

The Economics of Land Use



Draft Report

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

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March 8, 2013

EPS #121115

Table of Contents

EXECUTIVE SUMMARY	1
1. AFFORDABILITY GAP ANALYSIS.....	7
Product Type	7
Development Cost Assumptions	10
Revenue Assumptions	10
Affordability Gap Results.....	11
2. DEMAND-BASED NEXUS FEE CALCULATION	12
Market-Rate Household Income Levels	12
Household Expenditures and Job Creation by Income Level	14
Demand for Public-Sector Workers	16
Combined Demand for Income-Qualified Workers	17
Fee Calculation	17
APPENDIX A: Data from Comparable Transactions	
APPENDIX B: Household Expenditures and Employment Generation	
APPENDIX C: Income Levels for Worker Households	
APPENDIX D: Summary of Current and Maximum Fees by Unit Size	

List of Figures and Tables

Figure 1	Illustration of Nexus-Based Housing Fee Methodology.....	2
Table 1	Summary of Housing Impact Fees or Unit Equivalents per Market-Rate Unit	6
Table 2	Financing Gap Analysis -- For-Sale Product Type.....	8
Table 3	Financing Gap Analysis -- Rental Product Type.....	9
Table 4	New Home Prices and Required Incomes by Unit Size	13
Table 5	Alameda County Affordable Housing Income Limits	18
Table 6	Maximum Impact Fee Calculations -- 1,000 Square Foot Unit	19
Table 7	Maximum Impact Fee Calculations -- 1,500 Square Foot Unit	20
Table 8	Maximum Impact Fee Calculations -- 2,000 Square Foot Unit	21
Table 9	Maximum Impact Fee Calculations -- 2,500 Square Foot Unit	22
Table 10	Maximum Impact Fee Calculations -- 3,000 Square Foot Unit	23
Table 11	Maximum Impact Fee Calculations -- 3,500 Square Foot Unit	24
Table 12	Maximum Impact Fee Calculations -- 4,000 Square Foot Unit	25

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 defensible nexus-based fee that could be charged to market-rate housing development.

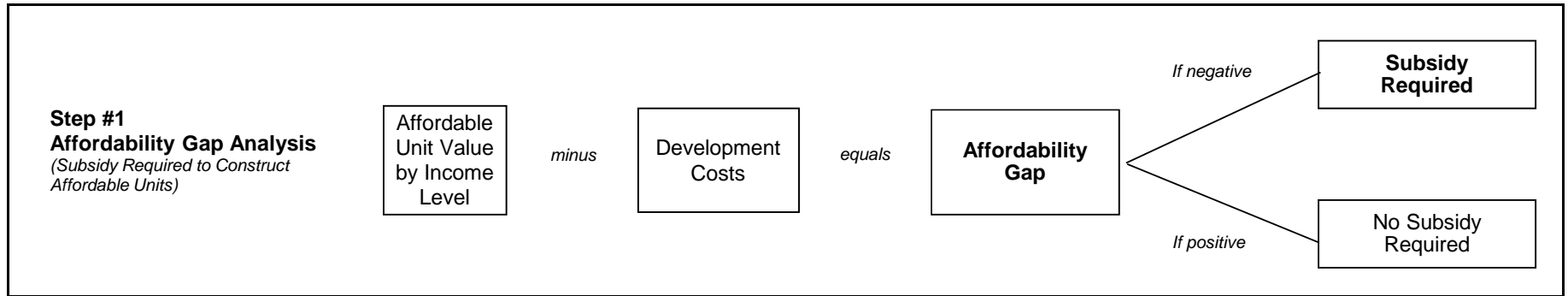
The technical approach used herein quantifies the impacts that the introduction of market-rate units have on the local economy and the demand for additional affordable housing. As new households are added to the community, local employment also will grow to provide the goods and services required by 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:

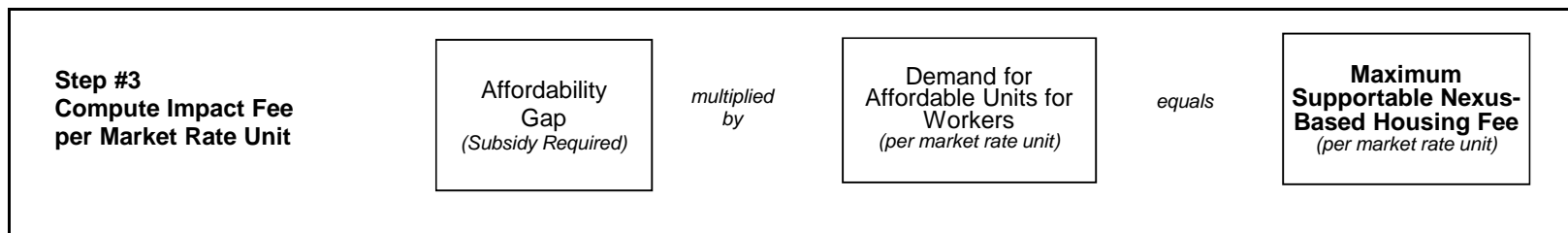
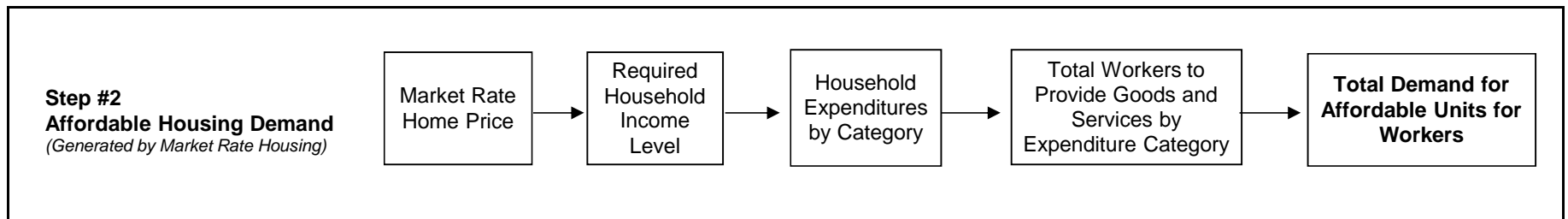
- **Step #1.** Estimate the typical subsidy required to construct units affordable at various income levels (the "affordability gap").
- **Step #2.** Determine the market-rate households' demand for goods and services, the jobs created by that demand, and the affordable housing needs of workers in those 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



2



- 1. The costs to construct housing units affordable to many households exceed those units' values based on the rents or prices that the households can afford to pay. The estimated subsidy required to construct affordable housing units in Pleasanton ranges from roughly \$57,855 for a Low Income household earning up to 80 percent of AMI to \$163,946 for a Very Low Income household earning up to 50 percent of AMI. Households with median and above-median incomes do not appear to require subsidies, as affordable prices for such households can support the costs of construction.**

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 \$700,000 is estimated to create demand for 0.192 affordable housing units, while a 4,000-square foot unit that sells for \$1,288,000 creates demand for 0.305 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 \$855,000 would have an income of roughly \$185,000, 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 1.69 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 10.1% of retail/restaurant workers are age 16-19, but an average of only 3.2% 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 \$15,227 for 1,000-square foot units to \$34,392 for 4,000-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 0.175 affordable units for each market-rate unit.

Table 1
Summary of Housing Impact Fees or Unit Equivalents per Market-Rate Unit
City of Pleasanton Housing Impact Fee, EPS #121115

Market-Rate Unit Size (Sq Ft)	Maximum Impact Fee	Max. Fee per Sq. Ft.	Total	<u>Affordable Units Generated/100 Market-Rate Units</u>			
				Very Low (50%)	Low (60%)	Low (80%)	Med (100%)
1,000	\$15,227	\$15.23	13.3	6.0	3.2	2.8	1.4
1,500	\$20,291	\$13.53	17.5	8.0	4.3	3.6	1.6
2,000	\$22,272	\$11.14	19.2	8.5	5.0	4.0	1.7
2,500	\$23,422	\$9.37	20.3	8.5	5.8	4.3	1.7
3,000	\$27,187	\$9.06	23.5	9.9	6.8	4.9	1.9
3,500	\$30,877	\$8.82	26.6	11.2	7.7	5.6	2.1
4,000	\$34,392	\$8.60	30.5	12.5	8.6	6.1	3.2

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 2011 American Community Survey (ACS). The Census indicates that the average household size is 2.91 people and the average family size in Pleasanton is 3.21 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
City of Pleasanton Housing Impact Fee, EPS #121115

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]	\$1,270,166	\$1,270,166	\$1,270,166	\$1,270,166
Land/Unit	\$42,339	\$42,339	\$42,339	\$42,339
Direct Construction Costs/Gross SF [3]	\$158	\$158	\$158	\$158
Direct Construction Costs/Unit	\$173,800	\$173,800	\$173,800	\$173,800
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	\$179,800	\$179,800	\$179,800	\$179,800
Indirect Costs as a % of Direct Costs [4]	33%	33%	33%	33%
Indirect Costs/Unit	\$59,334	\$59,334	\$59,334	\$59,334
Developer Profit Margin (% of all costs)	8%	8%	8%	8%
Developer Profit	\$22,518	\$22,518	\$22,518	\$22,518
Total Cost/Unit [5]	\$303,991	\$303,991	\$303,991	\$303,991
Maximum Supported Home Price				
Household Income [6]	\$48,180	\$59,600	\$84,150	\$101,000
Income Available for Housing Costs/Year [7]	\$14,454	\$17,880	\$25,245	\$30,300
Less Annual HOA Fees [8]	\$3,571	\$3,571	\$3,571	\$3,571
Less Property Taxes (1.15%) [9]	\$3,496	\$3,496	\$3,496	\$3,496
Less Annual Insurance [8]	\$215	\$215	\$215	\$215
Income Available for Mortgage	\$7,172	\$10,598	\$17,963	\$23,018
Mortgage Interest Rate [10]	4.5%	4.5%	4.5%	4.5%
Mortgage Repayment Period (years)	30	30	30	30
Down Payment [11]	\$6,149	\$9,086	\$15,400	\$19,734
Total Supportable Home Price	\$122,974	\$181,717	\$307,999	\$394,673
Financing Gap	\$181,016	\$122,273	\$0	\$0

[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] The land costs represented are the average shown in Appendix A.

[3] Includes costs for labor and materials.

[4] Includes 10% contingency.

[5] Includes 10% contingency for developments.

[6] Based on HCD 2013 income limits for Alameda County.

[7] Assumes housing costs to be 30% of gross household income for low-income and moderate-income households.

[8] Homeowner association fees and insurance costs from Redfin.com based on recent for-sale multifamily units in and around the City of Pleasanton.

[9] Exceeds basic 1.00% tax rate to include allowance for special assessment districts. Reflective of current tax rates in City of Pleasanton.

[10] 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.

[11] 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
City of Pleasanton Housing Impact Fee, EPS #121115

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]	\$1,270,166	\$1,270,166	\$1,270,166	\$1,270,166	\$1,270,166
Land/Unit	\$42,339	\$42,339	\$42,339	\$42,339	\$42,339
Direct Construction Costs/Gross SF [3]	\$148	\$148	\$148	\$148	\$148
Direct Construction Costs/Unit	\$162,800	\$162,800	\$162,800	\$162,800	\$162,800
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	\$168,800	\$168,800	\$168,800	\$168,800	\$168,800
Indirect Costs as a % of Direct Costs [4]	35%	35%	35%	35%	35%
Indirect Costs/Unit	\$59,080	\$59,080	\$59,080	\$59,080	\$59,080
Total Cost/Unit	\$270,219	\$270,219	\$270,219	\$270,219	\$270,219
Maximum Supported Unit Value					
Household Income [5]	\$40,150	\$48,180	\$59,600	\$84,150	\$101,000
Income Available for Housing Costs/Year [6]	\$12,045	\$14,454	\$17,880	\$25,245	\$30,300
Operating Expenses per Unit/Year [7]	\$6,200	\$6,200	\$6,200	\$9,308	\$9,308
Net Operating Income	\$5,845	\$8,254	\$11,680	\$15,937	\$20,992
Capitalization Rate [8]	5.5%	5.5%	5.5%	5.5%	5.5%
Total Supportable Unit Value	\$106,273	\$150,073	\$212,364	\$289,772	\$381,682
Financing Gap	\$163,946	\$120,146	\$57,855	\$0	\$0

[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] The land costs rate based on recent multifamily land transactions in Pleasanton as shown in Appendix A.

[3] 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.

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

[5] Based on HCD 2013 income limits for Alameda County.

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

[7] 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.

[8] Reflects average investor interest for apartment capitalization rates from RealShare/Jones Lang LaSalle's Apartments Outlook 2012 Survey.

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 2013, 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 A-2**, 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 by for-profit builders 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 \$180,000, and units for higher-income households require lower subsidies (or none, for units at 100 and 120 percent of AMI). **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 \$86,000 for a 1,000-square foot unit to roughly \$272,000 for a 4,000-square foot unit.

Please note that changes to housing market conditions can have a significant effect on the calculations in this study. In 2005, DataQuick reported that the median home value in Pleasanton was \$427 per square foot, nearly 22 percent higher than the 2013 figure of \$351. 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 A-3**.

Table 4
New Home Prices and Required Incomes by Unit Size
City of Pleasanton Housing Impact Fee, EPS #121115

Unit Size (Sq. Ft.)	Average Base Price [1]	Down Payment at 20%	Beginning Mortgage Principal	Annual Mortgage Payment [2]	Annual Taxes at 1.15% [3]	Annual HOA + Insurance Fees [4]	Total Annual Housing Costs	Required Household Income [5]
1,000	\$368,000	\$73,600	\$294,400	\$18,074	\$4,232	\$3,571	\$25,877	\$86,300
1,500	\$505,657	\$101,131	\$404,525	\$24,834	\$5,815	\$3,571	\$34,220	\$114,100
2,000	\$699,583	\$139,917	\$559,667	\$34,359	\$8,045	\$3,571	\$45,975	\$153,300
2,500	\$855,381	\$171,076	\$684,305	\$42,011	\$9,837	\$3,571	\$55,418	\$184,700
3,000	\$1,003,674	\$200,735	\$802,939	\$49,294	\$11,542	\$3,571	\$64,407	\$214,700
3,500	\$1,149,094	\$229,819	\$919,275	\$56,436	\$13,215	\$3,571	\$73,221	\$244,100
4,000	\$1,288,062	\$257,612	\$1,030,449	\$63,261	\$14,813	\$3,571	\$81,645	\$272,100

[1] Based on recent sales price data Redfin.com and DataQuick. Redfin indicates that the average price of newly constructed homes sold between February 2010 and February 2013 has hovered around \$340/SF, with single family homes achieving higher prices/SF than condos. Due to limited newly constructed home sales for the 1,000 and 1,500 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] Assumes 4.5% interest for 30 years.

[3] Tax rate allows for some special assessments above 1.00% basic tax rate.

[4] A Redfin.com survey of Pleasanton, Dublin, Livermore and San Ramon homes for sale in 12 different projects on February 12, 2013 indicates an average HOA fee of \$298/month for units listed at \$700,000 or less. 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. See **Appendix A**.

[5] Assumes households spend 30% 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 \$86,000 (adequate to purchase a 1,000-square foot unit) spend roughly 10.2 percent of their income on food and drink (at home and eating out), while households earning \$272,000 who can afford to purchase a 4,000-square foot unit spend only about 6.2 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

³ Note that the Consumer Expenditure Survey data is based on information current as of 2011. The latest data available for the Economic Census was published in 2007. Because the data sources were from different years, EPS converted the 2011 expenditures to 2007 dollars using the Consumer Price Index (CPI) for the San Francisco Metropolitan Statistical Area (MSA) from the Bureau of Labor Statistics.

about three times the employees' wages. Where more than one Economic Census category was 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 2007 Economic Census). These wages ranged from a low of roughly \$14,500 per year for workers in the food services industry to a high of more than \$86,000 average salary for legal services.⁴

This methodology recognizes that a range of occupations and incomes exist in a given industry sector. For instance, the methodology used to generate **Tables B-1 to B-5** in **Appendix B** 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 10.1 percent of retail/restaurant workers are age 16-19, but an average of only 3.2 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 1.69 workers per working household in Pleasanton.⁵ 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).

⁴ Note that the average salary reported for architectural and engineering services reflects the full range of workers employed by that industry sector, including administrative staff and entry-level employees, as well as the professional and technical architects and engineers.

⁵ Workers per working household based on American Community Survey (ACS) Census data current as of August 2011. Although ACS data reported is based on historical figures, these figures can vary somewhat based on ongoing revisions to the ACS data.

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 Retail (Consumer Expenditure Survey)	\$40,000
E.	Aggregate Retail Spending (A x D)	\$40 million
F.	Retail Gross Receipts: Payroll Ratio (Economic Census)	8:1
G.	Estimated Retail Payroll (E ÷ F)	\$5 million
H.	Average Retail Wage (Economic Census)	\$25,000
I.	Estimated Total Retail Jobs (G ÷ H)	200
J.	Percent Age 20+ (Bureau of Labor Statistics)	89.9%
K.	Total Retail Workers Forming Households	180
J.	Average Workers/Household (Census Data)	1.69
K.	Estimated Households Created (K ÷ J)	107
L.	Average Household Income (H x J)	\$40,750
M.	Income Category	Low-Income (up to 60% of AMI)

In this simplified example, 1,000 new market-rate units sold to households earning \$125,000 per year would create demand for 107 housing units for retail workers with household incomes below 60 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 B**.

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 2012 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 B-6** in **Appendix B**.

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 35 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.⁶ The number of income-qualified households required to provide goods and services to new housing units is detailed in **Appendix C**.

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 **12** 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 \$15,227 for a 1,000-square foot unit to \$34,392 for a 4,000-square foot unit.

In **Appendix D**, EPS has provided a graduated schedule of fees for more discrete unit size categories by interpolating between the figures calculated herein.

⁶ To correspond to the available data regarding employee wages, the 2007 Alameda County affordable housing income limits from HCD were used to determine the number of income-qualified households based on household expenditures, while 2012 income limits were used for public-sector employment.

Table 5
Alameda County Affordable Housing Income Limits*
Pleasanton Housing Impact Fee, EPS #121115

Affordability Category	Percentage of County Median	2007 Max Income Threshold 3-person household	2012 Max Income Threshold 3-person household	2013 Max Income Threshold 3-person household
Very Low Income (LI) - 50%	31% - 50%	\$37,700	\$42,100	\$40,150
Low Income (LI) - 60%	51% - 60%	\$45,240	\$50,520	\$48,180
Low Income (LI) - 80%	61% - 80%	\$59,600	\$58,850	\$59,600
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 #121115

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%)	6.0	\$163,946	\$978,158	
Affordable Units - Low Income (60%)	3.2	\$120,146	\$382,212	
Affordable Units - Low Income (80%)	2.8	\$57,855	\$162,372	
Affordable Units - Median Income	1.4	\$0	\$0	
Total	13.3		\$1,522,742	\$15,227

[1] Very low- and low-income subsidy based on financing gap for rental units, while the moderate income subsidy is based on financing gap for for-sale units.
 See **Tables 2** and **3**.

Source: Economic & Planning Systems, Inc.

Table 7
Maximum Impact Fee Calculations -- 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

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%)	8.0	\$163,946	\$1,308,125	
Affordable Units - Low Income (60%)	4.3	\$120,146	\$513,457	
Affordable Units - Low Income (80%)	3.6	\$57,855	\$207,509	
Affordable Units - Median Income	<u>1.6</u>	\$0	<u>\$0</u>	
Total	17.5		\$2,029,091	\$20,291

[1] Very low- and low-income subsidy based on financing gap for rental units, while the moderate income subsidy is based on financing gap for for-sale units.
 See **Tables 2** and **3**.

Source: Economic & Planning Systems, Inc.

Table 8
Maximum Impact Fee Calculations -- 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

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%)	8.5	\$163,946	\$1,391,698	
Affordable Units - Low Income (60%)	5.0	\$120,146	\$602,981	
Affordable Units - Low Income (80%)	4.0	\$57,855	\$232,512	
Affordable Units - Median Income	<u>1.7</u>	\$0	<u>\$0</u>	
<i>Total</i>	19.2		\$2,227,191	\$22,272

[1] Very low- and low-income subsidy based on financing gap for rental units, while the moderate income subsidy is based on financing gap for for-sale units.
 See **Tables 2** and **3**.

Source: Economic & Planning Systems, Inc.

Table 9
Maximum Impact Fee Calculations -- 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

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%)	8.5	\$163,946	\$1,394,176	
Affordable Units - Low Income (60%)	5.8	\$120,146	\$698,861	
Affordable Units - Low Income (80%)	4.3	\$57,855	\$249,165	
Affordable Units - Median Income	<u>1.7</u>	\$0	<u>\$0</u>	
<i>Total</i>	20.3		\$2,342,202	\$23,422

[1] Very low- and low-income subsidy based on financing gap for rental units, while the moderate income subsidy is based on financing gap for for-sale units.
 See **Tables 2** and **3**.

Source: Economic & Planning Systems, Inc.

Table 10
Maximum Impact Fee Calculations -- 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

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%)	9.9	\$163,946	\$1,620,625	
Affordable Units - Low Income (60%)	6.8	\$120,146	\$812,374	
Affordable Units - Low Income (80%)	4.9	\$57,855	\$285,740	
Affordable Units - Median Income	1.9	\$0	\$0	
Total	23.5		\$2,718,740	\$27,187

[1] Very low- and low-income subsidy based on financing gap for rental units, while the moderate income subsidy is based on financing gap for for-sale units.
 See **Tables 2** and **3**.

Source: Economic & Planning Systems, Inc.

Table 11
Maximum Impact Fee Calculations -- 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

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%)	11.2	\$163,946	\$1,842,546	
Affordable Units - Low Income (60%)	7.7	\$120,146	\$923,617	
Affordable Units - Low Income (80%)	5.6	\$57,855	\$321,584	
Affordable Units - Median Income	2.1	\$0	\$0	
Total	26.6		\$3,087,747	\$30,877

[1] Very low- and low-income subsidy based on financing gap for rental units, while the moderate income subsidy is based on financing gap for for-sale units.
 See **Tables 2** and **3**.

Source: Economic & Planning Systems, Inc.

Table 12
Maximum Impact Fee Calculations -- 4,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Item	Affordable Units Required Per 100 Market-Rate Units	Financing Gap per Affordable Unit [1]	Total In-Lieu 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%)	12.5	\$163,946	\$2,053,899	
Affordable Units - Low Income (60%)	8.6	\$120,146	\$1,029,562	
Affordable Units - Low Income (80%)	6.1	\$57,855	\$355,721	
Affordable Units - Median Income	3.2	\$0	\$0	
Total	30.5		\$3,439,182	\$34,392

[1] Very low- and low-income subsidy based on financing gap for rental units, while the moderate income subsidy is based on financing gap for for-sale units. See **Tables 2** and **3**.

Source: Economic & Planning Systems, Inc.



APPENDICES:

- Appendix A: Data from Comparable Transactions
- Appendix B: Household Expenditures and Employment Generation
- Appendix C: Income Levels for Worker Households
- Appendix D: Summary of Current and Maximum Fees by Unit Size

APPENDIX A:

Data from Comparable Transactions

Table A-1	Pleasanton Residential Land Sales.....	A-1
Table A-2	Survey of Home Ownership Association Fees in Pleasanton and Adjacent Cities	A-2



Table A-1
Pleasanton Residential Land Sales
City of Pleasanton Housing Impact Fee, EPS #121115

Property ID	Acres	Sale Price/ Max Units/		\$/Acre	\$/Unit	Source	Sale Date
		Land Value	Units				
BRE	8.2	\$9,800,000	300	\$1,199,510	\$32,667	CoStar	2007
Archstone Hacienda	22.9	\$32,092,610	540	\$1,398,980	\$59,431	Trulia (AV)	2007
Springhouse	14.7	\$21,067,440	354	\$1,431,796	\$59,513	Parcel Quest (AV)	2012
Gatewood	10.9	\$11,319,200	200	\$1,035,608	\$56,596	Redfin/ Trulia (AV)	2003
Plaza De La Vista	2.9	\$1,710,000	55	\$589,655	\$31,091	Parcel Quest (AV)	2011
Pleasanton Place	2.0	\$2,300,000	51	\$1,159,859	\$45,098	Parcel Quest (AV)	2008
Average				\$1,135,901	\$47,399		
Weighted Average				\$1,270,166	\$52,193		

Source: Economic & Planning Systems, Inc

A-1

Table A-2
Survey of Home Ownership Association Fees Near the City of Pleasanton
City of Pleasanton Housing Impact Fee, EPS #121115

Property Name	Year Built	Monthly HOA	Unit List Price	City
Smoketree Commons	1998	\$327	\$279,000	Pleasanton
Foothill Rd	1972	\$256	\$299,988	Pleasanton
Clarinbridge	2004	\$190	\$405,500	Pleasanton
Finnian Way	2007	\$341	\$469,000	Dublin
Heligan	2008	\$225	\$435,000	Dublin
Canyon Meadow	1991	\$401	\$329,950	Pleasanton
Reflections	1988	\$235	\$300,000	San Ramon
Fostoria	2009	\$324	\$445,000	San Ramon
Eagle Lake	1989	\$346	\$699,000	San Ramon
Depot	2006	\$243	\$419,750	Livermore
Crow Canyon	1988	\$292	\$307,000	San Ramon
El Dorado	1972	\$391	\$268,000	Danville
Average	1994	\$298	\$388,099	

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

A-2

APPENDIX B:

Household Expenditures and Employment Generation

Table B-1	Household Expenditures and Employment Generation— For-Sale 1,000 square foot unit (3 pages).....	B-1
Table B-2	Household Expenditures and Employment Generation— For-Sale 1,500 square foot unit (3 pages).....	B-4
Table B-3	Household Expenditures and Employment Generation— For-Sale 2,000 square foot unit (3 pages).....	B-7
Table B-4	Household Expenditures and Employment Generation— For-Sale 2,500 square foot unit (3 pages).....	B-10
Table B-5	Household Expenditures and Employment Generation— For-Sale 3,000 square foot unit (3 pages).....	B-13
Table B-6	Household Expenditures and Employment Generation— For-Sale 3,500 square foot unit (3 pages).....	B-16
Table B-7	Household Expenditures and Employment Generation— For-Sale 4,000 square foot unit (3 pages).....	B-19
Table B-8	Representative Public Sector Employment and Wages	B-22



Table B-1
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wages	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a / b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Food at Home	5.4%	100%	\$4,621	\$4,277									
Food & Beverage Stores		100%	\$4,621	\$4,277	\$4,277,393	8.07	\$530,305	\$26,541	20	89.9%	1.69	11	\$44,923
Food Away From Home	4.1%	100%	\$3,507	\$3,247									
Food Services and Drinking Places		100%	\$3,507	\$3,247	\$3,246,640	3.49	\$931,083	\$14,455	64	89.9%	1.69	34	\$24,466
Alcoholic Beverages	0.8%	100%	\$669	\$619									
Food & Beverage Stores		50%	\$335	\$310	\$334,546	8.07	\$41,477	\$26,541	2	89.9%	1.69	1	\$44,923
Food Services and Drinking Places		50%	\$335	\$310	\$334,546	3.49	\$95,942	\$14,455	7	89.9%	1.69	4	\$24,466
Housing Maintenance, Repairs, Insurance, Other expenses	1.7%	100%	\$1,508	\$1,396									
Personal and Household Goods Repair and Maintenance [7]		45%	\$679	\$628	\$628,158	3.72	\$168,902	\$26,783	6	96.8%	1.69	4	\$45,332
Building Material and Garden Equipment and Supplies Dealer		45%	\$679	\$628	\$628,158	7.52	\$83,554	\$35,469	2	89.9%	1.69	1	\$60,033
Real Estate and Rental and Leasing		10%	\$151	\$140	\$139,591	5.29	\$26,392	\$35,283	1	96.8%	1.69	0	\$59,719
Fuel Oil and Other Fuels [6]	0.2%	100%	\$187	\$173									
Nonstore Retailers		100%	\$187	\$173	\$172,871	6.95	\$24,879	\$37,028	1	89.9%	1.69	0	\$62,673
Water and Other Public Services [6]	0.7%	100%	\$615	\$569									
Waste Management and Remediation Services		100%	\$615	\$569	\$569,456	4.79	\$118,852	\$40,694	3	96.8%	1.69	2	\$68,878
Household Operations Personal Services	0.6%	100%	\$545	\$505									
Nursing and Residential Care Facilities		40%	\$218	\$202	\$201,898	2.49	\$80,984	\$28,988	3	96.8%	1.69	2	\$49,064
Social Assistance [7]		60%	\$327	\$303	\$302,847	2.98	\$101,508	\$23,861	4	96.8%	1.69	2	\$40,386
Household Operations Other Household Expenses	1.0%	100%	\$834	\$772									
Services to Buildings and Dwellings [7]		100%	\$834	\$772	\$771,909	2.64	\$291,916	\$25,071	12	96.8%	1.69	7	\$42,434
Housekeeping Supplies	0.9%	100%	\$754	\$698									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$75	\$70	\$69,795	7.52	\$9,284	\$35,469	0	89.9%	1.69	0	\$60,033
Food & Beverage Stores		35%	\$264	\$244	\$244,284	8.07	\$30,286	\$26,541	1	89.9%	1.69	1	\$44,923
General Merchandise		35%	\$264	\$244	\$244,284	12.13	\$20,134	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		20%	\$151	\$140	\$139,591	6.46	\$21,620	\$20,030	1	89.9%	1.69	1	\$33,903
Household Furnishings and Equipment	2.3%	100%	\$2,002	\$1,854									
Furniture and Home Furnishings Stores		40%	\$801	\$741	\$741,402	6.15	\$120,501	\$29,550	4	89.9%	1.69	2	\$50,016
Electronics and Appliance Stores		40%	\$801	\$741	\$741,402	9.53	\$77,835	\$26,708	3	89.9%	1.69	2	\$45,205
General Merchandise Stores		10%	\$200	\$185	\$185,351	12.13	\$15,277	\$21,273	1	89.9%	1.69	0	\$36,007
Miscellaneous Store Retailers		10%	\$200	\$185	\$185,351	6.46	\$28,707	\$20,030	1	89.9%	1.69	1	\$33,903

B-1

Table B-1
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wages	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	c = Income * a / b	d = c * (inflation adjustment)	e = d * 1000	f	g = e / f	h	i = g / h	j	k	l = i * j / k	m = h * j
Calculation													
Apparel and Services	2.6%	100%	\$2,217	\$2,052									
Clothing and Clothing Accessories Stores		40%	\$887	\$821	\$820,904	7.80	\$105,218	\$16,289	6	89.9%	1.69	3	\$27,571
General Merchandise		40%	\$887	\$821	\$820,904	12.13	\$67,660	\$21,273	3	89.9%	1.69	2	\$36,007
Miscellaneous Store Retailers		10%	\$222	\$205	\$205,226	6.46	\$31,785	\$20,030	2	89.9%	1.69	1	\$33,903
Personal and Household Goods Repair and Maintenance [7]		5%	\$111	\$103	\$102,613	3.72	\$27,591	\$26,783	1	96.8%	1.69	1	\$45,332
Dry Cleaning and Laundry Services [7]		5%	\$111	\$103	\$102,613	3.17	\$32,412	\$25,028	1	89.9%	1.69	1	\$42,361
Vehicle Purchases (net outlay)	5.2%	100%	\$4,449	\$4,118									
Motor Vehicle and Parts Dealers		100%	\$4,449	\$4,118	\$4,118,389	8.79	\$468,725	\$42,196	11	96.8%	1.69	6	\$71,420
Gasoline and motor oil	4.2%	100%	\$3,607	\$3,339									
Gasoline Stations		100%	\$3,607	\$3,339	\$3,339,084	38.48	\$86,772	\$18,946	5	89.9%	1.69	2	\$32,067
Vehicle Maintenance and Repairs	1.3%	100%	\$1,147	\$1,062									
Repair and Maintenance [7]		100%	\$1,147	\$1,062	\$1,062,184	3.55	\$299,477	\$29,204	10	96.8%	1.69	6	\$49,430
Medical Services	1.1%	100%	\$972	\$899									
Ambulatory Health Care Services		40%	\$389	\$360	\$359,793	2.55	\$141,015	\$54,753	3	96.8%	1.69	1	\$92,673
General Medical and Surgical Hospitals [7]		30%	\$292	\$270	\$269,845	2.63	\$102,598	\$58,054	2	96.8%	1.69	1	\$98,260
Nursing and Residential Care Facilities		30%	\$292	\$270	\$269,845	2.49	\$108,239	\$28,988	4	96.8%	1.69	2	\$49,064
Drugs	0.7%	100%	\$578	\$535									
Health and Personal Care Stores		100%	\$578	\$535	\$535,252	7.51	\$71,292	\$29,774	2	89.9%	1.69	1	\$50,394
Medical Supplies	0.2%	100%	\$166	\$153									
Health and Personal Care Stores		100%	\$166	\$153	\$153,457	7.51	\$20,439	\$29,774	1	89.9%	1.69	0	\$50,394
Entertainment Fees and Admissions	0.9%	100%	\$740	\$685									
Arts, Entertainment, & Recreation		100%	\$740	\$685	\$685,011	3.34	\$205,119	\$28,077	7	89.9%	1.69	4	\$47,523
Audio and Visual Equipment and Services	1.4%	100%	\$1,248	\$1,156									
Electronics and Appliance Stores		100%	\$1,248	\$1,156	\$1,155,552	9.53	\$121,314	\$26,708	5	89.9%	1.69	2	\$45,205
Pets, Toys, Hobbies, and Playground Equip.	1.1%	100%	\$922	\$853									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$369	\$341	\$341,304	7.66	\$44,554	\$16,640	3	89.9%	1.69	1	\$28,164
Miscellaneous Store Retailers		40%	\$369	\$341	\$341,304	6.46	\$52,861	\$20,030	3	89.9%	1.69	1	\$33,903
Veterinary Services [7]		20%	\$184	\$171	\$170,652	2.81	\$60,653	\$34,148	2	96.8%	1.69	1	\$57,797

B-2

Table B-1
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wages	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Other Entertainment Supplies, Equipment, and Services	0.5%	100%	\$458	\$424									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$390	\$361	\$360,671	7.66	\$47,082	\$16,640	3	89.9%	1.69	2	\$28,164
Photographic Services [7]		15%	\$69	\$64	\$63,648	4.55	\$13,975	\$22,554	1	96.8%	1.69	0	\$38,174
Personal Care Products and Services	1.0%	100%	\$827	\$765									
Unspecified Retail		50%	\$413	\$383	\$382,719	6.46	\$59,275	\$20,030	3	89.9%	1.69	2	\$33,903
Personal Care Services [7]		50%	\$413	\$383	\$382,719	2.99	\$127,826	\$16,484	8	96.8%	1.69	4	\$27,901
Reading	0.2%	100%	\$151	\$140									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$151	\$140	\$139,591	7.66	\$18,222	\$16,640	1	89.9%	1.69	1	\$28,164
Education	1.3%	100%	\$1,115	\$1,033									
Educational Services		100%	\$1,115	\$1,033	\$1,032,602	4.34	\$237,990	\$24,412	10	96.8%	1.69	6	\$41,319
Miscellaneous	1.0%	100%	\$897	\$830									
Accounting [7]		20%	\$179	\$166	\$166,030	1.98	\$83,780	\$33,564	2	96.8%	1.69	1	\$56,810
Architectural, Engineering, and Related [7,8]		20%	\$179	\$166	\$166,030	2.80	\$59,211	\$74,995	1	96.8%	1.69	0	\$126,934
Specialized Design Services [7]		20%	\$179	\$166	\$166,030	3.72	\$44,687	\$53,888	1	96.8%	1.69	0	\$91,209
Death Care Services [7]		20%	\$179	\$166	\$166,030	3.47	\$47,783	\$36,983	1	96.8%	1.69	1	\$62,596
Legal Services [7]		20%	\$179	\$166	\$166,030	2.76	\$60,123	\$85,734	1	96.8%	1.69	0	\$145,110
Total per 1,000 Market Rate Households									237			130	

Per **Table 4**, the purchase of a 1,000 Sq. Ft. Unit requires a household income of **\$86,300**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at this income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation 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] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 10.1% of retail/restaurant workers are age 16-19, but an average of only 3.2% of workers overall (applied to non-retail/restaurant industries). EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for Alameda County.

[6] 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 2007 Economic Census.

[7] Alameda County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff.

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

Table B-2
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Food at Home	4.9%	100%	\$5,627	\$5,208									
Food & Beverage Stores		100%	\$5,627	\$5,208	\$5,208,500	8.07	\$645,742	\$26,541	24	89.9%	1.69	13	\$44,923
Food Away From Home	4.2%	100%	\$4,759	\$4,406									
Food Services and Drinking Places		100%	\$4,759	\$4,406	\$4,405,724	3.49	\$1,263,489	\$14,455	87	89.9%	1.69	46	\$24,466
Alcoholic Beverages	0.7%	100%	\$809	\$749									
Food & Beverage Stores		50%	\$404	\$374	\$404,302	8.07	\$50,125	\$26,541	2	89.9%	1.69	1	\$44,923
Food Services and Drinking Places		50%	\$404	\$374	\$404,302	3.49	\$115,947	\$14,455	8	89.9%	1.69	5	\$24,466
Housing Maintenance, Repairs, Insurance, Other expenses	1.6%	100%	\$1,808	\$1,674									
Personal and Household Goods Repair and Maintenance [7]		45%	\$814	\$753	\$753,243	3.72	\$202,535	\$26,783	8	96.8%	1.69	4	\$45,332
Building Material and Garden Equipment and Supplies Dealer		45%	\$814	\$753	\$753,243	7.52	\$100,192	\$35,469	3	89.9%	1.69	2	\$60,033
Real Estate and Rental and Leasing		10%	\$181	\$167	\$167,387	5.29	\$31,647	\$35,283	1	96.8%	1.69	1	\$59,719
Fuel Oil and Other Fuels [6]	0.2%	100%	\$247	\$229									
Nonstore Retailers		100%	\$247	\$229	\$229,078	6.95	\$32,967	\$37,028	1	89.9%	1.69	0	\$62,673
Water and Other Public Services [6]	0.7%	100%	\$749	\$693									
Waste Management and Remediation Services		100%	\$749	\$693	\$693,261	4.79	\$144,691	\$40,694	4	96.8%	1.69	2	\$68,878
Household Operations Personal Services	0.7%	100%	\$815	\$755									
Nursing and Residential Care Facilities		40%	\$326	\$302	\$301,820	2.49	\$121,064	\$28,988	4	96.8%	1.69	2	\$49,064
Social Assistance [7]		60%	\$489	\$453	\$452,730	2.98	\$151,745	\$23,861	6	96.8%	1.69	4	\$40,386
Household Operations Other Household Expenses	0.9%	100%	\$1,065	\$986									
Services to Buildings and Dwellings [7]		100%	\$1,065	\$986	\$985,636	2.64	\$372,742	\$25,071	15	96.8%	1.69	9	\$42,434
Housekeeping Supplies	1.0%	100%	\$1,156	\$1,070									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$116	\$107	\$107,003	7.52	\$14,233	\$35,469	0	89.9%	1.69	0	\$60,033
Food & Beverage Stores		35%	\$405	\$375	\$374,512	8.07	\$46,431	\$26,541	2	89.9%	1.69	1	\$44,923
General Merchandise		35%	\$405	\$375	\$374,512	12.13	\$30,868	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		20%	\$231	\$214	\$214,007	6.46	\$33,145	\$20,030	2	89.9%	1.69	1	\$33,903
Household Furnishings and Equipment	2.3%	100%	\$2,620	\$2,425									
Furniture and Home Furnishings Stores		40%	\$1,048	\$970	\$970,163	6.15	\$157,682	\$29,550	5	89.9%	1.69	3	\$50,016
Electronics and Appliance Stores		40%	\$1,048	\$970	\$970,163	9.53	\$101,852	\$26,708	4	89.9%	1.69	2	\$45,205
General Merchandise Stores		10%	\$262	\$243	\$242,541	12.13	\$19,991	\$21,273	1	89.9%	1.69	0	\$36,007
Miscellaneous Store Retailers		10%	\$262	\$243	\$242,541	6.46	\$37,565	\$20,030	2	89.9%	1.69	1	\$33,903

B-4

Table B-2
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Apparel and Services	2.7%	100%	\$3,075	\$2,846									
Clothing and Clothing Accessories Stores		40%	\$1,230	\$1,139	\$1,138,556	7.80	\$145,932	\$16,289	9	89.9%	1.69	5	\$27,571
General Merchandise		40%	\$1,230	\$1,139	\$1,138,556	12.13	\$93,841	\$21,273	4	89.9%	1.69	2	\$36,007
Miscellaneous Store Retailers		10%	\$307	\$285	\$284,639	6.46	\$44,085	\$20,030	2	89.9%	1.69	1	\$33,903
Personal and Household Goods Repair and Maintenance [7]		5%	\$154	\$142	\$142,319	3.72	\$38,268	\$26,783	1	96.8%	1.69	1	\$45,332
Dry Cleaning and Laundry Services [7]		5%	\$154	\$142	\$142,319	3.17	\$44,954	\$25,028	2	89.9%	1.69	1	\$42,361
Vehicle Purchases (net outlay)	4.7%	100%	\$5,390	\$4,989									
Motor Vehicle and Parts Dealers		100%	\$5,390	\$4,989	\$4,989,469	8.79	\$567,865	\$42,196	13	96.8%	1.69	8	\$71,420
Gasoline and motor oil	3.7%	100%	\$4,256	\$3,940									
Gasoline Stations		100%	\$4,256	\$3,940	\$3,939,531	38.48	\$102,375	\$18,946	5	89.9%	1.69	3	\$32,067
Vehicle Maintenance and Repairs	1.2%	100%	\$1,420	\$1,314									
Repair and Maintenance [7]		100%	\$1,420	\$1,314	\$1,314,182	3.55	\$370,527	\$29,204	13	96.8%	1.69	7	\$49,430
Medical Services	1.1%	100%	\$1,277	\$1,183									
Ambulatory Health Care Services		40%	\$511	\$473	\$473,025	2.55	\$185,394	\$54,753	3	96.8%	1.69	2	\$92,673
General Medical and Surgical Hospitals [7]		30%	\$383	\$355	\$354,769	2.63	\$134,888	\$58,054	2	96.8%	1.69	1	\$98,260
Nursing and Residential Care Facilities		30%	\$383	\$355	\$354,769	2.49	\$142,303	\$28,988	5	96.8%	1.69	3	\$49,064
Drugs	0.6%	100%	\$708	\$655									
Health and Personal Care Stores		100%	\$708	\$655	\$655,081	7.51	\$87,252	\$29,774	3	89.9%	1.69	2	\$50,394
Medical Supplies	0.2%	100%	\$215	\$199									
Health and Personal Care Stores		100%	\$215	\$199	\$198,936	7.51	\$26,497	\$29,774	1	89.9%	1.69	0	\$50,394
Entertainment Fees and Admissions	1.0%	100%	\$1,152	\$1,066									
Arts, Entertainment, & Recreation		100%	\$1,152	\$1,066	\$1,066,014	3.34	\$319,205	\$28,077	11	89.9%	1.69	6	\$47,523
Audio and Visual Equipment and Services	1.3%	100%	\$1,448	\$1,340									
Electronics and Appliance Stores		100%	\$1,448	\$1,340	\$1,340,304	9.53	\$140,710	\$26,708	5	89.9%	1.69	3	\$45,205
Pets, Toys, Hobbies, and Playground Equip.	1.1%	100%	\$1,232	\$1,140									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$493	\$456	\$456,146	7.66	\$59,546	\$16,640	4	89.9%	1.69	2	\$28,164
Miscellaneous Store Retailers		40%	\$493	\$456	\$456,146	6.46	\$70,648	\$20,030	4	89.9%	1.69	2	\$33,903
Veterinary Services [7]		20%	\$246	\$228	\$228,073	2.81	\$81,061	\$34,148	2	96.8%	1.69	1	\$57,797

B
5

Table B-2
Estimated Average Annual Household Expenditures and Associated Employment Generation - 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	$c = \text{Income} * a * b$	$d = c * (\text{inflation adjustment})$	$e = d * 1000$	f	$g = e / f$	h	$i = g / h$	j	k	$l = i * j / k$	$m = h * j$
Calculation													
Other Entertainment Supplies, Equipment, and Services	0.5%	100%	\$609	\$564									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$518	\$479	\$479,104	7.66	\$62,543	\$16,640	4	89.9%	1.69	2	\$28,164
Photographic Services [7]		15%	\$91	\$85	\$84,548	4.55	\$18,565	\$22,554	1	96.8%	1.69	0	\$38,174
Personal Care Products and Services	0.9%	100%	\$1,082	\$1,002									
Unspecified Retail		50%	\$541	\$501	\$500,856	6.46	\$77,572	\$20,030	4	89.9%	1.69	2	\$33,903
Personal Care Services [7]		50%	\$541	\$501	\$500,856	2.99	\$167,283	\$16,484	10	96.8%	1.69	6	\$27,901
Reading	0.2%	100%	\$183	\$170									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$183	\$170	\$169,799	7.66	\$22,166	\$16,640	1	89.9%	1.69	1	\$28,164
Education	1.6%	100%	\$1,877	\$1,737									
Educational Services		100%	\$1,877	\$1,737	\$1,737,171	4.34	\$400,376	\$24,412	16	96.8%	1.69	9	\$41,319
Miscellaneous	1.0%	100%	\$1,173	\$1,086									
Accounting [7]		20%	\$235	\$217	\$217,222	1.98	\$109,611	\$33,564	3	96.8%	1.69	2	\$56,810
Architectural, Engineering, and Related [7,8]		20%	\$235	\$217	\$217,222	2.80	\$77,468	\$74,995	1	96.8%	1.69	1	\$126,934
Specialized Design Services [7]		20%	\$235	\$217	\$217,222	3.72	\$58,466	\$53,888	1	96.8%	1.69	1	\$91,209
Death Care Services [7]		20%	\$235	\$217	\$217,222	3.47	\$62,516	\$36,983	2	96.8%	1.69	1	\$62,596
Legal Services [7]		20%	\$235	\$217	\$217,222	2.76	\$78,660	\$85,734	1	96.8%	1.69	1	\$145,110
Total per 1,000 Market Rate Households									314			172	

Per **Table 4**, the purchase of a 1,500 Sq. Ft. Unit requires a household income of **\$114,100**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at this income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation 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] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 10.1% of retail/restaurant workers are age 16-19, but an average of only 3.2% of workers overall (applied to non-retail/restaurant industries). EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for Alameda County.

[6] 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 2007 Economic Census.

[7] Alameda County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff.

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

Table B-3
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Food at Home	3.6%	100%	\$5,555	\$5,143									
Food & Beverage Stores		100%	\$5,555	\$5,143	\$5,142,656	8.07	\$637,579	\$26,541	24	89.9%	1.69	13	\$44,923
Food Away From Home	3.4%	100%	\$5,161	\$4,778									
Food Services and Drinking Places		100%	\$5,161	\$4,778	\$4,777,546	3.49	\$1,370,121	\$14,455	95	89.9%	1.69	50	\$24,466
Alcoholic Beverages	0.6%	100%	\$993	\$920									
Food & Beverage Stores		50%	\$497	\$460	\$496,724	8.07	\$61,583	\$26,541	2	89.9%	1.69	1	\$44,923
Food Services and Drinking Places		50%	\$497	\$460	\$496,724	3.49	\$142,452	\$14,455	10	89.9%	1.69	6	\$24,466
Housing Maintenance, Repairs, Insurance, Other expenses	1.5%	100%	\$2,328	\$2,155									
Personal and Household Goods Repair and Maintenance [7]		45%	\$1,048	\$970	\$969,681	3.72	\$260,732	\$26,783	10	96.8%	1.69	6	\$45,332
Building Material and Garden Equipment and Supplies Dealer		45%	\$1,048	\$970	\$969,681	7.52	\$128,981	\$35,469	4	89.9%	1.69	2	\$60,033
Real Estate and Rental and Leasing		10%	\$233	\$215	\$215,485	5.29	\$40,741	\$35,283	1	96.8%	1.69	1	\$59,719
Fuel Oil and Other Fuels [6]	0.2%	100%	\$270	\$250									
Nonstore Retailers		100%	\$270	\$250	\$249,510	6.95	\$35,908	\$37,028	1	89.9%	1.69	1	\$62,673
Water and Other Public Services [6]	0.5%	100%	\$743	\$688									
Waste Management and Remediation Services		100%	\$743	\$688	\$687,509	4.79	\$143,491	\$40,694	4	96.8%	1.69	2	\$68,878
Household Operations Personal Services	0.6%	100%	\$923	\$855									
Nursing and Residential Care Facilities		40%	\$369	\$342	\$341,836	2.49	\$137,115	\$28,988	5	96.8%	1.69	3	\$49,064
Social Assistance [7]		60%	\$554	\$513	\$512,754	2.98	\$171,864	\$23,861	7	96.8%	1.69	4	\$40,386
Household Operations Other Household Expenses	1.0%	100%	\$1,483	\$1,373									
Services to Buildings and Dwellings [7]		100%	\$1,483	\$1,373	\$1,373,072	2.64	\$519,260	\$25,071	21	96.8%	1.69	12	\$42,434
Housekeeping Supplies	0.6%	100%	\$992	\$918									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$99	\$92	\$91,784	7.52	\$12,209	\$35,469	0	89.9%	1.69	0	\$60,033
Food & Beverage Stores		35%	\$347	\$321	\$321,246	8.07	\$39,828	\$26,541	2	89.9%	1.69	1	\$44,923
General Merchandise		35%	\$347	\$321	\$321,246	12.13	\$26,477	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		20%	\$198	\$184	\$183,569	6.46	\$28,431	\$20,030	1	89.9%	1.69	1	\$33,903
Household Furnishings and Equipment	1.9%	100%	\$2,867	\$2,654									
Furniture and Home Furnishings Stores		40%	\$1,147	\$1,062	\$1,061,595	6.15	\$172,543	\$29,550	6	89.9%	1.69	3	\$50,016
Electronics and Appliance Stores		40%	\$1,147	\$1,062	\$1,061,595	9.53	\$111,450	\$26,708	4	89.9%	1.69	2	\$45,205
General Merchandise Stores		10%	\$287	\$265	\$265,399	12.13	\$21,874	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		10%	\$287	\$265	\$265,399	6.46	\$41,105	\$20,030	2	89.9%	1.69	1	\$33,903

B-7

Table B-3
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Apparel and Services	2.0%	100%	\$3,079	\$2,850									
Clothing and Clothing Accessories Stores		40%	\$1,231	\$1,140	\$1,139,902	7.80	\$146,105	\$16,289	9	89.9%	1.69	5	\$27,571
General Merchandise		40%	\$1,231	\$1,140	\$1,139,902	12.13	\$93,952	\$21,273	4	89.9%	1.69	2	\$36,007
Miscellaneous Store Retailers		10%	\$308	\$285	\$284,976	6.46	\$44,137	\$20,030	2	89.9%	1.69	1	\$33,903
Personal and Household Goods Repair and Maintenance [7]		5%	\$154	\$142	\$142,488	3.72	\$38,313	\$26,783	1	96.8%	1.69	1	\$45,332
Dry Cleaning and Laundry Services [7]		5%	\$154	\$142	\$142,488	3.17	\$45,007	\$25,028	2	89.9%	1.69	1	\$42,361
Vehicle Purchases (net outlay)	3.3%	100%	\$5,120	\$4,739									
Motor Vehicle and Parts Dealers		100%	\$5,120	\$4,739	\$4,739,374	8.79	\$539,401	\$42,196	13	96.8%	1.69	7	\$71,420
Gasoline and motor oil	2.5%	100%	\$3,900	\$3,610									
Gasoline Stations		100%	\$3,900	\$3,610	\$3,609,799	38.48	\$93,807	\$18,946	5	89.9%	1.69	3	\$32,067
Vehicle Maintenance and Repairs	0.9%	100%	\$1,348	\$1,248									
Repair and Maintenance [7]		100%	\$1,348	\$1,248	\$1,248,019	3.55	\$351,873	\$29,204	12	96.8%	1.69	7	\$49,430
Medical Services	0.9%	100%	\$1,340	\$1,240									
Ambulatory Health Care Services		40%	\$536	\$496	\$496,168	2.55	\$194,464	\$54,753	4	96.8%	1.69	2	\$92,673
General Medical and Surgical Hospitals [7]		30%	\$402	\$372	\$372,126	2.63	\$141,487	\$58,054	2	96.8%	1.69	1	\$98,260
Nursing and Residential Care Facilities		30%	\$402	\$372	\$372,126	2.49	\$149,265	\$28,988	5	96.8%	1.69	3	\$49,064
Drugs	0.4%	100%	\$677	\$626									
Health and Personal Care Stores		100%	\$677	\$626	\$626,350	7.51	\$83,425	\$29,774	3	89.9%	1.69	1	\$50,394
Medical Supplies	0.2%	100%	\$251	\$232									
Health and Personal Care Stores		100%	\$251	\$232	\$232,308	7.51	\$30,942	\$29,774	1	89.9%	1.69	1	\$50,394
Entertainment Fees and Admissions	1.1%	100%	\$1,652	\$1,530									
Arts, Entertainment, & Recreation		100%	\$1,652	\$1,530	\$1,529,506	3.34	\$457,993	\$28,077	16	89.9%	1.69	9	\$47,523
Audio and Visual Equipment and Services	1.0%	100%	\$1,504	\$1,392									
Electronics and Appliance Stores		100%	\$1,504	\$1,392	\$1,392,105	9.53	\$146,149	\$26,708	5	89.9%	1.69	3	\$45,205
Pets, Toys, Hobbies, and Playground Equip.	0.6%	100%	\$938	\$868									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$375	\$347	\$347,269	7.66	\$45,333	\$16,640	3	89.9%	1.69	1	\$28,164
Miscellaneous Store Retailers		40%	\$375	\$347	\$347,269	6.46	\$53,785	\$20,030	3	89.9%	1.69	1	\$33,903
Veterinary Services [7]		20%	\$188	\$174	\$173,635	2.81	\$61,713	\$34,148	2	96.8%	1.69	1	\$57,797

B
8

Table B-3
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	$c = \text{Income} \cdot a \cdot b$	$d = c \cdot (\text{inflation adjustment})$	$e = d \cdot 1000$	f	$g = e / f$	h	$i = g / h$	j	k	$l = i \cdot j / k$	$m = h \cdot j$
Calculation													
Other Entertainment Supplies, Equipment, and Services	0.5%	100%	\$814	\$753									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$692	\$640	\$640,346	7.66	\$83,591	\$16,640	5	89.9%	1.69	3	\$28,164
Photographic Services [7]		15%	\$122	\$113	\$113,002	4.55	\$24,812	\$22,554	1	96.8%	1.69	1	\$38,174
Personal Care Products and Services	0.8%	100%	\$1,150	\$1,065									
Unspecified Retail		50%	\$575	\$532	\$532,277	6.46	\$82,439	\$20,030	4	89.9%	1.69	2	\$33,903
Personal Care Services [7]		50%	\$575	\$532	\$532,277	2.99	\$177,777	\$16,484	11	96.8%	1.69	6	\$27,901
Reading	0.1%	100%	\$224	\$207									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$224	\$207	\$207,229	7.66	\$27,052	\$16,640	2	89.9%	1.69	1	\$28,164
Education	1.6%	100%	\$2,519	\$2,331									
Educational Services		100%	\$2,519	\$2,331	\$2,331,394	4.34	\$537,330	\$24,412	22	96.8%	1.69	13	\$41,319
Miscellaneous	0.9%	100%	\$1,431	\$1,324									
Accounting [7]		20%	\$286	\$265	\$264,881	1.98	\$133,661	\$33,564	4	96.8%	1.69	2	\$56,810
Architectural, Engineering, and Related [7.8]		20%	\$286	\$265	\$264,881	2.80	\$94,464	\$74,995	1	96.8%	1.69	1	\$126,934
Specialized Design Services [7]		20%	\$286	\$265	\$264,881	3.72	\$71,294	\$53,888	1	96.8%	1.69	1	\$91,209
Death Care Services [7]		20%	\$286	\$265	\$264,881	3.47	\$76,232	\$36,983	2	96.8%	1.69	1	\$62,596
Legal Services [7]		20%	\$286	\$265	\$264,881	2.76	\$95,919	\$85,734	1	96.8%	1.69	1	\$145,110
Total per 1,000 Market Rate Households									346			190	
Per Table 4 , the purchase of a 2,000 Sq. Ft. Unit requires a household income of			\$153,300										

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at the most representative income level. As the income level in this case fell between two income brackets, an average was taken of and applied to provide the most accurate representation of expenditures possible. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation 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] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 10.1% of retail/restaurant workers are age 16-19, but an average of only 3.2% of workers overall (applied to non-retail/restaurant industries). EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for Alameda County.

[6] 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 2007 Economic Census.

[7] Alameda County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff.

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

Table B-4
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Food at Home	2.9%	100%	\$5,386	\$4,986									
Food & Beverage Stores		100%	\$5,386	\$4,986	\$4,985,932	8.07	\$618,148	\$26,541	23	89.9%	1.69	12	\$44,923
Food Away From Home	2.7%	100%	\$5,003	\$4,631									
Food Services and Drinking Places		100%	\$5,003	\$4,631	\$4,630,846	3.49	\$1,328,050	\$14,455	92	89.9%	1.69	49	\$24,466
Alcoholic Beverages	0.6%	100%	\$1,043	\$966									
Food & Beverage Stores		50%	\$522	\$483	\$521,664	8.07	\$64,675	\$26,541	2	89.9%	1.69	1	\$44,923
Food Services and Drinking Places		50%	\$522	\$483	\$521,664	3.49	\$149,605	\$14,455	10	89.9%	1.69	6	\$24,466
Housing Maintenance, Repairs, Insurance, Other expenses	1.3%	100%	\$2,357	\$2,182									
Personal and Household Goods Repair and Maintenance [7]		45%	\$1,061	\$982	\$981,937	3.72	\$264,028	\$26,783	10	96.8%	1.69	6	\$45,332
Building Material and Garden Equipment and Supplies Dealer		45%	\$1,061	\$982	\$981,937	7.52	\$130,611	\$35,469	4	89.9%	1.69	2	\$60,033
Real Estate and Rental and Leasing		10%	\$236	\$218	\$218,208	5.29	\$41,256	\$35,283	1	96.8%	1.69	1	\$59,719
Fuel Oil and Other Fuels [6]	0.1%	100%	\$263	\$244									
Nonstore Retailers		100%	\$263	\$244	\$243,845	6.95	\$35,093	\$37,028	1	89.9%	1.69	1	\$62,673
Water and Other Public Services [6]	0.4%	100%	\$682	\$631									
Waste Management and Remediation Services		100%	\$682	\$631	\$631,345	4.79	\$131,769	\$40,694	3	96.8%	1.69	2	\$68,878
Household Operations Personal Services	0.6%	100%	\$1,074	\$994									
Nursing and Residential Care Facilities		40%	\$429	\$398	\$397,519	2.49	\$159,451	\$28,988	6	96.8%	1.69	3	\$49,064
Social Assistance [7]		60%	\$644	\$596	\$596,279	2.98	\$199,859	\$23,861	8	96.8%	1.69	5	\$40,386
Household Operations Other Household Expenses	1.0%	100%	\$1,783	\$1,650									
Services to Buildings and Dwellings [7]		100%	\$1,783	\$1,650	\$1,650,190	2.64	\$624,059	\$25,071	25	96.8%	1.69	14	\$42,434
Housekeeping Supplies	0.5%	100%	\$906	\$838									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$91	\$84	\$83,836	7.52	\$11,151	\$35,469	0	89.9%	1.69	0	\$60,033
Food & Beverage Stores		35%	\$317	\$293	\$293,424	8.07	\$36,378	\$26,541	1	89.9%	1.69	1	\$44,923
General Merchandise		35%	\$317	\$293	\$293,424	12.13	\$24,184	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		20%	\$181	\$168	\$167,671	6.46	\$25,969	\$20,030	1	89.9%	1.69	1	\$33,903
Household Furnishings and Equipment	1.6%	100%	\$3,022	\$2,797									
Furniture and Home Furnishings Stores		40%	\$1,209	\$1,119	\$1,118,888	6.15	\$181,855	\$29,550	6	89.9%	1.69	3	\$50,016
Electronics and Appliance Stores		40%	\$1,209	\$1,119	\$1,118,888	9.53	\$117,465	\$26,708	4	89.9%	1.69	2	\$45,205
General Merchandise Stores		10%	\$302	\$280	\$279,722	12.13	\$23,055	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		10%	\$302	\$280	\$279,722	6.46	\$43,323	\$20,030	2	89.9%	1.69	1	\$33,903

B-10

Table B-4
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Apparel and Services	1.8%	100%	\$3,400	\$3,147									
Clothing and Clothing Accessories Stores		40%	\$1,360	\$1,259	\$1,258,859	7.80	\$161,352	\$16,289	10	89.9%	1.69	5	\$27,571
General Merchandise		40%	\$1,360	\$1,259	\$1,258,859	12.13	\$103,757	\$21,273	5	89.9%	1.69	3	\$36,007
Miscellaneous Store Retailers		10%	\$340	\$315	\$314,715	6.46	\$48,743	\$20,030	2	89.9%	1.69	1	\$33,903
Personal and Household Goods Repair and Maintenance [7]		5%	\$170	\$157	\$157,357	3.72	\$42,311	\$26,783	2	96.8%	1.69	1	\$45,332
Dry Cleaning and Laundry Services [7]		5%	\$170	\$157	\$157,357	3.17	\$49,704	\$25,028	2	89.9%	1.69	1	\$42,361
Vehicle Purchases (net outlay)	2.9%	100%	\$5,283	\$4,891									
Motor Vehicle and Parts Dealers		100%	\$5,283	\$4,891	\$4,890,898	8.79	\$556,646	\$42,196	13	96.8%	1.69	8	\$71,420
Gasoline and motor oil	1.8%	100%	\$3,396	\$3,143									
Gasoline Stations		100%	\$3,396	\$3,143	\$3,143,465	38.48	\$81,688	\$18,946	4	89.9%	1.69	2	\$32,067
Vehicle Maintenance and Repairs	0.7%	100%	\$1,307	\$1,210									
Repair and Maintenance [7]		100%	\$1,307	\$1,210	\$1,209,648	3.55	\$341,054	\$29,204	12	96.8%	1.69	7	\$49,430
Medical Services	0.7%	100%	\$1,343	\$1,244									
Ambulatory Health Care Services		40%	\$537	\$497	\$497,414	2.55	\$194,953	\$54,753	4	96.8%	1.69	2	\$92,673
General Medical and Surgical Hospitals [7]		30%	\$403	\$373	\$373,061	2.63	\$141,843	\$58,054	2	96.8%	1.69	1	\$98,260
Nursing and Residential Care Facilities		30%	\$403	\$373	\$373,061	2.49	\$149,640	\$28,988	5	96.8%	1.69	3	\$49,064
Drugs	0.4%	100%	\$680	\$630									
Health and Personal Care Stores		100%	\$680	\$630	\$629,872	7.51	\$83,894	\$29,774	3	89.9%	1.69	1	\$50,394
Medical Supplies	0.1%	100%	\$224	\$208									
Health and Personal Care Stores		100%	\$224	\$208	\$207,747	7.51	\$27,670	\$29,774	1	89.9%	1.69	0	\$50,394
Entertainment Fees and Admissions	1.1%	100%	\$2,029	\$1,879									
Arts, Entertainment, & Recreation		100%	\$2,029	\$1,879	\$1,878,565	3.34	\$562,514	\$28,077	20	89.9%	1.69	11	\$47,523
Audio and Visual Equipment and Services	0.7%	100%	\$1,384	\$1,281									
Electronics and Appliance Stores		100%	\$1,384	\$1,281	\$1,281,107	9.53	\$134,496	\$26,708	5	89.9%	1.69	3	\$45,205
Pets, Toys, Hobbies, and Playground Equip.	0.5%	100%	\$970	\$898									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$388	\$359	\$359,211	7.66	\$46,892	\$16,640	3	89.9%	1.69	1	\$28,164
Miscellaneous Store Retailers		40%	\$388	\$359	\$359,211	6.46	\$55,634	\$20,030	3	89.9%	1.69	1	\$33,903
Veterinary Services [7]		20%	\$194	\$180	\$179,606	2.81	\$63,835	\$34,148	2	96.8%	1.69	1	\$57,797

B-11

Table B-4
Estimated Average Annual Household Expenditures and Associated Employment Generation - 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Other Entertainment Supplies, Equipment, and Services	0.5%	100%	\$840	\$778									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$714	\$661	\$661,255	7.66	\$86,321	\$16,640	5	89.9%	1.69	3	\$28,164
Photographic Services [7]		15%	\$126	\$117	\$116,692	4.55	\$25,623	\$22,554	1	96.8%	1.69	1	\$38,174
Personal Care Products and Services	0.7%	100%	\$1,247	\$1,154									
Unspecified Retail		50%	\$624	\$577	\$577,198	6.46	\$89,396	\$20,030	4	89.9%	1.69	2	\$33,903
Personal Care Services [7]		50%	\$624	\$577	\$577,198	2.99	\$192,781	\$16,484	12	96.8%	1.69	7	\$27,901
Reading	0.1%	100%	\$230	\$213									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$230	\$213	\$212,904	7.66	\$27,793	\$16,640	2	89.9%	1.69	1	\$28,164
Education	1.9%	100%	\$3,579	\$3,313									
Educational Services		100%	\$3,579	\$3,313	\$3,312,904	4.34	\$763,545	\$24,412	31	96.8%	1.69	18	\$41,319
Miscellaneous	0.9%	100%	\$1,655	\$1,532									
Accounting [7]		20%	\$331	\$306	\$306,317	1.98	\$154,569	\$33,564	5	96.8%	1.69	3	\$56,810
Architectural, Engineering, and Related [7,8]		20%	\$331	\$306	\$306,317	2.80	\$109,241	\$74,995	1	96.8%	1.69	1	\$126,934
Specialized Design Services [7]		20%	\$331	\$306	\$306,317	3.72	\$82,446	\$53,888	2	96.8%	1.69	1	\$91,209
Death Care Services [7]		20%	\$331	\$306	\$306,317	3.47	\$88,157	\$36,983	2	96.8%	1.69	1	\$62,596
Legal Services [7]		20%	\$331	\$306	\$306,317	2.76	\$110,924	\$85,734	1	96.8%	1.69	1	\$145,110
Total per 1,000 Market Rate Households									366			201	

Per **Table 4**, the purchase of a 2,500 Sq. Ft. Unit requires a household income of **\$184,700**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at the most representative income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation 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] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 10.1% of retail/restaurant workers are age 16-19, but an average of only 3.2% of workers overall (applied to non-retail/restaurant industries). EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for Alameda County.

[6] 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 2007 Economic Census.

[7] Alameda County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff.

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

Table B-5
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Food at Home	2.9%	100%	\$6,261	\$5,796									
Food & Beverage Stores		100%	\$6,261	\$5,796	\$5,795,774	8.07	\$718,551	\$26,541	27	89.9%	1.69	14	\$44,923
Food Away From Home	2.7%	100%	\$5,815	\$5,383									
Food Services and Drinking Places		100%	\$5,815	\$5,383	\$5,383,014	3.49	\$1,543,760	\$14,455	107	89.9%	1.69	57	\$24,466
Alcoholic Beverages	0.6%	100%	\$1,213	\$1,123									
Food & Beverage Stores		50%	\$606	\$561	\$606,395	8.07	\$75,180	\$26,541	3	89.9%	1.69	2	\$44,923
Food Services and Drinking Places		50%	\$606	\$561	\$606,395	3.49	\$173,904	\$14,455	12	89.9%	1.69	7	\$24,466
Housing Maintenance, Repairs, Insurance, Other expenses	1.3%	100%	\$2,740	\$2,537									
Personal and Household Goods Repair and Maintenance [7]		45%	\$1,233	\$1,141	\$1,141,428	3.72	\$306,912	\$26,783	11	96.8%	1.69	7	\$45,332
Building Material and Garden Equipment and Supplies Dealer		45%	\$1,233	\$1,141	\$1,141,428	7.52	\$151,826	\$35,469	4	89.9%	1.69	2	\$60,033
Real Estate and Rental and Leasing		10%	\$274	\$254	\$253,651	5.29	\$47,957	\$35,283	1	96.8%	1.69	1	\$59,719
Fuel Oil and Other Fuels [6]	0.1%	100%	\$306	\$283									
Nonstore Retailers		100%	\$306	\$283	\$283,452	6.95	\$40,793	\$37,028	1	89.9%	1.69	1	\$62,673
Water and Other Public Services [6]	0.4%	100%	\$793	\$734									
Waste Management and Remediation Services		100%	\$793	\$734	\$733,892	4.79	\$153,171	\$40,694	4	96.8%	1.69	2	\$68,878
Household Operations Personal Services	0.6%	100%	\$1,248	\$1,155									
Nursing and Residential Care Facilities		40%	\$499	\$462	\$462,086	2.49	\$185,349	\$28,988	6	96.8%	1.69	4	\$49,064
Social Assistance [7]		60%	\$749	\$693	\$693,129	2.98	\$232,322	\$23,861	10	96.8%	1.69	6	\$40,386
Household Operations Other Household Expenses	1.0%	100%	\$2,072	\$1,918									
Services to Buildings and Dwellings [7]		100%	\$2,072	\$1,918	\$1,918,223	2.64	\$725,422	\$25,071	29	96.8%	1.69	17	\$42,434
Housekeeping Supplies	0.5%	100%	\$1,053	\$975									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$105	\$97	\$97,453	7.52	\$12,963	\$35,469	0	89.9%	1.69	0	\$60,033
Food & Beverage Stores		35%	\$368	\$341	\$341,084	8.07	\$42,287	\$26,541	2	89.9%	1.69	1	\$44,923
General Merchandise		35%	\$368	\$341	\$341,084	12.13	\$28,113	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		20%	\$211	\$195	\$194,905	6.46	\$30,187	\$20,030	2	89.9%	1.69	1	\$33,903
Household Furnishings and Equipment	1.6%	100%	\$3,513	\$3,252									
Furniture and Home Furnishings Stores		40%	\$1,405	\$1,301	\$1,300,624	6.15	\$211,392	\$29,550	7	89.9%	1.69	4	\$50,016
Electronics and Appliance Stores		40%	\$1,405	\$1,301	\$1,300,624	9.53	\$136,545	\$26,708	5	89.9%	1.69	3	\$45,205
General Merchandise Stores		10%	\$351	\$325	\$325,156	12.13	\$26,800	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		10%	\$351	\$325	\$325,156	6.46	\$50,360	\$20,030	3	89.9%	1.69	1	\$33,903

B-13

Table B-5
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Apparel and Services	1.8%	100%	\$3,952	\$3,658									
Clothing and Clothing Accessories Stores		40%	\$1,581	\$1,463	\$1,463,330	7.80	\$187,560	\$16,289	12	89.9%	1.69	6	\$27,571
General Merchandise		40%	\$1,581	\$1,463	\$1,463,330	12.13	\$120,609	\$21,273	6	89.9%	1.69	3	\$36,007
Miscellaneous Store Retailers		10%	\$395	\$366	\$365,833	6.46	\$56,660	\$20,030	3	89.9%	1.69	2	\$33,903
Personal and Household Goods Repair and Maintenance [7]		5%	\$198	\$183	\$182,916	3.72	\$49,183	\$26,783	2	96.8%	1.69	1	\$45,332
Dry Cleaning and Laundry Services [7]		5%	\$198	\$183	\$182,916	3.17	\$57,777	\$25,028	2	89.9%	1.69	1	\$42,361
Vehicle Purchases (net outlay)	2.9%	100%	\$6,142	\$5,685									
Motor Vehicle and Parts Dealers		100%	\$6,142	\$5,685	\$5,685,305	8.79	\$647,060	\$42,196	15	96.8%	1.69	9	\$71,420
Gasoline and motor oil	1.8%	100%	\$3,947	\$3,654									
Gasoline Stations		100%	\$3,947	\$3,654	\$3,654,044	38.48	\$94,956	\$18,946	5	89.9%	1.69	3	\$32,067
Vehicle Maintenance and Repairs	0.7%	100%	\$1,519	\$1,406									
Repair and Maintenance [7]		100%	\$1,519	\$1,406	\$1,406,126	3.55	\$396,450	\$29,204	14	96.8%	1.69	8	\$49,430
Medical Services	0.7%	100%	\$1,562	\$1,446									
Ambulatory Health Care Services		40%	\$625	\$578	\$578,207	2.55	\$226,618	\$54,753	4	96.8%	1.69	2	\$92,673
General Medical and Surgical Hospitals [7]		30%	\$468	\$434	\$433,655	2.63	\$164,881	\$58,054	3	96.8%	1.69	2	\$98,260
Nursing and Residential Care Facilities		30%	\$468	\$434	\$433,655	2.49	\$173,945	\$28,988	6	96.8%	1.69	3	\$49,064
Drugs	0.4%	100%	\$791	\$732									
Health and Personal Care Stores		100%	\$791	\$732	\$732,179	7.51	\$97,521	\$29,774	3	89.9%	1.69	2	\$50,394
Medical Supplies	0.1%	100%	\$261	\$241									
Health and Personal Care Stores		100%	\$261	\$241	\$241,491	7.51	\$32,165	\$29,774	1	89.9%	1.69	1	\$50,394
Entertainment Fees and Admissions	1.1%	100%	\$2,359	\$2,184									
Arts, Entertainment, & Recreation		100%	\$2,359	\$2,184	\$2,183,692	3.34	\$653,881	\$28,077	23	89.9%	1.69	12	\$47,523
Audio and Visual Equipment and Services	0.7%	100%	\$1,609	\$1,489									
Electronics and Appliance Stores		100%	\$1,609	\$1,489	\$1,489,192	9.53	\$156,341	\$26,708	6	89.9%	1.69	3	\$45,205
Pets, Toys, Hobbies, and Playground Equip.	0.5%	100%	\$1,128	\$1,044									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$451	\$418	\$417,556	7.66	\$54,508	\$16,640	3	89.9%	1.69	2	\$28,164
Miscellaneous Store Retailers		40%	\$451	\$418	\$417,556	6.46	\$64,671	\$20,030	3	89.9%	1.69	2	\$33,903
Veterinary Services [7]		20%	\$226	\$209	\$208,778	2.81	\$74,204	\$34,148	2	96.8%	1.69	1	\$57,797

B-14

**Table B-5
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	<i>a</i>	<i>b</i>	$c = \text{Income} * a * b$	$d = c * (\text{inflation adjustment})$	$e = d * 1000$	<i>f</i>	$g = e / f$	<i>h</i>	$i = g / h$	<i>j</i>	<i>k</i>	$l = i * j / k$	$m = h * j$
Calculation													
Other Entertainment Supplies, Equipment, and Services	0.5%	100%	\$977	\$904									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$830	\$769	\$768,659	7.66	\$100,341	\$16,640	6	89.9%	1.69	3	\$28,164
Photographic Services [7]		15%	\$147	\$136	\$135,646	4.55	\$29,784	\$22,554	1	96.8%	1.69	1	\$38,174
Personal Care Products and Services	0.7%	100%	\$1,450	\$1,342									
Unspecified Retail		50%	\$725	\$671	\$670,950	6.46	\$103,916	\$20,030	5	89.9%	1.69	3	\$33,903
Personal Care Services [7]		50%	\$725	\$671	\$670,950	2.99	\$224,093	\$16,484	14	96.8%	1.69	8	\$27,901
Reading	0.1%	100%	\$267	\$247									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$267	\$247	\$247,485	7.66	\$32,307	\$16,640	2	89.9%	1.69	1	\$28,164
Education	1.9%	100%	\$4,160	\$3,851									
Educational Services		100%	\$4,160	\$3,851	\$3,851,004	4.34	\$887,564	\$24,412	36	96.8%	1.69	21	\$41,319
Miscellaneous	0.9%	100%	\$1,923	\$1,780									
Accounting [7]		20%	\$385	\$356	\$356,070	1.98	\$179,675	\$33,564	5	96.8%	1.69	3	\$56,810
Architectural, Engineering, and Related [7,8]		20%	\$385	\$356	\$356,070	2.80	\$126,985	\$74,995	2	96.8%	1.69	1	\$126,934
Specialized Design Services [7]		20%	\$385	\$356	\$356,070	3.72	\$95,837	\$53,888	2	96.8%	1.69	1	\$91,209
Death Care Services [7]		20%	\$385	\$356	\$356,070	3.47	\$102,477	\$36,983	3	96.8%	1.69	2	\$62,596
Legal Services [7]		20%	\$385	\$356	\$356,070	2.76	\$128,940	\$85,734	2	96.8%	1.69	1	\$145,110
Total per 1,000 Market Rate Households									426			234	

Per **Table 4**, the purchase of a 3,000 Sq. Ft. Unit requires a household income of **\$214,700**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at the most representative income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation 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] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 10.1% of retail/restaurant workers are age 16-19, but an average of only 3.2% of workers overall (applied to non-retail/restaurant industries). EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for Alameda County.

[6] 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 2007 Economic Census.

[7] Alameda County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff.

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

Table B-6
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Food at Home	2.9%	100%	\$7,118	\$6,589									
Food & Beverage Stores		100%	\$7,118	\$6,589	\$6,589,420	8.07	\$816,946	\$26,541	31	89.9%	1.69	16	\$44,923
Food Away From Home	2.7%	100%	\$6,611	\$6,120									
Food Services and Drinking Places		100%	\$6,611	\$6,120	\$6,120,138	3.49	\$1,755,155	\$14,455	121	89.9%	1.69	64	\$24,466
Alcoholic Beverages	0.6%	100%	\$1,379	\$1,276									
Food & Beverage Stores		50%	\$689	\$638	\$689,432	8.07	\$85,475	\$26,541	3	89.9%	1.69	2	\$44,923
Food Services and Drinking Places		50%	\$689	\$638	\$689,432	3.49	\$197,718	\$14,455	14	89.9%	1.69	8	\$24,466
Housing Maintenance, Repairs, Insurance, Other expenses	1.3%	100%	\$3,115	\$2,884									
Personal and Household Goods Repair and Maintenance [7]		45%	\$1,402	\$1,298	\$1,297,730	3.72	\$348,940	\$26,783	13	96.8%	1.69	7	\$45,332
Building Material and Garden Equipment and Supplies Dealer		45%	\$1,402	\$1,298	\$1,297,730	7.52	\$172,616	\$35,469	5	89.9%	1.69	3	\$60,033
Real Estate and Rental and Leasing		10%	\$312	\$288	\$288,384	5.29	\$54,524	\$35,283	2	96.8%	1.69	1	\$59,719
Fuel Oil and Other Fuels [6]	0.1%	100%	\$348	\$322									
Nonstore Retailers		100%	\$348	\$322	\$322,266	6.95	\$46,379	\$37,028	1	89.9%	1.69	1	\$62,673
Water and Other Public Services [6]	0.4%	100%	\$901	\$834									
Waste Management and Remediation Services		100%	\$901	\$834	\$834,387	4.79	\$174,146	\$40,694	4	96.8%	1.69	2	\$68,878
Household Operations Personal Services	0.6%	100%	\$1,419	\$1,313									
Nursing and Residential Care Facilities		40%	\$568	\$525	\$525,362	2.49	\$210,730	\$28,988	7	96.8%	1.69	4	\$49,064
Social Assistance [7]		60%	\$851	\$788	\$788,043	2.98	\$264,135	\$23,861	11	96.8%	1.69	6	\$40,386
Household Operations Other Household Expenses	1.0%	100%	\$2,356	\$2,181									
Services to Buildings and Dwellings [7]		100%	\$2,356	\$2,181	\$2,180,896	2.64	\$824,758	\$25,071	33	96.8%	1.69	19	\$42,434
Housekeeping Supplies	0.5%	100%	\$1,197	\$1,108									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$120	\$111	\$110,797	7.52	\$14,738	\$35,469	0	89.9%	1.69	0	\$60,033
Food & Beverage Stores		35%	\$419	\$388	\$387,790	8.07	\$48,078	\$26,541	2	89.9%	1.69	1	\$44,923
General Merchandise		35%	\$419	\$388	\$387,790	12.13	\$31,962	\$21,273	2	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		20%	\$239	\$222	\$221,595	6.46	\$34,320	\$20,030	2	89.9%	1.69	1	\$33,903
Household Furnishings and Equipment	1.6%	100%	\$3,994	\$3,697									
Furniture and Home Furnishings Stores		40%	\$1,597	\$1,479	\$1,478,725	6.15	\$240,340	\$29,550	8	89.9%	1.69	4	\$50,016
Electronics and Appliance Stores		40%	\$1,597	\$1,479	\$1,478,725	9.53	\$155,242	\$26,708	6	89.9%	1.69	3	\$45,205
General Merchandise Stores		10%	\$399	\$370	\$369,681	12.13	\$30,470	\$21,273	1	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		10%	\$399	\$370	\$369,681	6.46	\$57,256	\$20,030	3	89.9%	1.69	2	\$33,903

B-16

Table B-6
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Apparel and Services	1.8%	100%	\$4,493	\$4,159									
Clothing and Clothing Accessories Stores		40%	\$1,797	\$1,664	\$1,663,712	7.80	\$213,243	\$16,289	13	89.9%	1.69	7	\$27,571
General Merchandise		40%	\$1,797	\$1,664	\$1,663,712	12.13	\$137,125	\$21,273	6	89.9%	1.69	3	\$36,007
Miscellaneous Store Retailers		10%	\$449	\$416	\$415,928	6.46	\$64,419	\$20,030	3	89.9%	1.69	2	\$33,903
Personal and Household Goods Repair and Maintenance [7]		5%	\$225	\$208	\$207,964	3.72	\$55,918	\$26,783	2	96.8%	1.69	1	\$45,332
Dry Cleaning and Laundry Services [7]		5%	\$225	\$208	\$207,964	3.17	\$65,688	\$25,028	3	89.9%	1.69	1	\$42,361
Vehicle Purchases (net outlay)	2.9%	100%	\$6,983	\$6,464									
Motor Vehicle and Parts Dealers		100%	\$6,983	\$6,464	\$6,463,824	8.79	\$735,665	\$42,196	17	96.8%	1.69	10	\$71,420
Gasoline and motor oil	1.8%	100%	\$4,488	\$4,154									
Gasoline Stations		100%	\$4,488	\$4,154	\$4,154,411	38.48	\$107,959	\$18,946	6	89.9%	1.69	3	\$32,067
Vehicle Maintenance and Repairs	0.7%	100%	\$1,727	\$1,599									
Repair and Maintenance [7]		100%	\$1,727	\$1,599	\$1,598,674	3.55	\$450,738	\$29,204	15	96.8%	1.69	9	\$49,430
Medical Services	0.7%	100%	\$1,775	\$1,643									
Ambulatory Health Care Services		40%	\$710	\$657	\$657,384	2.55	\$257,650	\$54,753	5	96.8%	1.69	3	\$92,673
General Medical and Surgical Hospitals [7]		30%	\$533	\$493	\$493,038	2.63	\$187,459	\$58,054	3	96.8%	1.69	2	\$98,260
Nursing and Residential Care Facilities		30%	\$533	\$493	\$493,038	2.49	\$197,765	\$28,988	7	96.8%	1.69	4	\$49,064
Drugs	0.4%	100%	\$899	\$832									
Health and Personal Care Stores		100%	\$899	\$832	\$832,440	7.51	\$110,875	\$29,774	4	89.9%	1.69	2	\$50,394
Medical Supplies	0.1%	100%	\$297	\$275									
Health and Personal Care Stores		100%	\$297	\$275	\$274,559	7.51	\$36,569	\$29,774	1	89.9%	1.69	1	\$50,394
Entertainment Fees and Admissions	1.1%	100%	\$2,682	\$2,483									
Arts, Entertainment, & Recreation		100%	\$2,682	\$2,483	\$2,482,716	3.34	\$743,420	\$28,077	26	89.9%	1.69	14	\$47,523
Audio and Visual Equipment and Services	0.7%	100%	\$1,829	\$1,693									
Electronics and Appliance Stores		100%	\$1,829	\$1,693	\$1,693,115	9.53	\$177,750	\$26,708	7	89.9%	1.69	4	\$45,205
Pets, Toys, Hobbies, and Playground Equip.	0.5%	100%	\$1,282	\$1,187									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$513	\$475	\$474,734	7.66	\$61,972	\$16,640	4	89.9%	1.69	2	\$28,164
Miscellaneous Store Retailers		40%	\$513	\$475	\$474,734	6.46	\$73,527	\$20,030	4	89.9%	1.69	2	\$33,903
Veterinary Services [7]		20%	\$256	\$237	\$237,367	2.81	\$84,365	\$34,148	2	96.8%	1.69	1	\$57,797

B-17

Table B-6
Estimated Average Annual Household Expenditures and Associated Employment Generation - 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Other Entertainment Supplies, Equipment, and Services	0.5%	100%	\$1,111	\$1,028									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$944	\$874	\$873,916	7.66	\$114,082	\$16,640	7	89.9%	1.69	4	\$28,164
Photographic Services [7]		15%	\$167	\$154	\$154,220	4.55	\$33,863	\$22,554	2	96.8%	1.69	1	\$38,174
Personal Care Products and Services	0.7%	100%	\$1,648	\$1,526									
Unspecified Retail		50%	\$824	\$763	\$762,827	6.46	\$118,146	\$20,030	6	89.9%	1.69	3	\$33,903
Personal Care Services [7]		50%	\$824	\$763	\$762,827	2.99	\$254,779	\$16,484	15	96.8%	1.69	9	\$27,901
Reading	0.1%	100%	\$304	\$281									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$304	\$281	\$281,374	7.66	\$36,731	\$16,640	2	89.9%	1.69	1	\$28,164
Education	1.9%	100%	\$4,730	\$4,378									
Educational Services		100%	\$4,730	\$4,378	\$4,378,342	4.34	\$1,009,103	\$24,412	41	96.8%	1.69	24	\$41,319
Miscellaneous	0.9%	100%	\$2,187	\$2,024									
Accounting [7]		20%	\$437	\$405	\$404,829	1.98	\$204,279	\$33,564	6	96.8%	1.69	3	\$56,810
Architectural, Engineering, and Related [7,8]		20%	\$437	\$405	\$404,829	2.80	\$144,374	\$74,995	2	96.8%	1.69	1	\$126,934
Specialized Design Services [7]		20%	\$437	\$405	\$404,829	3.72	\$108,961	\$53,888	2	96.8%	1.69	1	\$91,209
Death Care Services [7]		20%	\$437	\$405	\$404,829	3.47	\$116,509	\$36,983	3	96.8%	1.69	2	\$62,596
Legal Services [7]		20%	\$437	\$405	\$404,829	2.76	\$146,597	\$85,734	2	96.8%	1.69	1	
Total per 1,000 Market Rate Households									484			266	

Per **Table 4**, the purchase of a 3,500 Sq. Ft. Unit requires a household income of **\$244,100**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at the most representative income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation 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] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 10.1% of retail/restaurant workers are age 16-19, but an average of only 3.2% of workers overall (applied to non-retail/restaurant industries). EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for Alameda County.

[6] 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 2007 Economic Census.

[7] Alameda County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff.

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

Table B-7
Estimated Average Annual Household Expenditures and Associated Employment Generation - 4,000+ Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Food at Home	2.9%	100%	\$7,935	\$7,345									
Food & Beverage Stores		100%	\$7,935	\$7,345	\$7,345,273	8.07	\$910,656	\$26,541	34	89.9%	1.69	18	\$44,923
Food Away From Home	2.7%	100%	\$7,370	\$6,822									
Food Services and Drinking Places		100%	\$7,370	\$6,822	\$6,822,161	3.49	\$1,956,483	\$14,455	135	89.9%	1.69	72	\$24,466
Alcoholic Beverages	0.6%	100%	\$1,537	\$1,423									
Food & Beverage Stores		50%	\$769	\$711	\$768,515	8.07	\$95,279	\$26,541	4	89.9%	1.69	2	\$44,923
Food Services and Drinking Places		50%	\$769	\$711	\$768,515	3.49	\$220,397	\$14,455	15	89.9%	1.69	9	\$24,466
Housing Maintenance, Repairs, Insurance, Other expenses	1.3%	100%	\$3,473	\$3,215									
Personal and Household Goods Repair and Maintenance [7]		45%	\$1,563	\$1,447	\$1,446,589	3.72	\$388,965	\$26,783	15	96.8%	1.69	8	\$45,332
Building Material and Garden Equipment and Supplies Dealer		45%	\$1,563	\$1,447	\$1,446,589	7.52	\$192,416	\$35,469	5	89.9%	1.69	3	\$60,033
Real Estate and Rental and Leasing		10%	\$347	\$321	\$321,464	5.29	\$60,778	\$35,283	2	96.8%	1.69	1	\$59,719
Fuel Oil and Other Fuels [6]	0.1%	100%	\$388	\$359									
Nonstore Retailers		100%	\$388	\$359	\$359,232	6.95	\$51,699	\$37,028	1	89.9%	1.69	1	\$62,673
Water and Other Public Services [6]	0.4%	100%	\$1,005	\$930									
Waste Management and Remediation Services		100%	\$1,005	\$930	\$930,097	4.79	\$194,121	\$40,694	5	96.8%	1.69	3	\$68,878
Household Operations Personal Services	0.6%	100%	\$1,582	\$1,464									
Nursing and Residential Care Facilities		40%	\$633	\$586	\$585,625	2.49	\$234,903	\$28,988	8	96.8%	1.69	5	\$49,064
Social Assistance [7]		60%	\$949	\$878	\$878,437	2.98	\$294,433	\$23,861	12	96.8%	1.69	7	\$40,386
Household Operations Other Household Expenses	1.0%	100%	\$2,626	\$2,431									
Services to Buildings and Dwellings [7]		100%	\$2,626	\$2,431	\$2,431,060	2.64	\$919,363	\$25,071	37	96.8%	1.69	21	\$42,434
Housekeeping Supplies	0.5%	100%	\$1,334	\$1,235									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$133	\$124	\$123,507	7.52	\$16,428	\$35,469	0	89.9%	1.69	0	\$60,033
Food & Beverage Stores		35%	\$467	\$432	\$432,273	8.07	\$53,593	\$26,541	2	89.9%	1.69	1	\$44,923
General Merchandise		35%	\$467	\$432	\$432,273	12.13	\$35,628	\$21,273	2	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		20%	\$267	\$247	\$247,013	6.46	\$38,257	\$20,030	2	89.9%	1.69	1	\$33,903
Household Furnishings and Equipment	1.6%	100%	\$4,452	\$4,121									
Furniture and Home Furnishings Stores		40%	\$1,781	\$1,648	\$1,648,345	6.15	\$267,908	\$29,550	9	89.9%	1.69	5	\$50,016
Electronics and Appliance Stores		40%	\$1,781	\$1,648	\$1,648,345	9.53	\$173,050	\$26,708	6	89.9%	1.69	3	\$45,205
General Merchandise Stores		10%	\$445	\$412	\$412,086	12.13	\$33,965	\$21,273	2	89.9%	1.69	1	\$36,007
Miscellaneous Store Retailers		10%	\$445	\$412	\$412,086	6.46	\$63,824	\$20,030	3	89.9%	1.69	2	\$33,903

B-19

Table B-7
Estimated Average Annual Household Expenditures and Associated Employment Generation - 4,000+ Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Apparel and Services	1.8%	100%	\$5,009	\$4,636									
Clothing and Clothing Accessories Stores		40%	\$2,003	\$1,855	\$1,854,551	7.80	\$237,704	\$16,289	15	89.9%	1.69	8	\$27,571
General Merchandise		40%	\$2,003	\$1,855	\$1,854,551	12.13	\$152,854	\$21,273	7	89.9%	1.69	4	\$36,007
Miscellaneous Store Retailers		10%	\$501	\$464	\$463,638	6.46	\$71,808	\$20,030	4	89.9%	1.69	2	\$33,903
Personal and Household Goods Repair and Maintenance [7]		5%	\$250	\$232	\$231,819	3.72	\$62,333	\$26,783	2	96.8%	1.69	1	\$45,332
Dry Cleaning and Laundry Services [7]		5%	\$250	\$232	\$231,819	3.17	\$73,223	\$25,028	3	89.9%	1.69	2	\$42,361
Vehicle Purchases (net outlay)	2.9%	100%	\$7,784	\$7,205									
Motor Vehicle and Parts Dealers		100%	\$7,784	\$7,205	\$7,205,270	8.79	\$820,051	\$42,196	19	96.8%	1.69	11	\$71,420
Gasoline and motor oil	1.8%	100%	\$5,003	\$4,631									
Gasoline Stations		100%	\$5,003	\$4,631	\$4,630,952	38.48	\$120,343	\$18,946	6	89.9%	1.69	3	\$32,067
Vehicle Maintenance and Repairs	0.7%	100%	\$1,925	\$1,782									
Repair and Maintenance [7]		100%	\$1,925	\$1,782	\$1,782,054	3.55	\$502,441	\$29,204	17	96.8%	1.69	10	\$49,430
Medical Services	0.7%	100%	\$1,979	\$1,832									
Ambulatory Health Care Services		40%	\$792	\$733	\$732,791	2.55	\$287,205	\$54,753	5	96.8%	1.69	3	\$92,673
General Medical and Surgical Hospitals [7]		30%	\$594	\$550	\$549,593	2.63	\$208,962	\$58,054	4	96.8%	1.69	2	\$98,260
Nursing and Residential Care Facilities		30%	\$594	\$550	\$549,593	2.49	\$220,450	\$28,988	8	96.8%	1.69	4	\$49,064
Drugs	0.4%	100%	\$1,002	\$928									
Health and Personal Care Stores		100%	\$1,002	\$928	\$927,927	7.51	\$123,593	\$29,774	4	89.9%	1.69	2	\$50,394
Medical Supplies	0.1%	100%	\$331	\$306									
Health and Personal Care Stores		100%	\$331	\$306	\$306,053	7.51	\$40,764	\$29,774	1	89.9%	1.69	1	\$50,394
Entertainment Fees and Admissions	1.1%	100%	\$2,990	\$2,768									
Arts, Entertainment, & Recreation		100%	\$2,990	\$2,768	\$2,767,501	3.34	\$828,696	\$28,077	30	89.9%	1.69	16	\$47,523
Audio and Visual Equipment and Services	0.7%	100%	\$2,039	\$1,887									
Electronics and Appliance Stores		100%	\$2,039	\$1,887	\$1,887,327	9.53	\$198,139	\$26,708	7	89.9%	1.69	4	\$45,205
Pets, Toys, Hobbies, and Playground Equip.	0.5%	100%	\$1,429	\$1,323									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$572	\$529	\$529,190	7.66	\$69,081	\$16,640	4	89.9%	1.69	2	\$28,164
Miscellaneous Store Retailers		40%	\$572	\$529	\$529,190	6.46	\$81,961	\$20,030	4	89.9%	1.69	2	\$33,903
Veterinary Services [7]		20%	\$286	\$265	\$264,595	2.81	\$94,042	\$34,148	3	96.8%	1.69	2	\$57,797

B-20

Table B-7
Estimated Average Annual Household Expenditures and Associated Employment Generation - 4,000+ Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2011 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
Other Entertainment Supplies, Equipment, and Services	0.5%	100%	\$1,238	\$1,146									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$1,052	\$974	\$974,160	7.66	\$127,168	\$16,640	8	89.9%	1.69	4	\$28,164
Photographic Services [7]		15%	\$186	\$172	\$171,911	4.55	\$37,747	\$22,554	2	96.8%	1.69	1	\$38,174
Personal Care Products and Services	0.7%	100%	\$1,837	\$1,701									
Unspecified Retail		50%	\$919	\$850	\$850,328	6.46	\$131,699	\$20,030	7	89.9%	1.69	3	\$33,903
Personal Care Services [7]		50%	\$919	\$850	\$850,328	2.99	\$284,004	\$16,484	17	96.8%	1.69	10	\$27,901
Reading	0.1%	100%	\$339	\$314									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$339	\$314	\$313,650	7.66	\$40,944	\$16,640	2	89.9%	1.69	1	\$28,164
Education	1.9%	100%	\$5,272	\$4,881									
Educational Services		100%	\$5,272	\$4,881	\$4,880,569	4.34	\$1,124,854	\$24,412	46	96.8%	1.69	26	\$41,319
Miscellaneous	0.9%	100%	\$2,437	\$2,256									
Accounting [7]		20%	\$487	\$451	\$451,265	1.98	\$227,711	\$33,564	7	96.8%	1.69	4	\$56,810
Architectural, Engineering, and Related [7,8]		20%	\$487	\$451	\$451,265	2.80	\$160,934	\$74,995	2	96.8%	1.69	1	\$126,934
Specialized Design Services [7]		20%	\$487	\$451	\$451,265	3.72	\$121,460	\$53,888	2	96.8%	1.69	1	\$91,209
Death Care Services [7]		20%	\$487	\$451	\$451,265	3.47	\$129,874	\$36,983	4	96.8%	1.69	2	\$62,596
Legal Services [7]		20%	\$487	\$451	\$451,265	2.76	\$163,412	\$85,734	2	96.8%	1.69	1	\$145,110
Total per 1,000 Market Rate Households									540			297	

Per **Table 4**, the purchase of a 4,000 Sq.Ft. Unit requires a household income of **\$272,100**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at the most representative income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation 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] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 10.1% of retail/restaurant workers are age 16-19, but an average of only 3.2% of workers overall (applied to non-retail/restaurant industries). EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for Alameda County.

[6] 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 2007 Economic Census.

[7] Alameda County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff.

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

Table B-8
Representative Public Sector Employment and Wages [1]
City of Pleasanton Housing Impact Fee, EPS #121115

Item	2010 Estimated Govt. Empl.	2010 MSA Total HH [4]	Govt. Empl/ 1,000 MSA HH	Govt. Employee HH [2]	2012 Avg. Wage	Govt. Employee HH Income [2]	Income Category [3]
Protective Service Occupations	19,310	920,502	21	12.9	\$56,003	\$91,285	Above Med
Preschool Teachers, Except Special Education	4,910	920,502	5	3.3	\$33,650	\$54,850	Low (80%)
Kindergarten Teachers, Except Special Education	1,090	920,502	1	0.7	\$60,562	\$98,716	Above Med
Elementary School Teachers, Except Special Education	9,040	920,502	10	6.0	\$67,658	\$110,283	Above Med
Middle School Teachers, Except Special and Vocational Education	3,130	920,502	3	2.1	\$67,086	\$109,350	Above Med
Secondary School Teachers, Except Special and Vocational Education	7,990	920,502	9	5.3	\$67,226	\$109,578	Above Med
Special Education Teachers, Preschool, Kindergarten, and Elementary School	850	920,502	1	0.6	\$66,255	\$107,996	Above Med
Special Education Teachers, Middle School	210	920,502	0	0.1	\$67,933	\$110,731	Above Med
Special Education Teachers, Secondary School	530	920,502	1	0.4	\$74,836	\$121,983	Above Med
Teachers and Instructors, All Other	2,470	920,502	3	1.6	\$50,014	\$81,523	Med
Bus Drivers, Transit and Intercity	1,830	920,502	2	1.2	\$45,900	\$74,817	Med
Bus Drivers, School	1,310	920,502	1	0.9	\$32,304	\$52,656	Low (80%)
Total			57	35.1			

[1] Not a comprehensive list of government employment. Rather a sampling of government jobs for which employment and wage data was available for the Alameda-Contra Costa County MSA from the Employment Development Department (EDD).

[2] Assumes 1.69 workers per worker household based on the 2011 ACS Census, and that none of the occupations shown would be available to workers age 16-19.

[3] See **Table 5**.

[4] Includes household totals for both Alameda and Contra Costa County.

Sources: 2012 Occupational Employment Statistics, CA Employment Development Department; Economic & Planning Systems, Inc.



APPENDIX C:

Income Levels for Worker Households

Table C-1	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale 1,000 square foot unit	C-1
Table C-2	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale 1,500 square foot unit	C-2
Table C-3	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale 2,000 square foot unit	C-3
Table C-4	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale 2,500 square foot unit	C-4
Table C-5	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale 3,000 square foot unit	C-5
Table C-6	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale 3,500 square foot unit	C-6
Table C-7	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale 4,000 square foot unit	C-7

Table C-1
Household Generation per 1,000 Market Rate Units - 1,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Industry	Total Employees	HH [1]	Very			Med	Mod	Above Med
			Low (50%)	Low (60%)	Low (80%)			
Retail								
Unspecified Retail	3	2	2	0	0	0	0	0
Food & Beverage Stores	23	12	0	12	0	0	0	0
Food Services and Drinking Places	71	38	38	0	0	0	0	0
Health and Personal Care Stores	3	2	0	0	2	0	0	0
General Merchandise	5	3	3	0	0	0	0	0
Furniture and Home Furnishings Stores	4	2	0	0	2	0	0	0
Building Material and Garden Equipment and Supplies Dealer	3	1	0	0	0	1	0	0
Electronics and Appliance Stores	7	4	0	4	0	0	0	0
Clothing and Clothing Accessories Stores	6	3	3	0	0	0	0	0
Motor Vehicle and Parts Dealers	11	6	0	0	0	6	0	0
Gasoline Stations	5	2	2	0	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	7	4	4	0	0	0	0	0
Miscellaneous Store Retailers	7	4	4	0	0	0	0	0
Nonstore Retailers	1	0	0	0	0	0	0	0
Arts, Entertainment, & Recreation	7	4	0	0	4	0	0	0
Medical/Health								
Ambulatory Health Care Services	3	1	0	0	0	0	0	1
General Medical and Surgical Hospitals	2	1	0	0	0	0	0	1
Nursing and Residential Care Facilities	7	4	0	0	4	0	0	0
Social Assistance	4	2	0	2	0	0	0	0
Services								
Personal and Household Goods Repair and Maintenance	7	4	0	0	4	0	0	0
Services to Buildings and Dwellings	12	7	0	7	0	0	0	0
Waste Management and Remediation Services	3	2	0	0	0	2	0	0
Real Estate and Rental and Leasing	1	0	0	0	0	0	0	0
Personal Care Services	8	4	4	0	0	0	0	0
Dry Cleaning and Laundry Services	1	1	0	1	0	0	0	0
Auto Repair and Maintenance	10	6	0	0	6	0	0	0
Veterinary Services	2	1	0	0	1	0	0	0
Photographic Services	1	0	0	0	0	0	0	0
Educational Services	10	6	0	6	0	0	0	0
Accounting	2	1	0	0	1	0	0	0
Architectural, Engineering, and Related	1	0	0	0	0	0	0	0
Specialized Design Services	1	0	0	0	0	0	0	0
Death Care Services	1	1	0	0	0	1	0	0
Legal Services	1	0	0	0	0	0	0	0
Government	57	35	0	0	4	3		28
Total HH Generated Per 1,000 Market-Rate Units	295	165	60	32	28	14	0	32
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		13.3	6.0	3.2	2.8	1.4	0.0	0.0

[1] Assumes 1.63 workers per worker household based on the 2011 ACS Census. Includes a 10.1% discount for retail and 3.2% 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.

Source: Economic & Planning Systems, Inc.

Table C-2
Household Generation per 1,000 Market Rate Units - 1,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Industry	Total Employees	HH [1]	Very Low (50%)	Low (60%)	Low (80%)	Med	Above Med
Retail							
Unspecified Retail	4	2	2	0	0	0	0
Food & Beverage Stores	28	15	0	15	0	0	0
Food Services and Drinking Places	95	51	51	0	0	0	0
Health and Personal Care Stores	4	2	0	0	2	0	0
General Merchandise	7	4	4	0	0	0	0
Furniture and Home Furnishings Stores	5	3	0	0	3	0	0
Building Material and Garden Equipment and Supplies Dealer	3	2	0	0	0	2	0
Electronics and Appliance Stores	9	5	0	5	0	0	0
Clothing and Clothing Accessories Stores	9	5	5	0	0	0	0
Motor Vehicle and Parts Dealers	13	8	0	0	0	8	0
Gasoline Stations	5	3	3	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	9	5	5	0	0	0	0
Miscellaneous Store Retailers	9	5	5	0	0	0	0
Nonstore Retailers	1	0	0	0	0	0	0
Arts, Entertainment, & Recreation	11	6	0	0	6	0	0
Medical/Health							
Ambulatory Health Care Services	3	2	0	0	0	0	2
General Medical and Surgical Hospitals	2	1	0	0	0	0	1
Nursing and Residential Care Facilities	9	5	0	0	5	0	0
Social Assistance	6	4	0	4	0	0	0
Services							
Personal and Household Goods Repair and Maintenance	9	5	0	0	5	0	0
Services to Buildings and Dwellings	15	9	0	9	0	0	0
Waste Management and Remediation Services	4	2	0	0	0	2	0
Real Estate and Rental and Leasing	1	1	0	0	0	1	0
Personal Care Services	10	6	6	0	0	0	0
Dry Cleaning and Laundry Services	2	1	0	1	0	0	0
Auto Repair and Maintenance	13	7	0	0	7	0	0
Veterinary Services	2	1	0	0	1	0	0
Photographic Services	1	0	0	0	0	0	0
Educational Services	16	9	0	9	0	0	0
Accounting	3	2	0	0	2	0	0
Architectural, Engineering, and Related	1	1	0	0	0	0	1
Specialized Design Services	1	1	0	0	0	0	1
Death Care Services	2	1	0	0	0	1	0
Legal Services	1	1	0	0	0	0	1
Government	57	35	0	0	4	3	28
Total HH Generated Per 1,000 Market-Rate Units	372	208	80	43	36	16	33
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		17.5	8.0	4.3	3.6	1.6	0.0

[1] Assumes 1.69 workers per worker household based on the 2011 ACS Census. Includes a 10.1% discount for retail and 3.2% 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.

Source: Economic & Planning Systems, Inc.

Table C-3
Household Generation per 1,000 Market Rate Units - 2,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Industry	Total Employees	HH [1]	Very Low (50%)	Low (60%)	Low (80%)	Med	Above Med
Retail							
Unspecified Retail	4	2	2	0	0	0	0
Food & Beverage Stores	28	15	0	15	0	0	0
Food Services and Drinking Places	105	56	56	0	0	0	0
Health and Personal Care Stores	4	2	0	0	2	0	0
General Merchandise	7	4	4	0	0	0	0
Furniture and Home Furnishings Stores	6	3	0	0	3	0	0
Building Material and Garden Equipment and Supplies Dealer	4	2	0	0	0	2	0
Electronics and Appliance Stores	10	5	0	5	0	0	0
Clothing and Clothing Accessories Stores	9	5	5	0	0	0	0
Motor Vehicle and Parts Dealers	13	7	0	0	0	7	0
Gasoline Stations	5	3	3	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	9	5	5	0	0	0	0
Miscellaneous Store Retailers	8	4	4	0	0	0	0
Nonstore Retailers	1	1	0	0	0	1	0
Arts, Entertainment, & Recreation	16	9	0	0	9	0	0
Medical/Health							
Ambulatory Health Care Services	4	2	0	0	0	0	2
General Medical and Surgical Hospitals	2	1	0	0	0	0	1
Nursing and Residential Care Facilities	10	6	0	0	6	0	0
Social Assistance	7	4	0	4	0	0	0
Services							
Personal and Household Goods Repair and Maintenance	11	6	0	0	6	0	0
Services to Buildings and Dwellings	21	12	0	12	0	0	0
Waste Management and Remediation Services	4	2	0	0	0	2	0
Real Estate and Rental and Leasing	1	1	0	0	0	1	0
Personal Care Services	11	6	6	0	0	0	0
Dry Cleaning and Laundry Services	2	1	0	1	0	0	0
Auto Repair and Maintenance	12	7	0	0	7	0	0
Veterinary Services	2	1	0	0	1	0	0
Photographic Services	1	1	0	1	0	0	0
Educational Services	22	13	0	13	0	0	0
Accounting	4	2	0	0	2	0	0
Architectural, Engineering, and Related	1	1	0	0	0	0	1
Specialized Design Services	1	1	0	0	0	0	1
Death Care Services	2	1	0	0	0	1	0
Legal Services	1	1	0	0	0	0	1
Government	<u>57</u>	<u>35</u>	<u>0</u>	<u>0</u>	<u>4</u>	<u>3</u>	<u>28</u>
Total HH Generated Per 1,000 Market-Rate Units	404	226	85	50	40	17	34
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		19.2	8.5	5.0	4.0	1.7	0.0

[1] Assumes 1.69 workers per worker household based on the 2011 ACS Census. Includes a 10.1% discount for retail and 3.2% 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.

Source: Economic & Planning Systems, Inc.

Table C-4
Household Generation per 1,000 Market Rate Units - 2,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Industry	Total Employees	HH [1]	Very Low (50%)	Low (60%)	Low (80%)	Med	Above Med
Retail							
Unspecified Retail	4	2	2	0	0	0	0
Food & Beverage Stores	27	15	0	15	0	0	0
Food Services and Drinking Places	102	55	55	0	0	0	0
Health and Personal Care Stores	4	2	0	0	2	0	0
General Merchandise	7	4	4	0	0	0	0
Furniture and Home Furnishings Stores	6	3	0	0	3	0	0
Building Material and Garden Equipment and Supplies Dealer	4	2	0	0	0	2	0
Electronics and Appliance Stores	9	5	0	5	0	0	0
Clothing and Clothing Accessories Stores	10	5	5	0	0	0	0
Motor Vehicle and Parts Dealers	13	8	0	0	0	8	0
Gasoline Stations	4	2	2	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	10	5	5	0	0	0	0
Miscellaneous Store Retailers	9	5	5	0	0	0	0
Nonstore Retailers	1	1	0	0	0	1	0
Arts, Entertainment, & Recreation	20	11	0	0	11	0	0
Medical/Health							
Ambulatory Health Care Services	4	2	0	0	0	0	2
General Medical and Surgical Hospitals	2	1	0	0	0	0	1
Nursing and Residential Care Facilities	11	6	0	0	6	0	0
Social Assistance	8	5	0	5	0	0	0
Services							
Personal and Household Goods Repair and Maintenance	11	7	0	0	7	0	0
Services to Buildings and Dwellings	25	14	0	14	0	0	0
Waste Management and Remediation Services	3	2	0	0	0	2	0
Real Estate and Rental and Leasing	1	1	0	0	0	1	0
Personal Care Services	12	7	7	0	0	0	0
Dry Cleaning and Laundry Services	2	1	0	1	0	0	0
Auto Repair and Maintenance	12	7	0	0	7	0	0
Veterinary Services	2	1	0	0	1	0	0
Photographic Services	1	1	0	1	0	0	0
Educational Services	31	18	0	18	0	0	0
Accounting	5	3	0	0	3	0	0
Architectural, Engineering, and Related	1	1	0	0	0	0	1
Specialized Design Services	2	1	0	0	0	0	1
Death Care Services	2	1	0	0	0	1	0
Legal Services	1	1	0	0	0	0	1
Government	57	35	0	0	4	3	28
Total HH Generated Per 1,000 Market-Rate Units	425	237	85	58	43	17	34
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		20.3	8.5	5.8	4.3	1.7	0.0

[1] Assumes 1.69 workers per worker household based on the 2011 ACS Census. Includes a 10.1% discount for retail and 3.2% 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.

Source: Economic & Planning Systems, Inc.

Table C-5
Household Generation per 1,000 Market Rate Units - 3,000 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Industry	Total Employees	HH [1]	Very Low (50%)	Low (60%)	Low (80%)	Med	Above Med
Retail							
Unspecified Retail	5	3	3	0	0	0	0
Food & Beverage Stores	31	17	0	17	0	0	0
Food Services and Drinking Places	119	64	64	0	0	0	0
Health and Personal Care Stores	4	2	0	0	2	0	0
General Merchandise	8	4	4	0	0	0	0
Furniture and Home Furnishings Stores	7	4	0	0	4	0	0
Building Material and Garden Equipment and Supplies Dealer	5	2	0	0	0	2	0
Electronics and Appliance Stores	11	6	0	6	0	0	0
Clothing and Clothing Accessories Stores	12	6	6	0	0	0	0
Motor Vehicle and Parts Dealers	15	9	0	0	0	9	0
Gasoline Stations	5	3	3	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	11	6	6	0	0	0	0
Miscellaneous Store Retailers	10	5	5	0	0	0	0
Nonstore Retailers	1	1	0	0	0	1	0
Arts, Entertainment, & Recreation	23	12	0	0	12	0	0
Medical/Health							
Ambulatory Health Care Services	4	2	0	0	0	0	2
General Medical and Surgical Hospitals	3	2	0	0	0	0	2
Nursing and Residential Care Facilities	12	7	0	0	7	0	0
Social Assistance	10	6	0	6	0	0	0
Services							
Personal and Household Goods Repair and Maintenance	13	8	0	0	8	0	0
Services to Buildings and Dwellings	29	17	0	17	0	0	0
Waste Management and Remediation Services	4	2	0	0	0	2	0
Real Estate and Rental and Leasing	1	1	0	0	0	1	0
Personal Care Services	14	8	8	0	0	0	0
Dry Cleaning and Laundry Services	2	1	0	1	0	0	0
Auto Repair and Maintenance	14	8	0	0	8	0	0
Veterinary Services	2	1	0	0	1	0	0
Photographic Services	1	1	0	1	0	0	0
Educational Services	36	21	0	21	0	0	0
Accounting	5	3	0	0	3	0	0
Architectural, Engineering, and Related	2	1	0	0	0	0	1
Specialized Design Services	2	1	0	0	0	0	1
Death Care Services	3	2	0	0	0	2	0
Legal Services	2	1	0	0	0	0	1
Government	57	35	0	0	4	3	28
Total HH Generated Per 1,000 Market-Rate Units	485	270	99	68	49	19	35
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		23.5	9.9	6.8	4.9	1.9	0.0

[1] Assumes 1.69 workers per worker household based on the 2011 ACS Census. Includes a 10.1% discount for retail and 3.2% 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.

Source: Economic & Planning Systems, Inc.

Table C-6
Household Generation per 1,000 Market Rate Units - 3,500 Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Industry	Total Employees	HH [1]	Very Low (50%)	Low (60%)	Low (80%)	Med	Above Med
Retail							
Unspecified Retail	6	3	3	0	0	0	0
Food & Beverage Stores	36	19	0	19	0	0	0
Food Services and Drinking Places	135	73	73	0	0	0	0
Health and Personal Care Stores	5	3	0	0	3	0	0
General Merchandise	9	5	5	0	0	0	0
Furniture and Home Furnishings Stores	8	4	0	0	4	0	0
Building Material and Garden Equipment and Supplies Dealer	5	3	0	0	0	3	0
Electronics and Appliance Stores	12	7	0	7	0	0	0
Clothing and Clothing Accessories Stores	13	7	7	0	0	0	0
Motor Vehicle and Parts Dealers	17	10	0	0	0	10	0
Gasoline Stations	6	3	3	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	13	7	7	0	0	0	0
Miscellaneous Store Retailers	11	6	6	0	0	0	0
Nonstore Retailers	1	1	0	0	0	1	0
Arts, Entertainment, & Recreation	26	14	0	0	14	0	0
Medical/Health							
Ambulatory Health Care Services	5	3	0	0	0	0	3
General Medical and Surgical Hospitals	3	2	0	0	0	0	2
Nursing and Residential Care Facilities	14	8	0	0	8	0	0
Social Assistance	11	6	0	6	0	0	0
Services							
Personal and Household Goods Repair and Maintenance	15	9	0	0	9	0	0
Services to Buildings and Dwellings	33	19	0	19	0	0	0
Waste Management and Remediation Services	4	2	0	0	0	2	0
Real Estate and Rental and Leasing	2	1	0	0	0	1	0
Personal Care Services	15	9	9	0	0	0	0
Dry Cleaning and Laundry Services	3	1	0	1	0	0	0
Auto Repair and Maintenance	15	9	0	0	9	0	0
Veterinary Services	2	1	0	0	1	0	0
Photographic Services	2	1	0	1	0	0	0
Educational Services	41	24	0	24	0	0	0
Accounting	6	3	0	0	3	0	0
Architectural, Engineering, and Related	2	1	0	0	0	0	1
Specialized Design Services	2	1	0	0	0	0	1
Death Care Services	3	2	0	0	0	2	0
Legal Services	2	1	0	0	0	0	1
Government	57	35	0	0	4	3	28
Total HH Generated Per 1,000 Market-Rate Units	543	302	112	77	56	21	36
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		26.6	11.2	7.7	5.6	2.1	0.0

[1] Assumes 1.69 workers per worker household based on the 2011 ACS Census. Includes a 10.1% discount for retail and 3.2% 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.

Source: Economic & Planning Systems, Inc.

Table C-7
Household Generation per 1,000 Market Rate Units - 4,000+ Square Foot Unit
Pleasanton Housing Impact Fee, EPS #121115

Industry	Total Employees	HH [1]	Very			Med	Above Med
			Low (50%)	Low (60%)	Low (80%)		
Retail							
Unspecified Retail	7	3	3	0	0	0	0
Food & Beverage Stores	40	21	0	21	0	0	0
Food Services and Drinking Places	151	81	81	0	0	0	0
Health and Personal Care Stores	6	3	0	0	3	0	0
General Merchandise	10	6	6	0	0	0	0
Furniture and Home Furnishings Stores	9	5	0	0	5	0	0
Building Material and Garden Equipment and Supplies Dealer	6	3	0	0	0	3	0
Electronics and Appliance Stores	14	7	0	7	0	0	0
Clothing and Clothing Accessories Stores	15	8	8	0	0	0	0
Motor Vehicle and Parts Dealers	19	11	0	0	0	11	0
Gasoline Stations	6	3	3	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	14	8	8	0	0	0	0
Miscellaneous Store Retailers	13	7	7	0	0	0	0
Nonstore Retailers	1	1	0	0	0	1	0
Arts, Entertainment, & Recreation	30	16	0	0	16	0	0
Medical/Health							
Ambulatory Health Care Services	5	3	0	0	0	3	0
General Medical and Surgical Hospitals	4	2	0	0	0	2	0
Nursing and Residential Care Facilities	16	9	0	0	9	0	0
Social Assistance	12	7	0	7	0	0	0
Services							
Personal and Household Goods Repair and Maintenance	17	10	0	0	10	0	0
Services to Buildings and Dwellings	37	21	0	21	0	0	0
Waste Management and Remediation Services	5	3	0	0	0	3	0
Real Estate and Rental and Leasing	2	1	0	0	0	1	0
Personal Care Services	17	10	10	0	0	0	0
Dry Cleaning and Laundry Services	3	2	0	2	0	0	0
Auto Repair and Maintenance	17	10	0	0	10	0	0
Veterinary Services	3	2	0	0	2	0	0
Photographic Services	2	1	0	1	0	0	0
Educational Services	46	26	0	26	0	0	0
Accounting	7	4	0	0	4	0	0
Architectural, Engineering, and Related	2	1	0	0	0	1	0
Specialized Design Services	2	1	0	0	0	1	0
Death Care Services	4	2	0	0	0	2	0
Legal Services	2	1	0	0	0	1	0
Government	57	35	0	0	4	3	28
Total HH Generated Per 1,000 Market-Rate Units	599	333	125	86	61	32	28
Total Income-Qualified HH Generated Per 100 Market-Rate Units [2]		30.5	12.5	8.6	6.1	3.2	0.0

[1] Assumes 1.69 workers per worker household based on the 2011 ACS Census. Includes a 10.1% discount for retail and 3.2% 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.

Source: Economic & Planning Systems, Inc.

Appendix D:
Summary of Current and Maximum Fees
by Unit Size



Appendix D
Summary of Maximum Fees by Unit Size
City of Pleasanton Housing Impact Fee, EPS #121115

Unit Size (Sq Ft)	EPS Maximum Fee
1,000	\$15,227
1,100	\$16,240
1,200	\$17,253
1,300	\$18,266
1,400	\$19,278
1,500	\$20,291
1,600	\$20,687
1,700	\$21,083
1,800	\$21,480
1,900	\$21,876
2,000	\$22,272
2,100	\$22,502
2,200	\$22,732
2,300	\$22,962
2,400	\$23,192
2,500	\$23,422
2,600	\$24,175
2,700	\$24,928
2,800	\$25,681
2,900	\$26,434
3,000	\$27,187
3,100	\$27,925
3,200	\$28,663
3,300	\$29,401
3,400	\$30,139
3,500	\$30,877
3,600	\$31,580
3,700	\$32,283
3,800	\$32,986
3,900	\$33,689
4,000	\$34,392
4,001+	\$8.60/SqFt

Sources: Economic & Planning Systems, Inc.