditure Survey also indicates that these relationships are not linear (e.g., a household with twice the income does not necessarily spend twice as much on food).

C. **Job Creation and Worker Households.** Having estimated the households' spending on various items, that spending is then converted into an estimation of jobs created. For each expenditure category, data regarding average worker wages and the ratio between gross business receipts and wages are used to translate these household expenditures into the total number of private-sector workers. For selected public-sector jobs that typically grow in proportion to the local population size (e.g., teachers), the demand for new workers is estimated by relating current levels of employment in such categories to the current population and applying this ratio to future development. Because each new worker does not represent an independent household (Pleasanton has an average of 1.67 workers per working household), the total number of new households created is somewhat less than the number of new jobs created. EPS has further adjusted the household formation rates to reflect the fact that a certain proportion of workers will *not* form their own households, particularly those of younger ages.[1]

D. **Worker Households by Income Category.** Each worker household generated is assigned to an income category—represented as a proportion of AMI ranging from 50 to 120 percent—based on its estimated gross wages. This provides the total number of households generated at each income level by construction of market-rate units at various sizes and price points. The results indicate that residents of smaller, lower-priced units generate fewer worker households requiring affordable housing than do residents of larger, higher-priced units.

[1] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers overall (this factor is applied to other industries). EPS has assumed that such young workers do not form their own households.

These steps of the nexus-based fee calculation provide the total number of income-qualified workers required to meet the needs for goods and services generated by market-rate housing. The number of workers servicing market-rate housing (at each unit size) is then converted to total income qualified households and each such household is assumed to require one housing unit.

3. ***This analysis calculates the fees that could be charged to fully mitigate the impact that new market-rate housing has on Pleasanton's affordable housing demand at various representative price points. These fees could range from about $28,400 for 1,000-square foot units to $75,900 for 3,500-square foot units.***

   The nexus fee is calculated by applying the number of affordable units needed by income qualified households to the affordability gap for each housing income category. This calculation is made for several different home sizes. **Table 1** summarizes the maximum nexus-based fees calculated for representative home sizes. The City may also consider whether to allow developers to provide affordable units within their projects, rather than paying the nexus-based fee. **Table 1** illustrates the proportions of affordable units that correspond to the fee calculation and demands created by the market-rate units. For instance, a project offering 1,500 square foot units would effectively mitigate the demand being created by the market-rate units if it provided 0.208 affordable units for each market-rate unit.

Table 1
Summary of Housing Impact Fees or Unit Equivalents per Market-Rate Unit
Pleasanton Housing Impact Fee, EPS #151111

Market-Rate Unit Size (Sq Ft, up to)	Maximum Impact Fee	Max. Fee per Sq. Ft.	Total	Affordable Units Generated/100 Market-Rate Units				
				Very Low (50%)	Low (60%)	Low (80%)	Med (100%)	Mod
1,000	$28,431	$28.43	13.4	7.6	2.1	2.6	0.3	0.8
1,500	$44,930	$29.95	20.8	12.1	3.3	3.8	0.4	1.1
2,000	$49,507	$24.75	22.3	13.6	3.9	3.3	0.4	1.0
2,500	$61,429	$24.57	27.5	16.9	4.8	4.0	0.5	1.3
3,000	$69,008	$23.00	30.9	19.0	5.5	4.4	0.6	1.4
3,500	$75,857	$21.67	33.9	21.0	6.0	4.8	0.7	1.5

Source: Economic & Planning Systems, Inc.

1. AFFORDABILITY GAP ANALYSIS

For any nexus-based affordable housing fee calculation, it is necessary to estimate the subsidy required to construct affordable housing units. **Table 2** shows the subsidy needed to produce multifamily for-sale housing that is affordable to low- through moderate-income households (60 through 120 percent of AMI), while **Table 3** calculates the subsidies for rental housing affordable to very low- through moderate-income households (50 through 120 percent of AMI).

Product Type

While the nexus fees calculated herein are based on demands created by for-sale housing that may be single-family or multifamily, the analysis assumes that new lower-income worker households would actually be housed in multifamily developments in Pleasanton. According to City staff, at this time in Pleasanton the subsidies available are most efficiently used to develop multifamily affordable units. As a result, the subsidy required to construct affordable units of this multifamily product type is used to determine the fee that applies to all types of development. EPS has assumed that these projects will have an average density of 30 units per acre and will adhere to City Code that requires two parking spaces per unit, assumed to be surface parking.

In order to determine the average household size of future affordable housing units, EPS used two estimates from the US Census 2014 American Community Survey (ACS). The Census indicates that the average household size is 2.89 people and the average family size in Pleasanton is 3.25 people. Each of these figures rounds to an average of three people per unit, so EPS uses this assumption to determine the applicable income limits for the new units.

California State law (California Health and Safety Code Section 50052.5) assumes that a 2-bedroom unit is occupied by a 3-person household, and this assumption is used in this analysis. Typically, a 2-bedroom unit in the Bay Area has a gross size of about 1,100 square feet (accounting for shared lobbies, hallways, etc.) and a net size of 950 square feet.

This analysis estimates the subsidy that would be required to build for-sale and for-rent housing for the lower-income worker households. The subsequent impact fee analysis would assume that the most cost-efficient tenure type would be used; if for-sale units can be built for less subsidy than units offered for rent, the analysis would assume new affordable units would be for-sale. As shown on **Tables 2** and **3** and discussed below, for-rent units are estimated to require a lower subsidy under present market conditions. In addition to representing cost savings, and thus a minimization of the impact fee, the reliance on rental housing may be more easily implemented and sustained, as many households at lower incomes will not have adequate wealth reserves for down payments on homeownership units, and may have further difficulty absorbing the ongoing costs of homeownership (taxes, repairs, etc.) that they can effectively avoid by renting their homes rather than buying.

Table 2
Financing Gap Analysis -- For-Sale Product Type
Pleasanton Housing Impact Fee, EPS #151111

Item	2-Story Multifamily With Surface Parking			
	Low Income (60% AMI)	Low Income (80% AMI)	Median Income (100% AMI)	Moderate Income (120% AMI)
Development Program Assumptions				
Density/Acre	30	30	30	30
Average Gross Unit Size	1,100	1,100	1,100	1,100
Average Net Unit Size	950	950	950	950
Average Number of Bedrooms	2	2	2	2
Average Number of Persons per Household	3	3	3	3
Parking Spaces/Unit [1]	2.00	2.00	2.00	2.00
Cost Assumptions				
Land/Acre	$2,000,000	$2,000,000	$2,000,000	$2,000,000
Land/Unit	$66,667	$66,667	$66,667	$66,667
Direct Construction Costs/Gross SF [2]	$225	$225	$225	$225
Direct Construction Costs/Unit	$247,500	$247,500	$247,500	$247,500
Parking Construction Costs/Space	$3,000	$3,000	$3,000	$3,000
Parking Construction Costs/Unit	$6,000	$6,000	$6,000	$6,000
Subtotal, Direct Costs/Unit	$253,500	$253,500	$253,500	$253,500
Indirect Costs as a % of Direct Costs [3]	33%	33%	33%	33%
Indirect Costs/Unit	$83,655	$83,655	$83,655	$83,655
Developer Profit Margin (% of all costs)	8%	8%	8%	8%
Developer Profit	$32,306	$32,306	$32,306	$32,306
Total Cost/Unit (rounded)	$436,000	$436,000	$436,000	$436,000
Maximum Supported Home Price				
Household Income [4]	$49,550	$64,450	$84,150	$101,000
Income Available for Housing Costs/Year [5]	$14,865	$19,335	$25,245	$30,300
Less Annual HOA Fees [6]	$3,480	$3,480	$3,480	$3,480
Less Property Taxes (1.15%) [7]	$5,014	$5,014	$5,014	$5,014
Less Annual Insurance	$215	$215	$215	$215
Income Available for Mortgage	$6,156	$10,626	$16,536	$21,591
Mortgage Interest Rate [8]	4.5%	4.5%	4.5%	4.5%
Mortgage Repayment Period (years)	30	30	30	30
Down Payment [90]	$5,300	$9,100	$14,200	$18,500
Total Supportable Home Price (rounded)	$106,000	$182,000	$284,000	$370,000
Financing Gap	**$330,000**	**$254,000**	**$152,000**	**$66,000**

[1] Reflects an average as apartments with up to 2 bedrooms are required to provide a minimum of 2 spaces for the first 4 units and 1.5 spaces for each additional unit. In addition, visitor parking ratio of 1 space for each 7 units is also required.
[2] Includes costs for labor and materials.
[3] Includes costs for architecture and engineering; entitlement and fees; project management, marketing, commissions, and general administration; financing and charges; insurance; and contingency.
[4] Based on HCD 2015 income limits for Alameda County.
[5] Assumes housing costs to be 30% of gross household income for low-income and moderate-income households.
[6] Homeowner association fees are from Redfin.com based on recent for-sale multifamily units in and around the City of Pleasanton.
[7] Exceeds basic 1.00% tax rate to include allowance for special assessment districts. Reflective of current tax rates in City of Pleasanton.
[8] Interest rates slightly exceed current market for 30-year fixed mortgages, but are well below historic averages and reflect blend of first- and second-mortgage rates.
[9] Assumes a 5% down payment.

Sources: Alameda County housing developers; Department of Housing and Urban Development; Economic & Planning Systems, Inc.

Table 3
Financing Gap Analysis -- Rental Product Type
Pleasanton Housing Impact Fee, EPS #151111

Item	2-Story Multifamily With Surface Parking				
	Very Low Income (50% AMI)	Low Income (60% AMI)	Low Income (80% AMI)	Median Income (100% AMI)	Moderate Income (120% AMI)
Development Program Assumptions					
Density/Acre	30	30	30	30	30
Average Gross Unit Size	1,100	1,100	1,100	1,100	1,100
Average Net Unit Size	950	950	950	950	950
Average Number of Bedrooms	2	2	2	2	2
Average Number of Persons per Household	3	3	3	3	3
Parking Spaces/Unit [1]	2.00	2.00	2.00	2.00	2.00
Cost Assumptions					
Land/Acre	$2,000,000	$2,000,000	$2,000,000	$2,000,000	$2,000,000
Land/Unit	$66,667	$66,667	$66,667	$66,667	$66,667
Direct Construction Costs/Gross SF [2]	$215	$215	$215	$215	$215
Direct Construction Costs/Unit	$236,500	$236,500	$236,500	$236,500	$236,500
Parking Construction Costs/Space	$3,000	$3,000	$3,000	$3,000	$3,000
Parking Construction Costs/Unit	$6,000	$6,000	$6,000	$6,000	$6,000
Subtotal, Direct Costs/Unit	$242,500	$242,500	$242,500	$242,500	$242,500
Indirect Costs as a % of Direct Costs [3]	35%	35%	35%	35%	35%
Indirect Costs/Unit	$84,875	$84,875	$84,875	$84,875	$84,875
Total Cost/Unit (rounded)	$394,000	$394,000	$394,000	$394,000	$394,000
Maximum Supported Unit Value					
Household Income [4]	$42,100	$49,550	$64,450	$84,150	$101,000
Income Available for Housing Costs/Year [5]	$12,630	$14,865	$19,335	$25,245	$30,300
Operating Expenses per Unit/Year [6]	$6,200	$6,200	$6,200	$10,700	$10,700
Net Operating Income	$6,430	$8,665	$13,135	$14,545	$19,600
Capitalization Rate	5.0%	5.0%	5.0%	5.0%	5.0%
Total Supportable Unit Value	$128,600	$173,300	$262,700	$290,900	$392,000
Financing Gap	**$265,400**	**$220,700**	**$131,300**	**$103,100**	**$2,000**

[1] Reflects an average as apartments with up to 2 bedrooms are required to provide a minimum of 2 spaces for the first 4 units and 1.5 spaces for each additional unit. In addition, visitor parking ratio of 1 space for each 7 units is also required

[2] Direct construction costs based upon EPS findings in Pleasanton. Includes costs for labor and materials. Assumes Direct Construction Costs for rentals are $10/SF less than for-sale developments

[3] Includes costs for architecture and engineering, entitlement and fees; project management, marketing, commissions, and general administration, financing and charges, insurance and contingency

[4] Based on HCD 2015 income limits for Alameda County

[5] Assumes housing costs to be 30% of gross household income

[6] Operating expenses based upon previous findings in other Bay Area jurisdictions, and include costs of tenants' utilities. Units for median- and moderate-income households are assumed to be built as for-profit projects and thus subject to property tax

Sources: Alameda County housing developers; Department of Housing and Urban Development; Economic & Planning Systems, Inc.

Development Cost Assumptions

Affordable housing development costs include land costs, direct costs (e.g., labor and materials), indirect or "soft" costs (e.g., architecture, entitlement, marketing, etc.), and developer profit. For rental projects, operating costs also must be incorporated into the analysis. Data from recent East Bay developments and recent Pleasanton land transactions have been combined with EPS's information from various market-rate and affordable housing developers to estimate appropriate development cost assumptions for use in Pleasanton. These assumptions are shown on **Tables 2** and **3**.

EPS has investigated the listed prices of multifamily residential land in Pleasanton's boundaries and urban growth limit, as shown on **Appendix Table A-1**. EPS has further estimated the costs of direct and indirect development costs for multifamily housing based on reviews of recent Bay Area project pro formas, with adjustments for location factors. As shown on **Tables 2** and **3**, the total costs for for-sale housing development are slightly higher than for rental apartments due to higher levels of finish and liability insurance required for condominium development.

Revenue Assumptions

To calculate the values of the affordable units, assumptions must be made regarding the applicable income level and the percentage of income spent on housing costs. In addition, translating these assumptions into unit prices and values requires estimates of operating expenses, capital reserves, and capitalization rates. The following assumptions were used in these calculations:

- *Income Levels*— This analysis estimates the subsidy required to produce units for households earning 50, 60, 80, 100, and 120 percent of Area Median Income for a three-person household. In 2015, AMI for these households was $84,150, as shown in the California Department of Housing and Community Development's (HCD's) income limits chart.

- *Percentage of Gross Household Income Available for Housing Costs*—HCD standards on overpaying for rent indicate that households earning less than 80 percent of AMI should pay no more than 30 percent of their gross income on housing costs. For this analysis, EPS has assumed that all households shall spend 30 percent of their gross income on housing costs, including rent in rental projects or mortgage payments, homeowner association fees, insurance, and property taxes for for-sale units. A sample of homeowner association fees in the Pleasanton area is shown on **Appendix Table B-1**, and the average fee is incorporated into these calculations.

- *Operating Costs for Rental Units*—The analysis assumes that apartment operators incur annual operating costs of $6,200 per unit, which include the cost of utilities, for units affordable at 80 percent of AMI or below. EPS has assumed the units for median income households and above would have similar operating costs but would be built and operated by for-profit entities and thus also subject to property taxes.

Affordability Gap Results

Table 2 shows the estimated subsidies for construction of affordable for-sale units for low and moderate-income households. As shown, a unit for a household at 60 percent of AMI is expected

to require a subsidy of roughly $254,000, and units for higher-income households require lower subsidies. **Table 3** shows the subsidies for construction of for-rent apartments for households at various income levels. For any equivalent income level (e.g., 60 percent of AMI), a comparison of **Tables 2** and **3** indicates the affordability gap for low-income rental units is estimated to be less than if the same unit were offered for-sale.

These affordability gaps then were used to calculate the justified nexus-based fees by multiplying this required subsidy by the number of units required to house workers providing goods and services to new market-rate housing development. This methodology is discussed in more detail in the following section.

2. Demand-Based Nexus Fee Calculation

The maximum supportable nexus-based fees are based on both the affordability gap, calculated in the previous section, and the estimated impact that new market-rate units have on the need for affordable units, as reflected in the number of income-qualified local workers required to support the residents of market-rate units and the total subsidy required to construct housing for those workers. This approach is based on the following logic: (a) residents of market-rate housing have disposable incomes and require a variety of goods and services (including private sector goods and services and government services); (b) the provision of those goods and services will require some workers who make lower incomes and cannot afford market-rate housing; and (c) fees charged to market-rate projects can mitigate the impact of those projects on the increased need for affordable housing.

Market-Rate Household Income Levels

Households with larger incomes typically spend more on goods and services, therefore creating additional lower income jobs, which in turn generate a greater demand for affordable housing. To assess the impact that market-rate units have on the need for affordable housing, EPS has estimated the household income required to purchase a home at various sizes, as shown in **Table 4**.

The home value estimates on this table reflect specific transaction data from Redfin.com, and cross-referenced with data from Zillow.com and Trulia, which provided the sale prices and sizes of units. The data indicated that smaller units typically sell for more per square foot than do larger units, so the home value-by-size estimates on this table reflect that price curve.

The income required to purchase a particular size unit is based on assumptions of the standard down payment, financing terms, property taxes, and other costs related to owning a home.[2] These housing costs typically account for 30 percent of a household's income, and therefore, by knowing these costs, the required income to purchase each unit can be estimated. As shown, required household incomes under recent market conditions range from approximately $81,300 for a 1,000-square foot unit to roughly $236,800 for a 3,500-square foot unit.

Please note that changes to housing market conditions can have a significant effect on the calculations in this study. According to Zillow.com data, the median home value in Pleasanton was $1,052,500 in 2017, a 13 percent increase from the 2015 value of $932,100 per unit. Had this study been conducted during that high point in the market cycle, the incomes required to purchase the same size home would have been significantly higher, and the maximum nexus-based fee calculations would also have been much higher. For this reason, it will be important to periodically adjust the fees, to reflect changes—positive or negative—in the competitive housing market.

[2] EPS and City staff have surveyed Homeowners Association (HOA) dues and home insurance costs from current condominium listings, as shown on **Appendix Table B-1**.

Table 4
New Home Prices and Required Incomes by Unit Size
Pleasanton Housing Impact Fee, EPS #151111

Unit Size (Sq. Ft.)	Average Base Price (1)	Down Payment (2)	Beginning Mortgage Principal	Annual Mortgage Payment (3)	Annual Taxes at 1.15% (4)	Annual HOA + Insurance Fees (5)	Total Annual Housing Costs	Required Household Income (6)
1,000	$412,000	$82,400	$329,600	$20,235	$4,738	$3,480	$28,453	$81,300
1,500	$689,000	$172,250	$516,750	$31,724	$7,924	$3,480	$43,128	$123,200
2,000	$923,400	$277,020	$646,380	$39,682	$10,619	$3,480	$53,781	$153,700
2,500	$1,235,000	$432,250	$802,750	$49,282	$14,203	$3,480	$66,965	$191,300
3,000	$1,486,000	$594,400	$891,600	$54,737	$17,089	$3,480	$75,306	$215,200
3,500	$1,643,000	$657,200	$985,800	$60,520	$18,895	$3,480	$82,894	$236,800

(1) Based on recent sales price data Redfin.com and DataQuick for homes built since 2005 and sold between January 2015 and February 2016. Due to limited newly constructed home sales for the 1,000 to 2,000 square foot categories, EPS utilized older construction unit sale data and has assumed that new construction would receive a modest premium over average prices for all homes (including resales), which is consistent with Redfin and Zillow data.

(2) Varies from 20% for 1,000-square foot units to 40% for 3,000-square foot units and above; reflective of larger sized home purchasers largely consisting of "buy up" buyers with equity in existing investments.

(3) Assumes 4.5% interest for 30 years.

(4) Tax rate allows for some special assessments above 1.00% basic tax rate.

(5) A Redfin.com survey of Pleasanton, Dublin, Livermore and San Ramon homes for sale across a range of projects on January 21, 2016 indicates an average HOA fee of $290/month. Some of these projects may include insurance costs in the HOA fees, while others may not. To be conservative, EPS has assumed that the average HOA fee does include insurance.

(6) Assumes households spend 35% of total household income on total annual housing costs.

Sources: Redfin.com; DataQuick; Zillow; Economic & Planning Systems, Inc.

Household Expenditures and Job Creation by Income Level

Having established the income requirements for purchasing units at various sizes and values, the fee calculation then requires an analysis of the household spending patterns at those required income levels. Consistent with nexus fee calculations and impact analysis for schools, parks, roads, etc., this analysis also assumes that all households purchasing new market-rate units in Pleasanton are "net new" households to the City. To assume otherwise—for instance, that only those buyers of new housing units relocating from outside Pleasanton should be counted in the impact analysis—would require assuming that the homes left by those households relocating *within* Pleasanton would be demolished or left vacant in perpetuity. This would only be the case were the City experiencing a significant loss of population and housing inventory, as has occurred, for instance, in Detroit. Pleasanton has not experienced such declines.

The Consumer Expenditure Survey from the United States Bureau of Labor Statistics provides data for households at a variety of income levels, detailing the amounts that typical households spend on things like "Food at Home," "Apparel and Services," and "Vehicle Maintenance and Repairs." Interestingly, household expenditures by category are not uniformly proportional to household income levels. For example, households earning around $81,300 (adequate to purchase a 1,000-square foot unit) spend roughly 11 percent of their income on food and drink (at home and eating out), while households earning $236,800 who can afford to purchase a 3,500-square foot unit spend only about 7.3 percent of their income on food and drink. Because of these and other differences in proportionate spending, the expenditure profile varies at different income levels.

The homebuyer household's typical expenditures were converted to the number of jobs created by their spending. The first step in this process is to determine how much of an industry's gross receipts are used to pay wages and employee compensation. EPS relied on data from the Economic Census,[3] which provides employment, gross sales, and payroll data by industry for the City of Pleasanton. In certain instances, Pleasanton data was not available for every Economic Census industry—in those cases, EPS relied on statewide Economic Census data for that industry.

To link the Economic Census data and the Consumer Expenditure Survey data, EPS made determinations as to the industries involved with expenditures in various categories. For example, purchases in the Consumer Expenditure Survey's "Food at Home" category would likely involve the Economic Census's "Food & Beverage Stores" industry, where gross receipts were more than eight times the employees' wages. By contrast, purchases in the Consumer Expenditure Survey's "Entertainment Fees and Admissions" category were attributed to the Economic Census' "Arts, Entertainment, and Recreation" industry, where gross receipts are only about three times the employees' wages. Where more than one Economic Census category was

[3] Note that the Consumer Expenditure Survey data is based on information current as of 2014. The latest data available for the Economic Census was published in 2013. Because the data sources were from different years, EPS converted all numbers to 2015 dollars using the Consumer Price Index (CPI) for the San Francisco Metropolitan Statistical Area (MSA) from the Bureau of Labor Statistics.

attributable to a Consumer Expenditure Survey category, EPS estimated the proportion of expenditures associated with each Economic Census category.

After determining the amount of the household's expenditures that were used for employee wages, EPS estimated the number of employees those aggregate wages represent. EPS calculated the number of workers supported by that spending using the average wage per worker (also from the 2013 Economic Census). These wages ranged from a low of roughly $11,900 per year for workers in the personal laundry services industry to a high of more than $134,700 average salary for data processing, hosting, and related services industry.

This methodology recognizes that a range of occupations and incomes exist in a given industry sector. For instance, the methodology used to generate **Tables A-1** to **A-6** in **Appendix A** distinguishes between the typical incomes of workers in different types of retail stores (e.g., "food and beverage stores" versus "general merchandise stores"), rather than assuming all retail sector workers earn the same income. However, the average wage is used for each sub-category of industry employment and represents a reasonable proxy for the range of incomes in that group: while some employees will have higher wages and require lower subsidies, others will have lower incomes and require higher subsidies. Using the average approximates the total housing subsidy needed by workers in that industry.

To calculate the number of *households* supported by the expenditures of market-rate housing units, EPS estimated the employees' household formation rates. Importantly, employees generated from the increase in housing units do not all form households; some employees, in the retail and food services industries in particular, are young workers and do not form households. Data from the Bureau of Labor Statistics indicates that 12.5 percent of retail/restaurant workers are age 16-19, but an average of only 1.9 percent of workers in the workforce overall. EPS applied these discounts to household formation by type of business to get a more accurate calculation of households formed by the employees and the average total incomes of those households.

To get the overall households' income rather than the individual workers', the wages of workers forming households were multiplied by the average of approximately 1.67 workers per working household in Pleasanton.[4] This assumption implies the workers in a given household will have roughly equivalent pay per hour. While certainly there will often be some variation in wages per employee within a household, on average this assumption is reasonable because it implies comparable levels of education and training among all workers in a household. The average household incomes then are allocated to various income categories to estimate the number of affordable housing units demanded in each income category (50 through 120 percent of AMI).

A simplified example of these calculations follows:

A.	Number of Households (prototype project)	1,000
B.	Average Household Income (in the project)	$125,000
C.	Aggregate Household Income (A x B)	$125 million
D.	Average Income Spent on Food Away From Home	

[4] Workers per working household based on American Community Survey (ACS) Census data. Although ACS data reported is based on historical figures, these figures can vary somewhat based on ongoing revisions to the ACS data.

	(Consumer Expenditure Survey)	$5,200
E.	Aggregate Food Spending (A x D)	$5.2 million
F.	Food Away From Home Gross Receipts: Payroll Ratio (Economic Census)	3.59:1
G.	Estimated Retail Payroll (E ÷ F)	$1.4 million
H.	Average Food Service Wage (Economic Census)	$16,900
I.	Estimated Total Retail Jobs (G ÷ H)	83.5
J.	Percent Age 20+ (Bureau of Labor Statistics)	87.5%
K.	Total Retail Workers Forming Households	73
J.	Average Workers/Household (Census Data)	1.67
K.	Estimated Households Created (K ÷ J)	44
L.	Average Household Income (H x J)	$28,200
M.	Income Category	Very Low-Income (up to 50% of AMI)

In this simplified example, 1,000 new market-rate units sold to households earning $125,000 per year would create demand for 44 housing units for food and eating place workers with household incomes below 50 percent of AMI. Actual calculations and impact distinctions by type of household expenditure for various home values are shown in the series of tables presented in **Appendix A**.

Demand for Public-Sector Workers

In addition to the jobs created by the spending of the new market-rate households, this analysis also aims to evaluate the number of public-sector employees generated by the public service demands of new market-rate households. Rather than a comprehensive computation of public-sector employment, the analysis aims to be conservative by sampling only certain public-sector jobs (e.g., teachers and transportation providers) that are expected to grow in proportionate measure to household growth.

Data from the 2015 Occupational Employment Survey for the Oakland-Fremont-Hayward MSA was used to determine the number of these public-sector employees needed to serve new market-rate development. This data was generated by the California Employment Development Department (EDD) and provides employment and wage information for a variety of occupational categories. EPS reviewed the data and sampled occupations that were public sector–related, as shown in **Table A-7** in **Appendix A**.

Based on the ratio of the selected public-sector jobs to the total households in the MSA, EPS estimates that approximately 57 government jobs or 34 households with a government employee are required per 1,000 total households. These figures are conservative (i.e., low) because numerous types of public-sector jobs are *not* included in this analysis (such as federal postal workers, County health and human services workers, etc.). Also, please note that EPS has no basis to distinguish differences in the number of public-sector workers demanded by households based on different income levels or in different sizes of units, so the same numbers of public-sector jobs are assumed to be generated by units of all sizes and prices.

Combined Demand for Income-Qualified Workers

The total number of income-qualified households required to support the expenditure and public-sector service needs of new market-rate units were determined based on the affordable housing income limits from HCD for a 3-person household. **Table 5** summarizes the HCD income limits

used to compute the total number of income-qualified households generated by construction of market-rate units. The number of income-qualified households required to provide goods and services to new housing units is detailed in **Appendix B**.

The nexus methodology used herein computes the total number of income-qualified households generated by market-rate units and calculates the impact fee based on the estimated cost to subsidize the production of units to meet that affordable housing demand. This methodology does not suggest that all lower income service workers serving City residents will reside in the City, but it does assume that new development should mitigate for the new affordable housing demand it creates, even if some of those lower income households reside outside the City.

Fee Calculation

The affordability gap analysis quantifies the subsidy required to construct affordable housing at various income levels. Analysis of consumer expenditures that rely on lower wage workers provides an estimate of the total number of income-qualified households generated by new for-sale units. Then for each category of market-rate units, the nexus-based fee is calculated by applying the total number of income-qualified households generated to the affordability gap computed for each affordable household income level. The analysis provides the maximum supportable nexus-based fees for new housing development in Pleasanton.

Tables 6 through **11** show the impact fee calculation by home size. The total impact fees required for a representative project of 100 units is calculated by multiplying the number of affordable units required per income level by the cost of subsidizing such housing. All income-qualified households are assumed to be housed in multifamily rental units and the subsidies needed are calculated as the affordability gaps shown in **Table 3**. The resulting maximum impact fee for market-rate units ranges from $28,431 for a 1,000-square foot unit to $75,857 for a 3,500-square foot unit.

Table 5
Alameda County Affordable Housing Income Limits*
Pleasanton Housing Impact Fee, EPS #151111

Affordability Category	Percentage of County Median	2007 Max Income Threshold 3-person household	2012 Max Income Threshold 3-person household	2015 Max Income Threshold 3-person household
Very Low Income (LI) - 50%	31% - 50%	$37,700	$42,100	$42,100
Low Income (LI) - 60%	51% - 60%	$45,240	$50,520	$49,550
Low Income (LI) - 80%	61% - 80%	$59,600	$58,850	$64,450
Median Income (Med)	81% - 100%	$75,400	$84,150	$84,150
Moderate Income (Mod)	101% - 120%	$90,480	$101,000	$101,000
Above Moderate Income (Above Mod)	120%+			

*Note: Data for Alameda County.

Sources: California Department of Housing and Community Development; Economic & Planning Systems, Inc.

Table 6
Maximum Impact Fee Calculations -- 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	Affordable Units Required Per 100 Market-Rate Units	Financing Gap per Affordable Unit [1]	Total Impact Fee Required	
			Per 100 Market-Rate Units	Per Market Rate Unit
	(A)	(B)	(C = A * B)	(D = C / 100)
Affordable Units - Very Low Income (50%)	7.6	$265,400	$2,006,559	
Affordable Units - Low Income (60%)	2.1	$220,700	$464,176	
Affordable Units - Low Income (80%)	2.6	$131,300	$337,954	
Affordable Units - Median Income	0.3	$103,100	$32,862	
Affordable Units - Moderate Income	0.8	$2,000	$1,595	
Total	*13.4*		*$2,843,147*	***$28,431***

[1] Based on financing gap for rental units, see **Table 3**.

Source: Economic & Planning Systems, Inc.

Table 7
Maximum Impact Fee Calculations -- 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	Affordable Units Required Per 100 Market-Rate Units	Financing Gap per Affordable Unit [1]	Total Impact Fee Required	
			Per 100 Market-Rate Units	Per Market Rate Unit
	(A)	(B)	(C = A * B)	(D = C / 100)
Affordable Units - Very Low Income (50%)	12.1	$265,400	$3,215,626	
Affordable Units - Low Income (60%)	3.3	$220,700	$723,863	
Affordable Units - Low Income (80%)	3.8	$131,300	$505,293	
Affordable Units - Median Income	0.4	$103,100	$45,953	
Affordable Units - Moderate Income	1.1	$2,000	$2,255	
Total	*20.8*		*$4,492,989*	***$44,930***

[1] Based on financing gap for rental units; see **Table 3**.

Source: Economic & Planning Systems, Inc.

Table 8
Maximum Impact Fee Calculations -- 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	Affordable Units Required Per 100 Market-Rate Units	Financing Gap per Affordable Unit [1]	Total Impact Fee Required	
			Per 100 Market-Rate Units	Per Market Rate Unit
	(A)	(B)	(C = A * B)	(D = C / 100)
Affordable Units - Very Low Income (50%)	13.6	$265,400	$3,615,809	
Affordable Units - Low Income (60%)	3.9	$220,700	$859,195	
Affordable Units - Low Income (80%)	3.3	$131,300	$428,700	
Affordable Units - Median Income	0.4	$103,100	$44,907	
Affordable Units - Moderate Income	1.0	$2,000	$2,097	
Total	*22.3*		*$4,950,708*	***$49,507***

[1] Based on financing gap for rental units; see **Table 3**.

Source: Economic & Planning Systems, Inc.

Table 9
Maximum Impact Fee Calculations -- 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	Affordable Units Required Per 100 Market-Rate Units	Financing Gap per Affordable Unit [1]	Total Impact Fee Required	
			Per 100 Market-Rate Units	Per Market Rate Unit
	(A)	(B)	(C = A * B)	(D = C / 100)
Affordable Units - Very Low Income (50%)	16.9	$265,400	$4,496,186	
Affordable Units - Low Income (60%)	4.8	$220,700	$1,069,382	
Affordable Units - Low Income (80%)	4.0	$131,300	$518,955	
Affordable Units - Median Income	0.5	$103,100	$55,893	
Affordable Units - Moderate Income	1.3	$2,000	$2,523	
Total	*27.5*		*$6,142,939*	***$61,429.39***

[1] Based on financing gap for rental units; see **Table 3**.

Source: Economic & Planning Systems, Inc.

Table 10
Maximum Impact Fee Calculations -- 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	Affordable Units Required Per 100 Market-Rate Units	Financing Gap per Affordable Unit [1]	Total Impact Fee Required	
			Per 100 Market-Rate Units	Per Market Rate Unit
	(A)	(B)	(C = A * B)	(D = C / 100)
Affordable Units - Very Low Income (50%)	19.0	$265,400	$5,055,787	
Affordable Units - Low Income (60%)	5.5	$220,700	$1,202,985	
Affordable Units - Low Income (80%)	4.4	$131,300	$576,325	
Affordable Units - Median Income	0.6	$103,100	$62,876	
Affordable Units - Moderate Income	1.4	$2,000	$2,794	
Total	*30.9*		*$6,900,766*	***$69,008***

[1] Based on financing gap for rental units; see **Table 3**.

Source: Economic & Planning Systems, Inc.

Table 11
Maximum Impact Fee Calculations -- 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	Affordable Units Required Per 100 Market-Rate Units	Financing Gap per Affordable Unit [1]	Total Impact Fee Required	
			Per 100 Market-Rate Units	Per Market Rate Unit
	(A)	(B)	(C = A * B)	(D = C / 100)
Affordable Units - Very Low Income (50%)	21.0	$265,400	$5,561,536	
Affordable Units - Low Income (60%)	6.0	$220,700	$1,323,731	
Affordable Units - Low Income (80%)	4.8	$131,300	$628,174	
Affordable Units - Median Income	0.7	$103,100	$69,186	
Affordable Units - Moderate Income	1.5	$2,000	$3,039	
Total	*33.9*		*$7,585,665*	***$75,857***

[1] Based on financing gap for rental units; see **Table 3**.

Source: Economic & Planning Systems, Inc.

APPENDICES:

Appendix A: Household Expenditures and Employment Generation

Appendix B: Income Levels for Worker Households

APPENDIX A:

Household Expenditures and Employment Generation

Table A-1
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k = h * i / j*	*l = g * j*	
Food at Home	6.4%	100%	$5,166										
Food & Beverage Stores		100%	$5,166	$5,166,393	9.46	$546,019	$29,961	18.2	87.5%	1.67	9.6	$49,915	LI Households 80%
Food Away From Home	4.6%	100%	$3,740										
Food Services and Drinking Places		100%	$3,740	$3,740,114	3.59	$1,041,239	$16,942	61.5	87.5%	1.67	32.3	$28,225	VLI Households
Alcoholic Beverages	0.8%	100%	$615										
Food & Beverage Stores		50%	$308	$307,548	9.46	$32,504	$29,961	1.1	87.5%	1.67	0.6	$49,915	LI Households 80%
Food Services and Drinking Places		50%	$308	$307,548	3.59	$85,621	$16,942	5.1	87.5%	1.67	2.7	$28,225	VLI Households
Housing Maintenance, Repairs, Insurance, Other expenses	1.8%	100%	$1,464										
Personal and Household Goods Repair and Maintenance		45%	$659	$659,009	3.22	$204,364	$12,737	16.0	98.1%	1.67	9.4	$21,220	VLI Households
Building Material and Garden Equipment and Supplies Dealer		45%	$659	$659,009	7.31	$90,110	$34,899	2.6	87.5%	1.67	1.4	$58,142	LI Households 80%
Real Estate and Rental and Leasing		10%	$146	$146,447	5.33	$27,497	$55,131	0.5	98.1%	1.67	0.3	$91,849	Moderate Income
Fuel oil and Other fuels [7]	0.2%		$153										
Nonstore Retailers		100%	$153	$152,742	9.81	$15,574	$37,953	0.4	87.5%	1.67	0.2	$63,230	LI Households 80%
Water and Other Public Services [7]	0.8%	100%	$679										
Waste Management and Remediation Services		100%	$679	$679,082	3.45	$197,096	$65,302	3.0	98.1%	1.67	1.8	$108,794	Above Mod
Household Operations Personal Services	0.6%	100%	$448										
Nursing and Residential Care Facilities		40%	$179	$179,162	2.64	$67,842	$30,684	2.2	98.1%	1.67	1.3	$51,120	LI Households 80%
Social Assistance [8]		60%	$269	$268,743	2.98	$90,077	$24,832	3.6	98.1%	1.67	2.1	$41,370	VLI Households
Household Operations Other Household Expenses	1.2%	100%	$1,004										
Services to Buildings and Dwellings		100%	$1,004	$1,004,175	2.54	$394,907	$27,607	14.3	98.1%	1.67	8.4	$45,993	LI Households 60%
Housekeeping Supplies	1.1%	100%	$916										
Building Materials and Garden Equipment and Supplies Dealers		10%	$92	$91,645	7.31	$12,531	$34,899	0.4	87.5%	1.67	0.2	$58,142	LI Households 80%
Food & Beverage Stores		35%	$321	$320,758	9.46	$33,900	$29,961	1.1	87.5%	1.67	0.6	$49,915	LI Households 80%
General Merchandise		35%	$321	$320,758	11.54	$27,784	$25,807	1.1	87.5%	1.67	0.6	$42,995	LI Households 60%
Miscellaneous Store Retailers		20%	$183	$183,290	6.64	$27,622	$24,517	1.1	87.5%	1.67	0.6	$40,846	VLI Households

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 1,000 sq.ft. unit requires a household income of $81,300.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-1
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Household Furnishings and Equipment	2.6%	100%	$2,124										
Furniture and Home Furnishings Stores		40%	$850	$849,576	8.40	$101,098	$27,418	3.7	87.5%	1.67	1.9	$45,678	LI Households 60%
Electronics and Appliance Stores		40%	$850	$849,576	9.79	$86,765	$26,665	3.3	87.5%	1.67	1.7	$44,423	LI Households 60%
General Merchandise Stores		10%	$212	$212,394	11.54	$18,398	$25,807	0.7	87.5%	1.67	0.4	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$212	$212,394	6.64	$32,008	$24,517	1.3	87.5%	1.67	0.7	$40,846	VLI Households
Apparel and Services	2.8%	100%	$2,274										
Clothing and Clothing Accessories Stores		40%	$909	$909,434	7.64	$119,063	$20,424	5.8	87.5%	1.67	3.1	$34,027	VLI Households
General Merchandise		40%	$909	$909,434	11.54	$78,776	$25,807	3.1	87.5%	1.67	1.6	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$227	$227,358	6.64	$34,263	$24,517	1.4	87.5%	1.67	0.7	$40,846	VLI Households
Personal and Household Goods Repair and Maintenance		5%	$114	$113,679	3.22	$35,253	$12,737	2.8	87.5%	1.67	1.5	$21,220	VLI Households
Dry cleaning and Laundry Services		5%	$114	$113,679	3.22	$35,253	$12,737	2.8	87.5%	1.67	1.5	$21,220	VLI Households
Vehicle Purchases (net outlay)	5.5%	100%	$4,448										
Motor Vehicle and Parts Dealers		100%	$4,448	$4,448,093	10.06	$442,298	$53,507	8.3	87.5%	1.67	4.3	$89,143	Moderate Income
Gasoline and motor oil	4.2%	100%	$3,432										
Gasoline Stations		100%	$3,432	$3,431,534	47.55	$25,866	$21,168	1.2	87.5%	1.67	0.6	$35,266	VLI Households
Vehicle Maintenance and Repairs	1.4%	100%	$1,110										
Repair and Maintenance		100%	$1,110	$1,110,475	3.66	$303,359	$34,965	8.7	98.1%	1.67	5.1	$58,251	LI Households 80%
Medical Services	1.3%	100%	$1,046										
Ambulatory Health Care Services		40%	$419	$418,596	2.42	$172,977	$78,785	2.2	98.1%	1.67	1.3	$131,256	Above Mod
General Medical and Surgical Hospitals		30%	$314	$313,947	2.91	$107,927	$73,749	1.5	98.1%	1.67	0.9	$122,867	Above Mod
Nursing and Residential Care Facilities		30%	$314	$313,947	2.64	$118,880	$30,684	3.9	98.1%	1.67	2.3	$51,120	LI Households 80%
Drugs	0.7%	100%	$575										
Health and Personal Care Stores		100%	$575	$574,846	7.39	$77,819	$39,122	2.0	87.5%	1.67	1.0	$65,178	Median Income
Medical Supplies	0.2%	100%	$175										
Health and Personal Care Stores		100%	$175	$175,447	7.39	$23,751	$39,122	0.6	87.5%	1.67	0.3	$65,178	Median Income
Entertainment Fees and Admissions	0.9%	100%	$742										
Arts, Entertainment, & Recreation		100%	$742	$742,037	4.26	$174,171	$26,280	6.6	87.5%	1.67	3.5	$43,782	LI Households 60%

(1) Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

(2) Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

(3) Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 1,000 sq.ft. unit requires a household income of $81,300.

(4) Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

(5) BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

(6) Based on the American Community Survey data 2010-2014.

(7) Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

(8) Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-1
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k = h * i / j*	*l = g * j*	
Entertainment Audio and Visual Equipment and Services	1.5%	100%	$1,246										
Electronics and Appliance Stores		100%	$1,246	$1,245,673	9.79	$127,218	$26,665	4.8	87.5%	1.67	2.5	$44,423	LI Households 60%
Entertainment Pets, Toys, Hobbies, and Playground Equip.	1.0%	100%	$847										
Sporting Goods, Hobby, and Musical Instrument Stores		40%	$339	$338,922	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Miscellaneous Store Retailers		40%	$339	$338,922	6.64	$51,076	$24,517	2.1	87.5%	1.67	1.1	$40,846	VLI Households
Veterinary Services		20%	$169	$169,461	2.56	$66,152	$39,442	1.7	98.1%	1.67	1.0	$65,711	Median Income
Other Entertainment Supplies, Equipment, and Services	0.7%	100%	$572										
Sporting Goods, Hobby, and Musical Instrument Stores		85%	$486	$485,988	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Photographic Services		15%	$86	$85,763	4.40	$19,489	$26,467	0.7	98.1%	1.67	0.4	$44,095	LI Households 60%
Personal Care Products and Services	1.1%	100%	$875										
Unspecified Retail		50%	$438	$437,585	6.64	$65,944	$24,517	2.7	87.5%	1.67	1.4	$40,846	VLI Households
Personal Care Services		50%	$438	$437,585	2.89	$151,338	$17,688	8.6	98.1%	1.67	5.0	$29,469	VLI Households
Reading	0.2%	100%	$136										
Sporting Goods, Hobby, and Musical Instrument Stores		100%	$136	$136,229	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Education	1.7%	100%	$1,395										
Educational Services		100%	$1,395	$1,395,318	3.11	$448,279	$22,455	20.0	98.1%	1.67	11.8	$37,410	VLI Households
Tobacco Products and Smoking Supplies	0.4%	100%	$361										
Unspecified Retail		100%	$361	$361,214	6.64	$54,435	$24,517	2.2	87.5%	1.67	1.2	$40,846	VLI Households
Miscellaneous	1.3%	100%	$1,021										
Accounting		20%	$204	$204,138	2.11	$96,521	$58,902	1.6	98.1%	1.67	1.0	$98,131	Moderate Income
Architectural, Engineering, and Related		20%	$204	$204,138	2.98	$68,525	$95,809	0.7	98.1%	1.67	0.4	$159,617	Above Mod
Specialized Design Services		20%	$204	$204,138	3.84	$53,149	$52,815	1.0	98.1%	1.67	0.6	$87,990	Moderate Income
Death Care Services		20%	$204	$204,138	3.41	$59,922	$42,194	1.4	98.1%	1.67	0.8	$70,294	Median Income
Legal Services		20%	$204	$204,138	2.99	$68,245	$98,006	0.7	98.1%	1.67	0.4	$163,278	Above Mod
Total per 1,000 Market Rate Households								**240.1**			**132.0**		

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 1,000 sq.ft. unit requires a household income of $81,300.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Source: 2014 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2013 Economic Census, American Community Survey; and Economic & Planning Systems, Inc.

Table A-2
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Household s	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k = h * i / j*	*l = g * j*	
Food at Home	5.4%	100%	$6,594										
Food & Beverage Stores		100%	$6,593.99	$6,593,990	9.46	$696,898	$29,961	23.3	87.5%	1.67	12.2	$49,915	LI Households 80%
Food Away From Home	4.1%	100%	$5,084										
Food Services and Drinking Places		100%	$5,084	$5,084,365	3.59	$1,415,476	$16,942	83.5	87.5%	1.67	43.9	$28,225	VLI Households
Alcoholic Beverages	0.7%	100%	$862										
Food & Beverage Stores		50%	$431	$430,777	9.46	$45,527	$29,961	1.5	87.5%	1.67	0.8	$49,915	LI Households 80%
Food Services and Drinking Places		50%	$431	$430,777	3.59	$119,927	$16,942	7.1	87.5%	1.67	3.7	$28,225	VLI Households
Housing Maintenance, Repairs, Insurance, Other expenses	2.1%	100%	$2,544										
Personal and Household Goods Repair and Maintenance		45%	$1,145	$1,144,962	3.22	$355,061	$12,737	27.9	98.1%	1.67	16.4	$21,220	VLI Households
Building Material and Garden Equipment and Supplies Dealer		45%	$1,145	$1,144,962	7.31	$156,557	$34,899	4.5	87.5%	1.67	2.4	$58,142	LI Households 80%
Real Estate and Rental and Leasing		10%	$254	$254,436	5.33	$47,773	$55,131	0.9	98.1%	1.67	0.5	$91,849	Moderate Income
Fuel oil and Other fuels [7]	0.2%		$237										
Nonstore Retailers		100%	$237	$237,445	9.81	$24,211	$37,953	0.6	87.5%	1.67	0.3	$63,230	LI Households 80%
Water and Other Public Services [7]	0.7%	100%	$821										
Waste Management and Remediation Services		100%	$821	$821,253	3.45	$238,360	$65,302	3.7	98.1%	1.67	2.1	$108,794	Above Mod
Household Operations Personal Services	1.9%	100%	$2,398										
Nursing and Residential Care Facilities		40%	$959	$959,363	2.64	$363,274	$30,684	11.8	98.1%	1.67	7.0	$51,120	LI Households 80%
Social Assistance [8]		60%	$1,439	$1,439,045	2.98	$482,336	$24,832	19.4	98.1%	1.67	11.4	$41,370	VLI Households
Household Operations Other Household Expenses	1.1%	100%	$1,403										
Services to Buildings and Dwellings		100%	$1,403	$1,402,884	2.54	$551,705	$27,607	20.0	98.1%	1.67	11.8	$45,993	LI Households 60%
Housekeeping Supplies	0.8%	100%	$1,033										
Building Materials and Garden Equipment and Supplies Dealers		10%	$103.26	$103,256	7.31	$14,119	$34,899	0.4	87.5%	1.67	0.2	$58,142	LI Households 80%
Food & Beverage Stores		35%	$361	$361,395	9.46	$38,195	$29,961	1.3	87.5%	1.67	0.7	$49,915	LI Households 80%
General Merchandise		35%	$361	$361,395	11.54	$31,304	$25,807	1.2	87.5%	1.67	0.6	$42,995	LI Households 60%
Miscellaneous Store Retailers		20%	$207	$206,511	6.64	$31,121	$24,517	1.3	87.5%	1.67	0.7	$40,846	VLI Households

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 1,500 sq.ft. unit requires a household income of $123,200.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-2
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k = h * i / j*	*l = g * j*	
Household Furnishings and Equipment	2.8%	100%	$3,439										
Furniture and Home Furnishings Stores		40%	$1,375	$1,375,436	8.40	$163,674	$27,418	6.0	87.5%	1.67	3.1	$45,678	LI Households 60%
Electronics and Appliance Stores		40%	$1,375	$1,375,436	9.79	$140,470	$26,665	5.3	87.5%	1.67	2.8	$44,423	LI Households 60%
General Merchandise Stores		10%	$344	$343,859	11.54	$29,785	$25,807	1.2	87.5%	1.67	0.6	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$344	$343,859	6.64	$51,820	$24,517	2.1	87.5%	1.67	1.1	$40,846	VLI Households
Apparel and Services	2.8%	100%	$3,509										
Clothing and Clothing Accessories Stores		40%	$1,404	$1,403,755	7.64	$183,780	$20,424	9.0	87.5%	1.67	4.7	$34,027	VLI Households
General Merchandise		40%	$1,404	$1,403,755	11.54	$121,594	$25,807	4.7	87.5%	1.67	2.5	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$351	$350,939	6.64	$52,887	$24,517	2.2	87.5%	1.67	1.1	$40,846	VLI Households
Personal and Household Goods Repair and Maintenance		5%	$175	$175,469	3.22	$54,414	$12,737	4.3	87.5%	1.67	2.2	$21,220	VLI Households
Dry cleaning and Laundry Services		5%	$175	$175,469	3.22	$54,414	$12,737	4.3	87.5%	1.67	2.2	$21,220	VLI Households
Vehicle Purchases (net outlay)	5.5%	100%	$6,814										
Motor Vehicle and Parts Dealers		100%	$6,814	$6,814,007	10.06	$677,554	$53,507	12.7	87.5%	1.67	6.7	$89,143	Moderate Income
Gasoline and motor oil	3.4%	100%	$4,192										
Gasoline Stations		100%	$4,192	$4,192,314	47.55	$25,866	$21,168	1.2	87.5%	1.67	0.6	$35,266	VLI Households
Vehicle Maintenance and Repairs	1.1%	100%	$1,411										
Repair and Maintenance		100%	$1,411	$1,410,508	3.66	$385,321	$34,965	11.0	98.1%	1.67	6.5	$58,251	LI Households 80%
Medical Services	1.4%	100%	$1,782										
Ambulatory Health Care Services		40%	$713	$712,770	2.42	$294,539	$78,785	3.7	98.1%	1.67	2.2	$131,256	Above Mod
General Medical and Surgical Hospitals		30%	$535	$534,577	2.91	$183,774	$73,749	2.5	98.1%	1.67	1.5	$122,867	Above Mod
Nursing and Residential Care Facilities		30%	$535	$534,577	2.64	$202,424	$30,684	6.6	98.1%	1.67	3.9	$51,120	LI Households 80%
Drugs	0.6%	100%	$720										
Health and Personal Care Stores		100%	$720	$719,958	7.39	$97,464	$39,122	2.5	87.5%	1.67	1.3	$65,178	Median Income
Medical Supplies	0.2%	100%	$256										
Health and Personal Care Stores		100%	$256	$255,961	7.39	$34,650	$39,122	0.9	87.5%	1.67	0.5	$65,178	Median Income
Entertainment Fees and Admissions	1.3%	100%	$1,542										
Arts, Entertainment, & Recreation		100%	$1,542	$1,542,301	4.26	$362,008	$26,280	13.8	87.5%	1.67	7.2	$43,782	LI Households 60%

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 1,500 sq.ft. unit requires a household income of $123,200.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-2
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k = h * i / j*	*l = g * j*	
Entertainment Audio and Visual Equipment and Services	1.5%	100%	$1,791										
Electronics and Appliance Stores		100%	$1,791	$1,790,638	9.79	$182,874	$26,665	6.9	87.5%	1.67	3.6	$44,423	LI Households 60%
Entertainment Pets, Toys, Hobbies, and Playground Equip.	1.0%	100%	$1,230										
Sporting Goods, Hobby, and Musical Instrument Stores		40%	$492	$491,881	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Miscellaneous Store Retailers		40%	$492	$491,881	6.64	$74,127	$24,517	3.0	87.5%	1.67	1.6	$40,846	VLI Households
Veterinary Services		20%	$246	$245,940	2.56	$96,008	$39,442	2.4	98.1%	1.67	1.4	$65,711	Median Income
Other Entertainment Supplies, Equipment, and Services	0.6%	100%	$757										
Sporting Goods, Hobby, and Musical Instrument Stores		85%	$643	$643,442	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Photographic Services		15%	$114	$113,549	4.40	$25,803	$26,467	1.0	98.1%	1.67	0.6	$44,095	LI Households 60%
Personal Care Products and Services	1.0%	100%	$1,281										
Unspecified Retail		50%	$640	$640,447	6.64	$96,516	$24,517	3.9	87.5%	1.67	2.1	$40,846	VLI Households
Personal Care Services		50%	$640	$640,447	2.89	$221,497	$17,688	12.5	98.1%	1.67	7.4	$29,469	VLI Households
Reading	0.2%	100%	$197										
Sporting Goods, Hobby, and Musical Instrument Stores		100%	$197	$197,144	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Education	2.0%	100%	$2,475										
Educational Services		100%	$2,475	$2,474,652	3.11	$795,040	$22,455	35.4	98.1%	1.67	20.8	$37,410	VLI Households
Tobacco Products and Smoking Supplies	0.3%	100%	$331										
Unspecified Retail		100%	$331	$331,115	6.64	$49,899	$24,517	2.0	87.5%	1.67	1.1	$40,846	VLI Households
Miscellaneous	1.2%	100%	$1,526										
Accounting		20%	$305	$305,193	2.11	$144,302	$58,902	2.4	98.1%	1.67	1.4	$98,131	Moderate Income
Architectural, Engineering, and Related		20%	$305	$305,193	2.98	$102,447	$95,809	1.1	98.1%	1.67	0.6	$159,617	Above Mod
Specialized Design Services		20%	$305	$305,193	3.84	$79,460	$52,815	1.5	98.1%	1.67	0.9	$87,990	Moderate Income
Death Care Services		20%	$305	$305,193	3.41	$89,586	$42,194	2.1	98.1%	1.67	1.3	$70,294	Median Income
Legal Services		20%	$305	$305,193	2.99	$102,028	$98,006	1.0	98.1%	1.67	0.6	$163,278	Above Mod
Total per 1,000 Market Rate Households								**377.5**			**208.9**		

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 1,500 sq.ft. unit requires a household income of $123,200.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Source: 2014 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2013 Economic Census, American Community Survey, and Economic & Planning Systems, Inc.

Table A-3
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Food at Home	3.5%	100%	$5,355										
Food & Beverage Stores		100%	$5,355.24	$5,355,244	9.46	$565,978	$29,961	18.9	87.5%	1.67	9.9	$49,915	LI Households 80%
Food Away From Home	3.8%	100%	$5,805										
Food Services and Drinking Places		100%	$5,805	$5,804,578	3.59	$1,615,982	$16,942	95.4	87.5%	1.67	50.1	$28,225	VLI Households
Alcoholic Beverages	0.8%	100%	$1,172										
Food & Beverage Stores		50%	$586	$586,177	9.46	$61,951	$29,961	2.1	87.5%	1.67	1.1	$49,915	LI Households 80%
Food Services and Drinking Places		50%	$586	$586,177	3.59	$163,190	$16,942	9.6	87.5%	1.67	5.1	$28,225	VLI Households
Housing Maintenance, Repairs, Insurance, Other expenses	1.7%	100%	$2,615										
Personal and Household Goods Repair and Maintenance		45%	$1,177	$1,176,806	3.22	$364,936	$12,737	28.7	98.1%	1.67	16.9	$21,220	VLI Households
Building Material and Garden Equipment and Supplies Dealer		45%	$1,177	$1,176,806	7.31	$160,911	$34,899	4.6	87.5%	1.67	2.4	$58,142	LI Households 80%
Real Estate and Rental and Leasing		10%	$262	$261,512	5.33	$49,102	$55,131	0.9	98.1%	1.67	0.5	$91,849	Moderate Income
Fuel oil and Other fuels [7]	0.2%		$252										
Nonstore Retailers		100%	$252	$251,627	9.81	$25,657	$37,953	0.7	87.5%	1.67	0.4	$63,230	LI Households 80%
Water and Other Public Services [7]	0.5%	100%	$720										
Waste Management and Remediation Services		100%	$720	$719,751	3.45	$208,900	$65,302	3.2	98.1%	1.67	1.9	$108,794	Above Mod
Household Operations Personal Services	0.8%	100%	$1,215										
Nursing and Residential Care Facilities		40%	$486	$485,934	2.64	$184,005	$30,684	6.0	98.1%	1.67	3.5	$51,120	LI Households 80%
Social Assistance [8]		60%	$729	$728,901	2.98	$244,312	$24,832	9.8	98.1%	1.67	5.8	$41,370	VLI Households
Household Operations Other Household Expenses	1.2%	100%	$1,889										
Services to Buildings and Dwellings		100%	$1,889	$1,888,837	2.54	$742,813	$27,607	26.9	98.1%	1.67	15.8	$45,993	LI Households 60%
Housekeeping Supplies	0.6%	100%	$922										
Building Materials and Garden Equipment and Supplies Dealers		10%	$92.24	$92,236	7.31	$12,612	$34,899	0.4	87.5%	1.67	0.2	$58,142	LI Households 80%
Food & Beverage Stores		35%	$323	$322,826	9.46	$34,118	$29,961	1.1	87.5%	1.67	0.6	$49,915	LI Households 80%
General Merchandise		35%	$323	$322,826	11.54	$27,963	$25,807	1.1	87.5%	1.67	0.6	$42,995	LI Households 60%
Miscellaneous Store Retailers		20%	$184	$184,472	6.64	$27,800	$24,517	1.1	87.5%	1.67	0.6	$40,846	VLI Households

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 2,000 sq ft. unit requires a household income of $153,700.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-3
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Household Furnishings and Equipment	2.1%	100%	$3,223										
Furniture and Home Furnishings Stores		40%	$1,289	$1,289,180	8.40	$153,409	$27,418	5.6	87.5%	1.67	2.9	$45,678	LI Households 60%
Electronics and Appliance Stores		40%	$1,289	$1,289,180	9.79	$131,661	$26,665	4.9	87.5%	1.67	2.6	$44,423	LI Households 60%
General Merchandise Stores		10%	$322	$322,295	11.54	$27,917	$25,807	1.1	87.5%	1.67	0.6	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$322	$322,295	6.64	$48,570	$24,517	2.0	87.5%	1.67	1.0	$40,846	VLI Households
Apparel and Services	2.5%	100%	$3,854										
Clothing and Clothing Accessories Stores		40%	$1,542	$1,541,787	7.64	$201,851	$20,424	9.9	87.5%	1.67	5.2	$34,027	VLI Households
General Merchandise		40%	$1,542	$1,541,787	11.54	$133,551	$25,807	5.2	87.5%	1.67	2.7	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$385	$385,447	6.64	$58,087	$24,517	2.4	87.5%	1.67	1.2	$40,846	VLI Households
Personal and Household Goods Repair and Maintenance		5%	$193	$192,723	3.22	$59,765	$12,737	4.7	87.5%	1.67	2.5	$21,220	VLI Households
Dry cleaning and Laundry Services		5%	$193	$192,723	3.22	$59,765	$12,737	4.7	87.5%	1.67	2.5	$21,220	VLI Households
Vehicle Purchases (net outlay)	3.9%	100%	$5,994										
Motor Vehicle and Parts Dealers		100%	$5,994	$5,994,115	10.06	$596,027	$53,507	11.1	87.5%	1.67	5.9	$89,143	Moderate Income
Gasoline and motor oil	2.1%	100%	$3,198										
Gasoline Stations		100%	$3,198	$3,197,624	47.55	$25,866	$21,168	1.2	87.5%	1.67	0.6	$35,266	VLI Households
Vehicle Maintenance and Repairs	1.0%	100%	$1,545										
Repair and Maintenance		100%	$1,545	$1,544,892	3.66	$422,032	$34,965	12.1	98.1%	1.67	7.1	$58,251	LI Households 80%
Medical Services	0.9%	100%	$1,325										
Ambulatory Health Care Services		40%	$530	$530,051	2.42	$219,034	$78,785	2.8	98.1%	1.67	1.6	$131,256	Above Mod
General Medical and Surgical Hospitals		30%	$398	$397,538	2.91	$136,664	$73,749	1.9	98.1%	1.67	1.1	$122,867	Above Mod
Nursing and Residential Care Facilities		30%	$398	$397,538	2.64	$150,532	$30,684	4.9	98.1%	1.67	2.9	$51,120	LI Households 80%
Drugs	0.5%	100%	$703										
Health and Personal Care Stores		100%	$703	$703,412	7.39	$95,224	$39,122	2.4	87.5%	1.67	1.3	$65,178	Median Income
Medical Supplies	0.2%	100%	$236										
Health and Personal Care Stores		100%	$236	$236,105	7.39	$31,962	$39,122	0.8	87.5%	1.67	0.4	$65,178	Median Income
Entertainment Fees and Admissions	1.4%	100%	$2,138										
Arts, Entertainment, & Recreation		100%	$2,138	$2,138,013	4.26	$501,834	$26,280	19.1	87.5%	1.67	10.0	$43,782	LI Households 60%

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 2,000 sq.ft. unit requires a household income of $153,700.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-3
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Entertainment Audio and Visual Equipment and Services	0.9%	100%	$1,432										
Electronics and Appliance Stores		100%	$1,432	$1,432,150	9.79	$146,262	$26,665	5.5	87.5%	1.67	2.9	$44,423	LI Households 60%
Entertainment Pets, Toys, Hobbies, and Playground Equip.	0.6%	100%	$1,199										
Sporting Goods, Hobby, and Musical Instrument Stores		40%	$480	$479,725	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Miscellaneous Store Retailers		40%	$480	$479,725	6.64	$72,295	$24,517	2.9	87.5%	1.67	1.5	$40,846	VLI Households
Veterinary Services		20%	$240	$239,863	2.56	$93,635	$39,442	2.4	98.1%	1.67	1.4	$65,711	Median Income
Other Entertainment Supplies, Equipment, and Services	0.7%	100%	$1,041										
Sporting Goods, Hobby, and Musical Instrument Stores		85%	$885	$884,698	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Photographic Services		15%	$156	$156,123	4.40	$35,478	$26,467	1.3	98.1%	1.67	0.8	$44,095	LI Households 60%
Personal Care Products and Services	0.8%	100%	$1,212										
Unspecified Retail		50%	$606	$605,784	6.64	$91,292	$24,517	3.7	87.5%	1.67	2.0	$40,846	VLI Households
Personal Care Services		50%	$606	$605,784	2.89	$209,509	$17,688	11.8	98.1%	1.67	7.0	$29,469	VLI Households
Reading	0.1%	100%	$203										
Sporting Goods, Hobby, and Musical Instrument Stores		100%	$203	$203,426	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Education	2.6%	100%	$4,006										
Educational Services		100%	$4,006	$4,005,608	3.11	$1,286,896	$22,455	57.3	98.1%	1.67	33.7	$37,410	VLI Households
Tobacco Products and Smoking Supplies	0.1%	100%	$172										
Unspecified Retail		100%	$172	$171,564	6.64	$25,855	$24,517	1.1	87.5%	1.67	0.6	$40,846	VLI Households
Miscellaneous	1.0%	100%	$1,526										
Accounting		20%	$305	$305,220	2.11	$144,315	$58,902	2.5	98.1%	1.67	1.4	$98,131	Moderate Income
Architectural, Engineering, and Related		20%	$305	$305,220	2.98	$102,456	$95,809	1.1	98.1%	1.67	0.6	$159,617	Above Mod
Specialized Design Services		20%	$305	$305,220	3.84	$79,467	$52,815	1.5	98.1%	1.67	0.9	$87,990	Moderate Income
Death Care Services		20%	$305	$305,220	3.41	$89,594	$42,194	2.1	98.1%	1.67	1.3	$70,294	Median Income
Legal Services		20%	$305	$305,220	2.99	$102,038	$98,006	1.0	98.1%	1.67	0.6	$163,278	Above Mod
Total per 1,000 Market Rate Households								**401.5**			**222.2**		

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 2,000 sq.ft. unit requires a household income of $153,700.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Source: 2014 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics, 2013 Economic Census, American Community Survey; and Economic & Planning Systems, Inc.

Table A-4
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Food at Home	3.5%	100%	$6,665										
Food & Beverage Stores		100%	$6,665.31	$6,665,310	9.46	$704,435	$29,961	23.5	87.5%	1.67	12.3	$49,915	LI Households 80%
Food Away From Home	3.8%	100%	$7,225										
Food Services and Drinking Places		100%	$7,225	$7,224,566	3.59	$2,011,303	$16,942	118.7	87.5%	1.67	62.4	$28,225	VLI Households
Alcoholic Beverages	0.8%	100%	$1,459										
Food & Beverage Stores		50%	$730	$729,574	9.46	$77,106	$29,961	2.6	87.5%	1.67	1.4	$49,915	LI Households 80%
Food Services and Drinking Places		50%	$730	$729,574	3.59	$203,112	$16,942	12.0	87.5%	1.67	6.3	$28,225	VLI Households
Housing Maintenance, Repairs, Insurance, Other expenses	1.7%	100%	$3,255										
Personal and Household Goods Repair and Maintenance		45%	$1,465	$1,464,691	3.22	$454,212	$12,737	35.7	98.1%	1.67	21.0	$21,220	VLI Households
Building Material and Garden Equipment and Supplies Dealer		45%	$1,465	$1,464,691	7.31	$200,275	$34,899	5.7	87.5%	1.67	3.0	$58,142	LI Households 80%
Real Estate and Rental and Leasing		10%	$325	$325,487	5.33	$61,114	$55,131	1.1	98.1%	1.67	0.7	$91,849	Moderate Income
Fuel oil and Other fuels [7]	0.2%		$313										
Nonstore Retailers		100%	$313	$313,183	9.81	$31,933	$37,953	0.8	87.5%	1.67	0.4	$63,230	LI Households 80%
Water and Other Public Services [7]	0.5%	100%	$896										
Waste Management and Remediation Services		100%	$896	$895,826	3.45	$260,004	$65,302	4.0	98.1%	1.67	2.3	$108,794	Above Mod
Household Operations Personal Services	0.8%	100%	$1,512										
Nursing and Residential Care Facilities		40%	$605	$604,810	2.64	$229,018	$30,684	7.5	98.1%	1.67	4.4	$51,120	LI Households 80%
Social Assistance [8]		60%	$907	$907,214	2.98	$304,078	$24,832	12.2	98.1%	1.67	7.2	$41,370	VLI Households
Household Operations Other Household Expenses	1.2%	100%	$2,351										
Services to Buildings and Dwellings		100%	$2,351	$2,350,907	2.54	$924,530	$27,607	33.5	98.1%	1.67	19.7	$45,993	LI Households 60%
Housekeeping Supplies	0.6%	100%	$1,148										
Building Materials and Garden Equipment and Supplies Dealers		10%	$114.80	$114,800	7.31	$15,697	$34,899	0.4	87.5%	1.67	0.2	$58,142	LI Households 80%
Food & Beverage Stores		35%	$402	$401,800	9.46	$42,465	$29,961	1.4	87.5%	1.67	0.7	$49,915	LI Households 80%
General Merchandise		35%	$402	$401,800	11.54	$34,804	$25,807	1.3	87.5%	1.67	0.7	$42,995	LI Households 60%
Miscellaneous Store Retailers		20%	$230	$229,600	6.64	$34,601	$24,517	1.4	87.5%	1.67	0.7	$40,846	VLI Households

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 2,500 sq.ft. unit requires a household income of $191,300.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-4
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Household Furnishings and Equipment	2.1%	100%	$4,011										
Furniture and Home Furnishings Stores		40%	$1,605	$1,604,555	8.40	$190,938	$27,418	7.0	87.5%	1.67	3.7	$45,678	LI Households 60%
Electronics and Appliance Stores		40%	$1,605	$1,604,555	9.79	$163,870	$26,665	6.1	87.5%	1.67	3.2	$44,423	LI Households 60%
General Merchandise Stores		10%	$401	$401,139	11.54	$34,747	$25,807	1.3	87.5%	1.67	0.7	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$401	$401,139	6.64	$60,452	$24,517	2.5	87.5%	1.67	1.3	$40,846	VLI Households
Apparel and Services	2.5%	100%	$4,797										
Clothing and Clothing Accessories Stores		40%	$1,919	$1,918,959	7.64	$251,230	$20,424	12.3	87.5%	1.67	6.5	$34,027	VLI Households
General Merchandise		40%	$1,919	$1,918,959	11.54	$166,222	$25,807	6.4	87.5%	1.67	3.4	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$480	$479,740	6.64	$72,297	$24,517	2.9	87.5%	1.67	1.5	$40,846	VLI Households
Personal and Household Goods Repair and Maintenance		5%	$240	$239,870	3.22	$74,385	$12,737	5.8	87.5%	1.67	3.1	$21,220	VLI Households
Dry cleaning and Laundry Services		5%	$240	$239,870	3.22	$74,385	$12,737	5.8	87.5%	1.67	3.1	$21,220	VLI Households
Vehicle Purchases (net outlay)	3.9%	100%	$7,460										
Motor Vehicle and Parts Dealers		100%	$7,460	$7,460,470	10.06	$741,835	$53,507	13.9	87.5%	1.67	7.3	$89,143	Moderate Income
Gasoline and motor oil	2.1%	100%	$3,980										
Gasoline Stations		100%	$3,980	$3,979,866	47.55	$25,866	$21,168	1.2	87.5%	1.67	0.6	$35,266	VLI Households
Vehicle Maintenance and Repairs	1.0%	100%	$1,923										
Repair and Maintenance		100%	$1,923	$1,922,823	3.66	$525,275	$34,965	15.0	98.1%	1.67	8.8	$58,251	LI Households 80%
Medical Services	0.9%	100%	$1,649										
Ambulatory Health Care Services		40%	$660	$659,718	2.42	$272,617	$78,785	3.5	98.1%	1.67	2.0	$131,256	Above Mod
General Medical and Surgical Hospitals		30%	$495	$494,789	2.91	$170,096	$73,749	2.3	98.1%	1.67	1.4	$122,867	Above Mod
Nursing and Residential Care Facilities		30%	$495	$494,789	2.64	$187,357	$30,684	6.1	98.1%	1.67	3.6	$51,120	LI Households 80%
Drugs	0.5%	100%	$875										
Health and Personal Care Stores		100%	$875	$875,489	7.39	$118,518	$39,122	3.0	87.5%	1.67	1.6	$65,178	Median Income
Medical Supplies	0.2%	100%	$294										
Health and Personal Care Stores		100%	$294	$293,863	7.39	$39,781	$39,122	1.0	87.5%	1.67	0.5	$65,178	Median Income
Entertainment Fees and Admissions	1.4%	100%	$2,661										
Arts, Entertainment, & Recreation		100%	$2,661	$2,661,040	4.26	$624,598	$26,280	23.8	87.5%	1.67	12.5	$43,782	LI Households 60%

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 2,500 sq.ft. unit requires a household income of $191,300.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-4
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Entertainment Audio and Visual Equipment and Services	0.9%	100%	$1,783										
Electronics and Appliance Stores		100%	$1,783	$1,782,500	9.79	$182,043	$26,665	6.8	87.5%	1.67	3.6	$44,423	LI Households 60%
Entertainment Pets, Toys, Hobbies, and Playground Equip.	0.8%	100%	$1,493										
Sporting Goods, Hobby, and Musical Instrument Stores		40%	$597	$597,082	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Miscellaneous Store Retailers		40%	$597	$597,082	6.64	$89,981	$24,517	3.7	87.5%	1.67	1.9	$40,846	VLI Households
Veterinary Services		20%	$299	$298,541	2.56	$116,541	$39,442	3.0	98.1%	1.67	1.7	$65,711	Median Income
Other Entertainment Supplies, Equipment, and Services	0.7%	100%	$1,295										
Sporting Goods, Hobby, and Musical Instrument Stores		85%	$1,101	$1,101,124	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Photographic Services		15%	$194	$194,316	4.40	$44,157	$26,467	1.7	98.1%	1.67	1.0	$44,095	LI Households 60%
Personal Care Products and Services	0.8%	100%	$1,508										
Unspecified Retail		50%	$754	$753,978	6.64	$113,625	$24,517	4.6	87.5%	1.67	2.4	$40,846	VLI Households
Personal Care Services		50%	$754	$753,978	2.89	$260,762	$17,688	14.7	98.1%	1.67	8.7	$29,469	VLI Households
Reading	0.1%	100%	$253										
Sporting Goods, Hobby, and Musical Instrument Stores		100%	$253	$253,190	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Education	2.6%	100%	$4,986										
Educational Services		100%	$4,986	$4,985,510	3.11	$1,601,712	$22,455	71.3	98.1%	1.67	42.0	$37,410	VLI Households
Tobacco Products and Smoking Supplies	0.1%	100%	$214										
Unspecified Retail		100%	$214	$213,534	6.64	$32,180	$24,517	1.3	87.5%	1.67	0.7	$40,846	VLI Households
Miscellaneous	1.0%	100%	$1,899										
Accounting		20%	$380	$379,887	2.11	$179,620	$58,902	3.0	98.1%	1.67	1.8	$98,131	Moderate Income
Architectural, Engineering, and Related		20%	$380	$379,887	2.98	$127,520	$95,809	1.3	98.1%	1.67	0.8	$159,617	Above Mod
Specialized Design Services		20%	$380	$379,887	3.84	$98,907	$52,815	1.9	98.1%	1.67	1.1	$87,990	Moderate Income
Death Care Services		20%	$380	$379,887	3.41	$111,512	$42,194	2.6	98.1%	1.67	1.6	$70,294	Median Income
Legal Services		20%	$380	$379,887	2.99	$126,999	$98,006	1.3	98.1%	1.67	0.8	$163,278	Above Mod
Total per 1,000 Market Rate Households								**499.4**			**276.4**		

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 2,500 sq.ft. unit requires a household income of $191,300.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Source: 2014 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2013 Economic Census, American Community Survey; and Economic & Planning Systems, Inc.

Table A-5
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Food at Home	3.5%	100%	$7,498										
Food & Beverage Stores		100%	$7,498.04	$7,498,039	9.46	$792,444	$29,961	26.4	87.5%	1.67	13.9	$49,915	LI Households 80%
Food Away From Home	3.8%	100%	$8,127										
Food Services and Drinking Places		100%	$8,127	$8,127,165	3.59	$2,262,585	$16,942	133.5	87.5%	1.67	70.1	$28,225	VLI Households
Alcoholic Beverages	0.8%	100%	$1,641										
Food & Beverage Stores		50%	$821	$820,724	9.46	$86,740	$29,961	2.9	87.5%	1.67	1.5	$49,915	LI Households 80%
Food Services and Drinking Places		50%	$821	$820,724	3.59	$228,488	$16,942	13.5	87.5%	1.67	7.1	$28,225	VLI Households
Housing Maintenance, Repairs, Insurance, Other expenses	1.7%	100%	$3,662										
Personal and Household Goods Repair and Maintenance		45%	$1,648	$1,647,681	3.22	$510,958	$12,737	40.1	98.1%	1.67	23.6	$21,220	VLI Households
Building Material and Garden Equipment and Supplies Dealer		45%	$1,648	$1,647,681	7.31	$225,296	$34,899	6.5	87.5%	1.67	3.4	$58,142	LI Households 80%
Real Estate and Rental and Leasing		10%	$366	$366,151	5.33	$68,749	$55,131	1.2	98.1%	1.67	0.7	$91,849	Moderate Income
Fuel oil and Other fuels [7]	0.2%		$352										
Nonstore Retailers		100%	$352	$352,311	9.81	$35,923	$37,953	0.9	87.5%	1.67	0.5	$63,230	LI Households 80%
Water and Other Public Services [7]	0.5%	100%	$1,008										
Waste Management and Remediation Services		100%	$1,008	$1,007,746	3.45	$292,487	$65,302	4.5	98.1%	1.67	2.6	$108,794	Above Mod
Household Operations Personal Services	0.8%	100%	$1,701										
Nursing and Residential Care Facilities		40%	$680	$680,371	2.64	$257,630	$30,684	8.4	98.1%	1.67	4.9	$51,120	LI Households 80%
Social Assistance [8]		60%	$1,021	$1,020,557	2.98	$342,068	$24,832	13.8	98.1%	1.67	8.1	$41,370	VLI Households
Household Operations Other Household Expenses	1.2%	100%	$2,645										
Services to Buildings and Dwellings		100%	$2,645	$2,644,617	2.54	$1,040,035	$27,607	37.7	98.1%	1.67	22.2	$45,993	LI Households 60%
Housekeeping Supplies	0.6%	100%	$1,291										
Building Materials and Garden Equipment and Supplies Dealers		10%	$129.14	$129,142	7.31	$17,658	$34,899	0.5	87.5%	1.67	0.3	$58,142	LI Households 80%
Food & Beverage Stores		35%	$452	$451,998	9.46	$47,770	$29,961	1.6	87.5%	1.67	0.8	$49,915	LI Households 80%
General Merchandise		35%	$452	$451,998	11.54	$39,152	$25,807	1.5	87.5%	1.67	0.8	$42,995	LI Households 60%
Miscellaneous Store Retailers		20%	$258	$258,285	6.64	$38,924	$24,517	1.6	87.5%	1.67	0.8	$40,846	VLI Households

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 3,000 sq ft. unit requires a household income of $215,200.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-5
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Household Furnishings and Equipment	2.1%	100%	$4,513										
Furniture and Home Furnishings Stores		40%	$1,805	$1,805,020	8.40	$214,793	$27,418	7.8	87.5%	1.67	4.1	$45,678	LI Households 60%
Electronics and Appliance Stores		40%	$1,805	$1,805,020	9.79	$184,343	$26,665	6.9	87.5%	1.67	3.6	$44,423	LI Households 60%
General Merchandise Stores		10%	$451	$451,255	11.54	$39,088	$25,807	1.5	87.5%	1.67	0.8	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$451	$451,255	6.64	$68,004	$24,517	2.8	87.5%	1.67	1.5	$40,846	VLI Households
Apparel and Services	2.5%	100%	$5,397										
Clothing and Clothing Accessories Stores		40%	$2,159	$2,158,703	7.64	$282,617	$20,424	13.8	87.5%	1.67	7.3	$34,027	VLI Households
General Merchandise		40%	$2,159	$2,158,703	11.54	$186,989	$25,807	7.2	87.5%	1.67	3.8	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$540	$539,676	6.64	$81,329	$24,517	3.3	87.5%	1.67	1.7	$40,846	VLI Households
Personal and Household Goods Repair and Maintenance		5%	$270	$269,838	3.22	$83,679	$12,737	6.6	87.5%	1.67	3.5	$21,220	VLI Households
Dry cleaning and Laundry Services		5%	$270	$269,838	3.22	$83,679	$12,737	6.6	87.5%	1.67	3.5	$21,220	VLI Households
Vehicle Purchases (net outlay)	3.9%	100%	$8,393										
Motor Vehicle and Parts Dealers		100%	$8,393	$8,392,541	10.06	$834,516	$53,507	15.6	87.5%	1.67	8.2	$89,143	Moderate Income
Gasoline and motor oil	2.1%	100%	$4,477										
Gasoline Stations		100%	$4,477	$4,477,090	47.55	$25,866	$21,168	1.2	87.5%	1.67	0.6	$35,266	VLI Households
Vehicle Maintenance and Repairs	1.0%	100%	$2,163										
Repair and Maintenance		100%	$2,163	$2,163,050	3.66	$590,900	$34,965	16.9	98.1%	1.67	10.0	$58,251	LI Households 80%
Medical Services	0.9%	100%	$1,855										
Ambulatory Health Care Services		40%	$742	$742,140	2.42	$306,676	$78,785	3.9	98.1%	1.67	2.3	$131,256	Above Mod
General Medical and Surgical Hospitals		30%	$557	$556,605	2.91	$191,347	$73,749	2.6	98.1%	1.67	1.5	$122,867	Above Mod
Nursing and Residential Care Facilities		30%	$557	$556,605	2.64	$210,765	$30,684	6.9	98.1%	1.67	4.0	$51,120	LI Households 80%
Drugs	0.5%	100%	$985										
Health and Personal Care Stores		100%	$985	$984,868	7.39	$133,326	$39,122	3.4	87.5%	1.67	1.8	$65,178	Median Income
Medical Supplies	0.2%	100%	$331										
Health and Personal Care Stores		100%	$331	$330,577	7.39	$44,752	$39,122	1.1	87.5%	1.67	0.6	$65,178	Median Income
Entertainment Fees and Admissions	1.4%	100%	$2,993										
Arts, Entertainment, & Recreation		100%	$2,993	$2,993,496	4.26	$702,632	$26,280	26.7	87.5%	1.67	14.0	$43,782	LI Households 60%

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 3,000 sq.ft. unit requires a household income of $215,200.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-5
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Entertainment Audio and Visual Equipment and Services	0.9%	100%	$2,005										
Electronics and Appliance Stores		100%	$2,005	$2,005,196	9.79	$204,786	$26,665	7.7	87.5%	1.67	4.0	$44,423	LI Households 60%
Entertainment Pets, Toys, Hobbies, and Playground Equip.	0.8%	100%	$1,679										
Sporting Goods, Hobby, and Musical Instrument Stores		40%	$672	$671,678	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Miscellaneous Store Retailers		40%	$672	$671,678	6.64	$101,222	$24,517	4.1	87.5%	1.67	2.2	$40,846	VLI Households
Veterinary Services		20%	$336	$335,839	2.56	$131,101	$39,442	3.3	98.1%	1.67	2.0	$65,711	Median Income
Other Entertainment Supplies, Equipment, and Services	0.7%	100%	$1,457										
Sporting Goods, Hobby, and Musical Instrument Stores		85%	$1,239	$1,238,692	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Photographic Services		15%	$219	$218,593	4.40	$49,674	$26,467	1.9	98.1%	1.67	1.1	$44,095	LI Households 60%
Personal Care Products and Services	0.8%	100%	$1,696										
Unspecified Retail		50%	$848	$848,176	6.64	$127,821	$24,517	5.2	87.5%	1.67	2.7	$40,846	VLI Households
Personal Care Services		50%	$848	$848,176	2.89	$293,340	$17,688	16.6	98.1%	1.67	9.8	$29,469	VLI Households
Reading	0.1%	100%	$285										
Sporting Goods, Hobby, and Musical Instrument Stores		100%	$285	$284,823	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Education	2.6%	100%	$5,608										
Educational Services		100%	$5,608	$5,608,373	3.11	$1,801,821	$22,455	80.2	98.1%	1.67	47.2	$37,410	VLI Households
Tobacco Products and Smoking Supplies	0.1%	100%	$240										
Unspecified Retail		100%	$240	$240,212	6.64	$36,200	$24,517	1.5	87.5%	1.67	0.8	$40,846	VLI Households
Miscellaneous	1.0%	100%	$2,137										
Accounting		20%	$427	$427,348	2.11	$202,060	$58,902	3.4	98.1%	1.67	2.0	$98,131	Moderate Income
Architectural, Engineering, and Related		20%	$427	$427,348	2.98	$143,452	$95,809	1.5	98.1%	1.67	0.9	$159,617	Above Mod
Specialized Design Services		20%	$427	$427,348	3.84	$111,264	$52,815	2.1	98.1%	1.67	1.2	$87,990	Moderate Income
Death Care Services		20%	$427	$427,348	3.41	$125,443	$42,194	3.0	98.1%	1.67	1.8	$70,294	Median Income
Legal Services		20%	$427	$427,348	2.99	$142,866	$98,006	1.5	98.1%	1.67	0.9	$163,278	Above Mod
Total per 1,000 Market Rate Households								**561.6**			**310.8**		

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 3,000 sq.ft. unit requires a household income of $215,200.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Source: 2014 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2013 Economic Census, American Community Survey, and Economic & Planning Systems, Inc.

Table A-6
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Food at Home	3.5%	100%	$8,251										
Food & Beverage Stores		100%	$8,250.63	$8,250,630	9.46	$871,982	$29,961	29.1	87.5%	1.67	15.3	$49,915	LI Households 80%
Food Away From Home	3.8%	100%	$8,943										
Food Services and Drinking Places		100%	$8,943	$8,942,902	3.59	$2,489,684	$16,942	147.0	87.5%	1.67	77.2	$28,225	VLI Households
Alcoholic Beverages	0.8%	100%	$1,806										
Food & Beverage Stores		50%	$903	$903,101	9.46	$95,446	$29,961	3.2	87.5%	1.67	1.7	$49,915	LI Households 80%
Food Services and Drinking Places		50%	$903	$903,101	3.59	$251,421	$16,942	14.8	87.5%	1.67	7.8	$28,225	VLI Households
Housing Maintenance, Repairs, Insurance, Other expenses	1.7%	100%	$4,029										
Personal and Household Goods Repair and Maintenance		45%	$1,813	$1,813,062	3.22	$562,244	$12,737	44.1	98.1%	1.67	26.0	$21,220	VLI Households
Building Material and Garden Equipment and Supplies Dealer		45%	$1,813	$1,813,062	7.31	$247,909	$34,899	7.1	87.5%	1.67	3.7	$58,142	LI Households 80%
Real Estate and Rental and Leasing		10%	$403	$402,903	5.33	$75,649	$55,131	1.4	98.1%	1.67	0.8	$91,849	Moderate Income
Fuel oil and Other fuels [7]	0.2%		$388										
Nonstore Retailers		100%	$388	$387,673	9.81	$39,528	$37,953	1.0	87.5%	1.67	0.5	$63,230	LI Households 80%
Water and Other Public Services [7]	0.5%	100%	$1,109										
Waste Management and Remediation Services		100%	$1,109	$1,108,895	3.45	$321,845	$65,302	4.9	98.1%	1.67	2.9	$108,794	Above Mod
Household Operations Personal Services	0.8%	100%	$1,872										
Nursing and Residential Care Facilities		40%	$749	$748,661	2.64	$283,489	$30,684	9.2	98.1%	1.67	5.4	$51,120	LI Households 80%
Social Assistance [8]		60%	$1,123	$1,122,992	2.98	$376,402	$24,832	15.2	98.1%	1.67	8.9	$41,370	VLI Households
Household Operations Other Household Expenses	1.2%	100%	$2,910										
Services to Buildings and Dwellings		100%	$2,910	$2,910,062	2.54	$1,144,426	$27,607	41.5	98.1%	1.67	24.4	$45,993	LI Households 60%
Housekeeping Supplies	0.6%	100%	$1,421										
Building Materials and Garden Equipment and Supplies Dealers		10%	$142.10	$142,105	7.31	$19,431	$34,899	0.6	87.5%	1.67	0.3	$58,142	LI Households 80%
Food & Beverage Stores		35%	$497	$497,366	9.46	$52,565	$29,961	1.8	87.5%	1.67	0.9	$49,915	LI Households 80%
General Merchandise		35%	$497	$497,366	11.54	$43,082	$25,807	1.7	87.5%	1.67	0.9	$42,995	LI Households 60%
Miscellaneous Store Retailers		20%	$284	$284,209	6.64	$42,831	$24,517	1.7	87.5%	1.67	0.9	$40,846	VLI Households

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 3,500 sq.ft. unit requires a household income of $236,800.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-6
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Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Household Furnishings and Equipment	2.1%	100%	$4,965										
Furniture and Home Furnishings Stores		40%	$1,986	$1,986,193	8.40	$236,352	$27,418	8.6	87.5%	1.67	4.5	$45,678	LI Households 60%
Electronics and Appliance Stores		40%	$1,986	$1,986,193	9.79	$202,846	$26,665	7.6	87.5%	1.67	4.0	$44,423	LI Households 60%
General Merchandise Stores		10%	$497	$496,548	11.54	$43,011	$25,807	1.7	87.5%	1.67	0.9	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$497	$496,548	6.64	$74,830	$24,517	3.1	87.5%	1.67	1.6	$40,846	VLI Households
Apparel and Services	2.5%	100%	$5,938										
Clothing and Clothing Accessories Stores		40%	$2,375	$2,375,376	7.64	$310,984	$20,424	15.2	87.5%	1.67	8.0	$34,027	VLI Households
General Merchandise		40%	$2,375	$2,375,376	11.54	$205,757	$25,807	8.0	87.5%	1.67	4.2	$42,995	LI Households 60%
Miscellaneous Store Retailers		10%	$594	$593,844	6.64	$89,493	$24,517	3.7	87.5%	1.67	1.9	$40,846	VLI Households
Personal and Household Goods Repair and Maintenance		5%	$297	$296,922	3.22	$92,078	$12,737	7.2	87.5%	1.67	3.8	$21,220	VLI Households
Dry cleaning and Laundry Services		5%	$297	$296,922	3.22	$92,078	$12,737	7.2	87.5%	1.67	3.8	$21,220	VLI Households
Vehicle Purchases (net outlay)	3.9%	100%	$9,235										
Motor Vehicle and Parts Dealers		100%	$9,235	$9,234,916	10.06	$918,278	$53,507	17.2	87.5%	1.67	9.0	$89,143	Moderate Income
Gasoline and motor oil	2.1%	100%	$4,926										
Gasoline Stations		100%	$4,926	$4,926,463	47.55	$25,866	$21,168	1.2	87.5%	1.67	0.6	$35,266	VLI Households
Vehicle Maintenance and Repairs	1.0%	100%	$2,380										
Repair and Maintenance		100%	$2,380	$2,380,159	3.66	$650,210	$34,965	18.6	98.1%	1.67	11.0	$58,251	LI Households 80%
Medical Services	0.9%	100%	$2,042										
Ambulatory Health Care Services		40%	$817	$816,630	2.42	$337,458	$78,785	4.3	98.1%	1.67	2.5	$131,256	Above Mod
General Medical and Surgical Hospitals		30%	$612	$612,472	2.91	$210,553	$73,749	2.9	98.1%	1.67	1.7	$122,867	Above Mod
Nursing and Residential Care Facilities		30%	$612	$612,472	2.64	$231,920	$30,684	7.6	98.1%	1.67	4.5	$51,120	LI Households 80%
Drugs	0.5%	100%	$1,084										
Health and Personal Care Stores		100%	$1,084	$1,083,721	7.39	$146,708	$39,122	3.7	87.5%	1.67	2.0	$65,178	Median Income
Medical Supplies	0.2%	100%	$364										
Health and Personal Care Stores		100%	$364	$363,758	7.39	$49,243	$39,122	1.3	87.5%	1.67	0.7	$65,178	Median Income
Entertainment Fees and Admissions	1.4%	100%	$3,294										
Arts, Entertainment, & Recreation		100%	$3,294	$3,293,959	4.26	$773,157	$26,280	29.4	87.5%	1.67	15.5	$43,782	LI Households 60%

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 3,500 sq.ft. unit requires a household income of $236,800.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Table A-6
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Item	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	Expenditures [3]	Expenditures per 1,000 HHs	Gross Receipts to Wages	Total Wages per 1,000 Households	2015 Avg. Wages [4]	# of New Workers	% Forming HH [5]	Workers/ HH [6]	Total Worker HH	Avg. Worker HH Income	Income Category
Calculation	*a*	*b*	*c*	*d = c * 1,000*	*e*	*f = d / e*	*g*	*h = f / g*	*i*	*j*	*k= h * i / j*	*l = g * j*	
Entertainment Audio and Visual Equipment and Services	0.9%	100%	$2,206										
Electronics and Appliance Stores		100%	$2,206	$2,206,461	9.79	$225,341	$26,665	8.5	87.5%	1.67	4.4	$44,423	LI Households 60%
Entertainment Pets, Toys, Hobbies, and Playground Equip.	0.8%	100%	$1,848										
Sporting Goods, Hobby, and Musical Instrument Stores		40%	$739	$739,095	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Miscellaneous Store Retailers		40%	$739	$739,095	6.64	$111,382	$24,517	4.5	87.5%	1.67	2.4	$40,846	VLI Households
Veterinary Services		20%	$370	$369,548	2.56	$144,260	$39,442	3.7	98.1%	1.67	2.2	$65,711	Median Income
Other Entertainment Supplies, Equipment, and Services	0.7%	100%	$1,604										
Sporting Goods, Hobby, and Musical Instrument Stores		85%	$1,363	$1,363,022	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Photographic Services		15%	$241	$240,533	4.40	$54,660	$26,467	2.1	98.1%	1.67	1.2	$44,095	LI Households 60%
Personal Care Products and Services	0.8%	100%	$1,867										
Unspecified Retail		50%	$933	$933,309	6.64	$140,650	$24,517	5.7	87.5%	1.67	3.0	$40,846	VLI Households
Personal Care Services		50%	$933	$933,309	2.89	$322,783	$17,688	18.2	98.1%	1.67	10.7	$29,469	VLI Households
Reading	0.1%	100%	$313										
Sporting Goods, Hobby, and Musical Instrument Stores		100%	$313	$313,411	0.00		$19,829	0.0	87.5%	1.67	0.0	$33,036	VLI Households
Education	2.6%	100%	$6,171										
Educational Services		100%	$6,171	$6,171,295	3.11	$1,982,673	$22,455	88.3	98.1%	1.67	52.0	$37,410	VLI Households
Tobacco Products and Smoking Supplies	0.1%	100%	$264										
Unspecified Retail		100%	$264	$264,322	6.64	$39,834	$24,517	1.6	87.5%	1.67	0.9	$40,846	VLI Households
Miscellaneous	1.0%	100%	$2,351										
Accounting		20%	$470	$470,242	2.11	$222,341	$58,902	3.8	98.1%	1.67	2.2	$98,131	Moderate Income
Architectural, Engineering, and Related		20%	$470	$470,242	2.98	$157,850	$95,609	1.6	98.1%	1.67	1.0	$159,617	Above Mod
Specialized Design Services		20%	$470	$470,242	3.84	$122,432	$52,815	2.3	98.1%	1.67	1.4	$87,990	Moderate Income
Death Care Services		20%	$470	$470,242	3.41	$138,034	$42,194	3.3	98.1%	1.67	1.9	$70,294	Median Income
Legal Services		20%	$470	$470,242	2.99	$157,206	$98,006	1.6	98.1%	1.67	0.9	$163,278	Above Mod
Total per 1,000 Market Rate Households								**617.8**			**342.0**		

[1] Percent of income spent per category is based on the 2014 U.S. Consumer Expenditure Survey data for households at this income level. The sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represent a conservative estimate of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/ life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] Expenditures are based on the percent of household income spent per the 2014 U.S. Consumer Expenditure Survey. Per Table 4, the purchase of a 3,500 sq.ft. unit requires a household income of $236,800.

[4] Based on the 2012-13 average wage reported by the American Community Survey inflated to $2015 based on the Bureau of Labor Statistics data for the San Francisco MSA.

[5] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that young workers do not form their own households.

[6] Based on the American Community Survey data 2010-2014.

[7] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the Economic Census.

[8] Alameda County data not available from 2013 Economic Census. Gross receipts to wages and average wage thus based on statewide data.

Source: 2014 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics, 2013 Economic Census, American Community Survey; and Economic & Planning Systems, Inc.

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Table A-7
Representative Public Sector Employment and Wages, 2015 [1]
Pleasanton Housing Impact Fee, EPS #151111

Item	Estimated Public Sector Empl.	2015 Total MSA HH	Public Sector Empl/ 1,000 MSA HH	Public Sector Employee HH [2]	2015 Avg. Wage	Public Sector Employee HH Income [2]	Income Category [3]
Preschool Teachers, Except Special Education	4,670	604,204	7.7	4.6	$36,594	$60,966	LI 80%
Kindergarten Teachers, Except Special Education	1,400	604,204	2.3	1.4	$62,592	$104,278	Above Mod
Elementary School Teachers, Except Special Education	8,870	604,204	14.7	8.6	$73,188	$121,931	Above Mod
Middle School Teachers, Except Special and Vocational Education	4,470	604,204	7.4	4.4	$66,090	$110,106	Above Mod
Secondary School Teachers, Except Special and Vocational Education	6,240	604,204	10.3	6.1	$72,124	$120,159	Above Mod
Special Education Teachers, Preschool, Kindergarten, and Elementary School	1,450	604,204	2.4	1.4	$64,924	$108,163	Above Mod
Special Education Teachers, Middle School	530	604,204	0.9	0.5	$65,705	$109,465	Above Mod
Special Education Teachers, Secondary School	500	604,204	0.8	0.5	$79,627	$132,659	Above Mod
Teachers and Instructors, All Other	4,460	604,204	7.4	4.3	$60,635	$101,018	Above Mod
Bus Drivers	1,830	604,204	3.0	1.8	$53,162	$88,568	Mod
Total			**57.0**	**33.5**			

[1] Not a comprehensive list of public sector employment. Rather a sampling of public sector jobs for which employment and wage data was available for the Oakland-Fremont-Hayward MSA from the Employment Development Department (EDD).
[2] Total worker households derived assuming 1.67 workers per household based on the American Community Survey 2010-2014 estimates for the City of Pleasanton with 98.1% of workers assumed to be forming households.
[3] See Table 5.

Sources: 2015 Occupational Employment Statistics, CA Employment Development Department; Economic & Planning Systems, Inc.

APPENDIX B:

Income Levels for Worker Households

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Table B-1
Income Levels for Worker Households
Household Generation per 1,000 Market Rate Units - 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Industry	Total Workers	Total Worker Households [1]	ELI Households	VLI Households	LI Households 50%	LI Households 80%	Median Income Households	Moderate Income Households	Above Moderate Income Households
Retail									
Unspecified Retail	4.9	2.6	0.0	2.6	0.0	0.0	0.0	0.0	0.0
Food & Beverage Stores	20.4	10.7	0.0	0.0	0.0	10.7	0.0	0.0	0.0
Food Services and Drinking Places	66.5	34.9	0.0	34.9	0.0	0.0	0.0	0.0	0.0
Health and Personal Care Stores	2.6	1.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0
General Merchandise	4.8	2.5	0.0	0.0	2.5	0.0	0.0	0.0	0.0
Furniture and Home Furnishings Stores	3.7	1.9	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Building Material and Garden Equipment and Supplies Dealer	2.9	1.5	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Electronics and Appliance Stores	8.0	4.2	0.0	0.0	4.2	0.0	0.0	0.0	0.0
Clothing and Clothing Accessories Stores	5.8	3.1	0.0	3.1	0.0	0.0	0.0	0.0	0.0
Motor Vehicle and Parts Dealers	8.3	4.3	0.0	0.0	0.0	0.0	0.0	4.3	0.0
Gasoline Stations	1.2	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sporting Goods, Hobby, and Musical Instrument Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous Store Retailers	5.9	3.1	0.0	3.1	0.0	0.0	0.0	0.0	0.0
Nonstore Retailers	0.4	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Arts, Entertainment, & Recreation	6.6	3.5	0.0	0.0	3.5	0.0	0.0	0.0	0.0
Medical/Health									
Ambulatory Health Care Services	2.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3
General Medical and Surgical Hospitals	1.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Nursing and Residential Care Facilities	6.1	3.6	0.0	0.0	0.0	3.6	0.0	0.0	0.0
Social Assistance	3.6	2.1	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Services									
Personal and Household Goods Repair and Maintenance	18.6	10.9	0.0	10.9	0.0	0.0	0.0	0.0	0.0
Services to Buildings and Dwellings	14.3	8.4	0.0	0.0	8.4	0.0	0.0	0.0	0.0
Waste Management and Remediation Services	3.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Real Estate and Rental and Leasing	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Personal Care Services	8.6	5.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0
Dry Cleaning and Laundry Services	2.6	1.5	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Auto Repair and Maintenance	8.7	5.1	0.0	0.0	0.0	5.1	0.0	0.0	0.0
Veterinary Services	1.7	1.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Photographic Services	0.7	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Educational Services	20.0	11.8	0.0	11.8	0.0	0.0	0.0	0.0	0.0
Accounting	1.6	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Architectural, Engineering, and Related	0.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Specialized Design Services	1.0	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Death Care Services	1.4	0.8	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Legal Services	0.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Government	57.0	33.5	0.0	0.0	0.0	4.6	0.0	1.8	27.2
Total Workers and Households	297.1	165.5	0.0	75.6	21.0	25.7	3.2	8.0	32.0
Total Income-Qualified HH Generated Per 1,000 Market-Rate Units [2]		165.5	0.0	75.6	21.0	25.7	3.2	8.0	32.0
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		16.6	0.0	7.6	2.1	2.6	0.3	0.8	3.2

[1] Assumes 1.67 workers per worker household in Pleasanton based on 2010-2014 American Community Survey. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20

[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing

Sources: American Community Survey, and Economic & Planning Systems, Inc.

Table B-2
Income Levels for Worker Households
Household Generation per 1,000 Market Rate Units - 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Industry	Total Workers	Total Worker Households [1]	ELI Households	VLI Households	LI Households 60%	LI Households 80%	Median Income Households	Moderate Income Households	Above Moderate Income Households
Retail									
Unspecified Retail	6.0	3.1	0.0	3.1	0.0	0.0	0.0	0.0	0.0
Food & Beverage Stores	26.1	13.7	0.0	0.0	0.0	13.7	0.0	0.0	0.0
Food Services and Drinking Places	90.6	47.6	0.0	47.6	0.0	0.0	0.0	0.0	0.0
Health and Personal Care Stores	3.4	1.8	0.0	0.0	0.0	0.0	1.8	0.0	0.0
General Merchandise	7.1	3.7	0.0	0.0	3.7	0.0	0.0	0.0	0.0
Furniture and Home Furnishings Stores	6.0	3.1	0.0	0.0	3.1	0.0	0.0	0.0	0.0
Building Material and Garden Equipment and Supplies Dealer	4.9	2.6	0.0	0.0	0.0	2.6	0.0	0.0	0.0
Electronics and Appliance Stores	12.1	6.4	0.0	0.0	6.4	0.0	0.0	0.0	0.0
Clothing and Clothing Accessories Stores	9.0	4.7	0.0	4.7	0.0	0.0	0.0	0.0	0.0
Motor Vehicle and Parts Dealers	12.7	6.7	0.0	0.0	0.0	0.0	0.0	6.7	0.0
Gasoline Stations	1.2	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sporting Goods, Hobby, and Musical Instrument Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous Store Retailers	8.6	4.5	0.0	4.5	0.0	0.0	0.0	0.0	0.0
Nonstore Retailers	0.6	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Arts, Entertainment, & Recreation	13.8	7.2	0.0	0.0	7.2	0.0	0.0	0.0	0.0
Medical/Health									
Ambulatory Health Care Services	3.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0	2.2
General Medical and Surgical Hospitals	2.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Nursing and Residential Care Facilities	18.4	10.9	0.0	0.0	0.0	10.9	0.0	0.0	0.0
Social Assistance	19.4	11.4	0.0	11.4	0.0	0.0	0.0	0.0	0.0
Services									
Personal and Household Goods Repair and Maintenance	32.1	18.7	0.0	18.7	0.0	0.0	0.0	0.0	0.0
Services to Buildings and Dwellings	20.0	11.8	0.0	0.0	11.8	0.0	0.0	0.0	0.0
Waste Management and Remediation Services	3.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Real Estate and Rental and Leasing	0.9	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Personal Care Services	12.5	7.4	0.0	7.4	0.0	0.0	0.0	0.0	0.0
Dry Cleaning and Laundry Services	4.3	2.2	0.0	2.2	0.0	0.0	0.0	0.0	0.0
Auto Repair and Maintenance	11.0	6.5	0.0	0.0	0.0	6.5	0.0	0.0	0.0
Veterinary Services	2.4	1.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Photographic Services	1.0	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Educational Services	35.4	20.8	0.0	20.8	0.0	0.0	0.0	0.0	0.0
Accounting	2.4	1.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Architectural, Engineering, and Related	1.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Specialized Design Services	1.5	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Death Care Services	2.1	1.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Legal Services	1.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Government	57.0	33.5	0.0	0.0	0.0	4.6	0.0	1.8	27.2
Total Workers and Households	434.5	242.4	0.0	121.2	32.8	38.5	4.5	11.3	34.3
Total Income-Qualified HH Generated Per 1,000 Market-Rate Units [2]		242.4	0.0	121.2	32.8	38.5	4.5	11.3	34.3
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		24.2	0.0	12.1	3.3	3.8	0.4	1.1	3.4

[1] Assumes 1.67 workers per worker household in Pleasanton based on 2010-2014 American Community Survey. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.
[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Sources: American Community Survey, and Economic & Planning Systems, Inc.

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Table B-3
Income Levels for Worker Households
Household Generation per 1,000 Market Rate Units - 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Industry	Total Workers	Total Worker Households [1]	ELI Households	VLI Households	LI Households 60%	LI Households 80%	Median Income Households	Moderate Income Households	Above Moderate Income Households
Retail									
Unspecified Retail	4.8	2.5	0.0	2.5	0.0	0.0	0.0	0.0	0.0
Food & Beverage Stores	22.1	11.6	0.0	0.0	0.0	11.6	0.0	0.0	0.0
Food Services and Drinking Places	105.0	55.2	0.0	55.2	0.0	0.0	0.0	0.0	0.0
Health and Personal Care Stores	3.3	1.7	0.0	0.0	0.0	0.0	1.7	0.0	0.0
General Merchandise	7.3	3.9	0.0	0.0	3.9	0.0	0.0	0.0	0.0
Furniture and Home Furnishings Stores	5.6	2.9	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Building Material and Garden Equipment and Supplies Dealer	5.0	2.6	0.0	0.0	0.0	2.6	0.0	0.0	0.0
Electronics and Appliance Stores	10.4	5.5	0.0	0.0	5.5	0.0	0.0	0.0	0.0
Clothing and Clothing Accessories Stores	9.9	5.2	0.0	5.2	0.0	0.0	0.0	0.0	0.0
Motor Vehicle and Parts Dealers	11.1	5.9	0.0	0.0	0.0	0.0	0.0	5.9	0.0
Gasoline Stations	1.2	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sporting Goods, Hobby, and Musical Instrument Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous Store Retailers	8.4	4.4	0.0	4.4	0.0	0.0	0.0	0.0	0.0
Nonstore Retailers	0.7	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Arts, Entertainment, & Recreation	19.1	10.0	0.0	0.0	10.0	0.0	0.0	0.0	0.0
Medical/Health									
Ambulatory Health Care Services	2.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.6
General Medical and Surgical Hospitals	1.9	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Nursing and Residential Care Facilities	10.9	6.4	0.0	0.0	0.0	6.4	0.0	0.0	0.0
Social Assistance	9.8	5.8	0.0	5.8	0.0	0.0	0.0	0.0	0.0
Services									
Personal and Household Goods Repair and Maintenance	33.3	19.3	0.0	19.3	0.0	0.0	0.0	0.0	0.0
Services to Buildings and Dwellings	26.9	15.8	0.0	0.0	15.8	0.0	0.0	0.0	0.0
Waste Management and Remediation Services	3.2	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Real Estate and Rental and Leasing	0.9	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Personal Care Services	11.8	7.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0
Dry Cleaning and Laundry Services	4.7	2.5	0.0	2.5	0.0	0.0	0.0	0.0	0.0
Auto Repair and Maintenance	12.1	7.1	0.0	0.0	0.0	7.1	0.0	0.0	0.0
Veterinary Services	2.4	1.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Photographic Services	1.3	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Educational Services	57.3	33.7	0.0	33.7	0.0	0.0	0.0	0.0	0.0
Accounting	2.5	1.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Architectural, Engineering, and Related	1.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Specialized Design Services	1.5	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Death Care Services	2.1	1.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Legal Services	1.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Government	57.0	33.5	0.0	0.0	0.0	4.6	0.0	1.8	27.2
Total Workers and Households	458.4	265.7	0.0	136.2	38.9	32.7	4.4	10.5	33.1
Total Income-Qualified HH Generated Per 1,000 Market-Rate Units [2]		255.7	0.0	136.2	38.9	32.7	4.4	10.5	33.1
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		25.6	0.0	13.6	3.9	3.3	0.4	1.0	3.3

[1] Assumes 1.67 workers per worker household in Pleasanton based on 2010-2014 American Community Survey. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.
[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Sources: American Community Survey, and Economic & Planning Systems, Inc.

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Table B-4
Income Levels for Worker Households
Household Generation per 1,000 Market Rate Units - 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Industry	Total Workers	Total Worker Households [1]	ELI Households	VLI Households	LI Households 60%	LI Households 80%	Median Income Households	Moderate Income Households	Above Moderate Income Households
Retail									
Unspecified Retail	5.9	3.1	0.0	3.1	0.0	0.0	0.0	0.0	0.0
Food & Beverage Stores	27.5	14.4	0.0	0.0	0.0	14.4	0.0	0.0	0.0
Food Services and Drinking Places	130.7	68.6	0.0	68.6	0.0	0.0	0.0	0.0	0.0
Health and Personal Care Stores	4.0	2.1	0.0	0.0	0.0	0.0	2.1	0.0	0.0
General Merchandise	9.1	4.8	0.0	0.0	4.8	0.0	0.0	0.0	0.0
Furniture and Home Furnishings Stores	7.0	3.7	0.0	0.0	3.7	0.0	0.0	0.0	0.0
Building Material and Garden Equipment and Supplies Dealer	6.2	3.3	0.0	0.0	0.0	3.3	0.0	0.0	0.0
Electronics and Appliance Stores	13.0	6.8	0.0	0.0	6.8	0.0	0.0	0.0	0.0
Clothing and Clothing Accessories Stores	12.3	6.5	0.0	6.5	0.0	0.0	0.0	0.0	0.0
Motor Vehicle and Parts Dealers	13.9	7.3	0.0	0.0	0.0	0.0	0.0	7.3	0.0
Gasoline Stations	1.2	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sporting Goods, Hobby, and Musical Instrument Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous Store Retailers	10.5	5.5	0.0	5.5	0.0	0.0	0.0	0.0	0.0
Nonstore Retailers	0.8	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Arts, Entertainment, & Recreation	23.8	12.5	0.0	0.0	12.5	0.0	0.0	0.0	0.0
Medical/Health									
Ambulatory Health Care Services	3.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
General Medical and Surgical Hospitals	2.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Nursing and Residential Care Facilities	13.6	8.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0
Social Assistance	12.2	7.2	0.0	7.2	0.0	0.0	0.0	0.0	0.0
Services									
Personal and Household Goods Repair and Maintenance	41.5	24.1	0.0	24.1	0.0	0.0	0.0	0.0	0.0
Services to Buildings and Dwellings	33.5	19.7	0.0	0.0	19.7	0.0	0.0	0.0	0.0
Waste Management and Remediation Services	4.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Real Estate and Rental and Leasing	1.1	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Personal Care Services	14.7	8.7	0.0	8.7	0.0	0.0	0.0	0.0	0.0
Dry Cleaning and Laundry Services	5.8	3.1	0.0	3.1	0.0	0.0	0.0	0.0	0.0
Auto Repair and Maintenance	15.0	8.8	0.0	0.0	0.0	8.8	0.0	0.0	0.0
Veterinary Services	3.0	1.7	0.0	0.0	0.0	0.0	1.7	0.0	0.0
Photographic Services	1.7	1.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Educational Services	71.3	42.0	0.0	42.0	0.0	0.0	0.0	0.0	0.0
Accounting	3.0	1.8	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Architectural, Engineering, and Related	1.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Specialized Design Services	1.9	1.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Death Care Services	2.6	1.6	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Legal Services	1.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Government	57.0	33.5	0.0	0.0	0.0	4.6	0.0	1.8	27.2
Total Workers and Households	**566.3**	**309.9**	**0.0**	**169.4**	**48.5**	**39.5**	**5.4**	**12.6**	**34.5**
Total Income-Qualified HH Generated Per 1,000 Market-Rate Units [2]		309.9	0.0	169.4	48.5	39.5	5.4	12.6	34.5
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		31.0	0.0	16.9	4.8	4.0	0.5	1.3	3.4

[1] Assumes 1.67 workers per worker household in Pleasanton based on 2010-2014 American Community Survey. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.
[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Sources: American Community Survey; and Economic & Planning Systems, Inc.

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Table B-5
Income Levels for Worker Households
Household Generation per 1,000 Market Rate Units - 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Industry	Total Workers	Total Worker Households [1]	ELI Households	VLI Households	LI Households 60%	LI Households 80%	Median Income Households	Moderate Income Households	Above Moderate Income Households
Retail									
Unspecified Retail	6.7	3.5	0.0	3.5	0.0	0.0	0.0	0.0	0.0
Food & Beverage Stores	30.9	16.2	0.0	0.0	0.0	16.2	0.0	0.0	0.0
Food Services and Drinking Places	147.0	77.2	0.0	77.2	0.0	0.0	0.0	0.0	0.0
Health and Personal Care Stores	4.6	2.4	0.0	0.0	0.0	0.0	2.4	0.0	0.0
General Merchandise	10.3	5.4	0.0	0.0	5.4	0.0	0.0	0.0	0.0
Furniture and Home Furnishings Stores	7.8	4.1	0.0	0.0	4.1	0.0	0.0	0.0	0.0
Building Material and Garden Equipment and Supplies Dealer	7.0	3.7	0.0	0.0	0.0	3.7	0.0	0.0	0.0
Electronics and Appliance Stores	14.6	7.7	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Clothing and Clothing Accessories Stores	13.8	7.3	0.0	7.3	0.0	0.0	0.0	0.0	0.0
Motor Vehicle and Parts Dealers	15.6	8.2	0.0	0.0	0.0	0.0	0.0	8.2	0.0
Gasoline Stations	1.2	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sporting Goods, Hobby, and Musical Instrument Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous Store Retailers	11.8	6.2	0.0	6.2	0.0	0.0	0.0	0.0	0.0
Nonstore Retailers	0.9	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Arts, Entertainment, & Recreation	26.7	14.0	0.0	0.0	14.0	0.0	0.0	0.0	0.0
Medical/Health									
Ambulatory Health Care Services	3.9	2.3	0.0	0.0	0.0	0.0	0.0	0.0	2.3
General Medical and Surgical Hospitals	2.6	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Nursing and Residential Care Facilities	15.3	9.0	0.0	0.0	0.0	9.0	0.0	0.0	0.0
Social Assistance	13.8	8.1	0.0	8.1	0.0	0.0	0.0	0.0	0.0
Services									
Personal and Household Goods Repair and Maintenance	46.7	27.1	0.0	27.1	0.0	0.0	0.0	0.0	0.0
Services to Buildings and Dwellings	37.7	22.2	0.0	0.0	22.2	0.0	0.0	0.0	0.0
Waste Management and Remediation Services	4.5	2.6	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Real Estate and Rental and Leasing	1.2	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Personal Care Services	16.6	9.8	0.0	9.8	0.0	0.0	0.0	0.0	0.0
Dry Cleaning and Laundry Services	6.6	3.5	0.0	3.5	0.0	0.0	0.0	0.0	0.0
Auto Repair and Maintenance	16.9	10.0	0.0	0.0	0.0	10.0	0.0	0.0	0.0
Veterinary Services	3.3	2.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0
Photographic Services	1.9	1.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Educational Services	80.2	47.2	0.0	47.2	0.0	0.0	0.0	0.0	0.0
Accounting	3.4	2.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Architectural, Engineering, and Related	1.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Specialized Design Services	2.1	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Death Care Services	3.0	1.8	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Legal Services	1.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Government	57.0	33.5	0.0	0.0	0.0	4.6	0.0	1.8	27.2
Total Workers and Households	**618.6**	**344.4**	**0.0**	**190.5**	**54.5**	**43.9**	**6.1**	**14.0**	**35.4**
Total Income-Qualified HH Generated Per 1,000 Market-Rate Units [2]		344.4	0.0	190.5	54.5	43.9	6.1	14.0	35.4
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		34.4	0.0	19.0	5.5	4.4	0.6	1.4	3.5

[1] Assumes 1.67 workers per worker household in Pleasanton based on 2010-2014 American Community Survey. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.
[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Sources: American Community Survey, and Economic & Planning Systems, Inc.

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Table B-6
Income Levels for Worker Households
Household Generation per 1,000 Market Rate Units - 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #151111

Industry	Total Workers	Total Worker Households [1]	ELI Households	VLI Households	LI Households 60%	LI Households 80%	Median Income Households	Moderate Income Households	Above Moderate Income Households
Retail									
Unspecified Retail	7.4	3.9	0.0	3.9	0.0	0.0	0.0	0.0	0.0
Food & Beverage Stores	34.0	17.9	0.0	0.0	0.0	17.9	0.0	0.0	0.0
Food Services and Drinking Places	161.8	85.0	0.0	85.0	0.0	0.0	0.0	0.0	0.0
Health and Personal Care Stores	5.0	2.6	0.0	0.0	0.0	0.0	2.6	0.0	0.0
General Merchandise	11.3	5.9	0.0	0.0	5.9	0.0	0.0	0.0	0.0
Furniture and Home Furnishings Stores	8.6	4.5	0.0	0.0	4.5	0.0	0.0	0.0	0.0
Building Material and Garden Equipment and Supplies Dealer	7.7	4.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0
Electronics and Appliance Stores	16.1	8.4	0.0	0.0	8.4	0.0	0.0	0.0	0.0
Clothing and Clothing Accessories Stores	15.2	8.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0
Motor Vehicle and Parts Dealers	17.2	9.0	0.0	0.0	0.0	0.0	0.0	9.0	0.0
Gasoline Stations	1.2	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sporting Goods, Hobby, and Musical Instrument Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous Store Retailers	13.0	6.8	0.0	6.8	0.0	0.0	0.0	0.0	0.0
Nonstore Retailers	1.0	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Arts, Entertainment, & Recreation	29.4	15.5	0.0	0.0	15.5	0.0	0.0	0.0	0.0
Medical/Health									
Ambulatory Health Care Services	4.3	2.5	0.0	0.0	0.0	0.0	0.0	0.0	2.5
General Medical and Surgical Hospitals	2.9	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Nursing and Residential Care Facilities	16.8	9.9	0.0	0.0	0.0	9.9	0.0	0.0	0.0
Social Assistance	15.2	8.9	0.0	8.9	0.0	0.0	0.0	0.0	0.0
Services									
Personal and Household Goods Repair and Maintenance	51.4	29.8	0.0	29.8	0.0	0.0	0.0	0.0	0.0
Services to Buildings and Dwellings	41.5	24.4	0.0	0.0	24.4	0.0	0.0	0.0	0.0
Waste Management and Remediation Services	4.9	2.9	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Real Estate and Rental and Leasing	1.4	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Personal Care Services	18.2	10.7	0.0	10.7	0.0	0.0	0.0	0.0	0.0
Dry Cleaning and Laundry Services	7.2	3.8	0.0	3.8	0.0	0.0	0.0	0.0	0.0
Auto Repair and Maintenance	18.6	11.0	0.0	0.0	0.0	11.0	0.0	0.0	0.0
Veterinary Services	3.7	2.2	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Photographic Services	2.1	1.2	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Educational Services	88.3	52.0	0.0	52.0	0.0	0.0	0.0	0.0	0.0
Accounting	3.8	2.2	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Architectural, Engineering, and Related	1.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Specialized Design Services	2.3	1.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Death Care Services	3.3	1.9	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Legal Services	1.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Government	57.0	33.5	0.0	0.0	0.0	4.6	0.0	1.8	27.2
Total Workers and Households	**674.8**	**375.5**	**0.0**	**209.5**	**60.0**	**47.8**	**6.7**	**15.2**	**36.2**
Total Income-Qualified HH Generated Per 1,000 Market-Rate Units [2]		375.5	0.0	209.6	60.0	47.8	6.7	15.2	36.2
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		37.6	0.0	21.0	6.0	4.8	0.7	1.5	3.6

[1] Assumes 1.67 workers per worker household in Pleasanton based on 2010-2014 American Community Survey. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.
[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Sources: American Community Survey, and Economic & Planning Systems, Inc.