

AT A GLANCE

Welcome to the City of Alameda... We have top-tier business parks and retail centers, as well as opportunity sites to bring quality development to our city. We are proud to showcase our quality of life and our community-minded, hometown charm: beautiful tree-lined streets, good public schools in safe and walkable neighborhoods, historic main street retail districts, and a friendliness and warmth virtually unequaled in the Bay Area.

Inner Bay Area Location

Alameda is commuter, business traveler and visitor friendly. We are easily accessible by BART, Amtrak, ferry, plane, highway or bicycle.



- **Bay Area Rapid Transit (BART)** - two BART stations within one mile of the island, with shuttle service from major business parks.
- **Two Ferry Systems** - direct service to Jack London Square in Oakland, Pier 41 and the Ferry Building in San Francisco, and the AT&T ballpark.
- **AC Transit** - express transbay bus service to and from San Francisco.
- **San Francisco-Oakland Bay Bridge** - 7-mile trip that can be taken in less than 15 minutes.
- **Oakland International Airport/FedEx Bay Area Major Hub** - just 6.7 miles away from downtown Alameda and less than 15 minutes by car from major business parks.
- **Amtrak Station and the Capitol Corridor Line** - less than 5 miles and under 10 minutes away.

Major Private Sector Employers

- | | | |
|--------------------------------------|-----------------------------------------------|-------------------------|
| • Abbott Diabetes Care Inc | • Kairos Power | • Sila Nanotechnologies |
| • Bay Ship & Yacht Company | • Penumbra Inc | • Natel Energy |
| • Cost Plus Corporate Headquarters | • Perforce Software | • ABB Optical |
| • Donsuemor | • Power Engineering Construction Co | • Telecare Corporation |
| • Exelixis, Inc. | • Semifreddi's Handcrafted Bread and Pastries | |
| • Kaiser Foundation Health Plan Inc. | | |

Source: City of Alameda

Economy & Retail

Alameda economy includes 6 major industry clusters:

- i. Life Sciences
- ii. Clean Tech and High Tech
- iii. Maritime and Blue Tech
- iv. Retail and Restaurants
- v. Tourism and Hospitality
- vi. Artists and small manufacturing

BUSINESS PARKS

- **Marina Village** – 1.2 million sq. ft. of multi-tenant office, R&D and high tech facilities in top-rated business park; wide range of space options available with beautiful views of the estuary and East Bay hills.
- **Harbor Bay Business Park** – 1.8 million sq. ft. with more than 40 acres of fully entitled land available for immediate development on the waterfront and only minutes from the Oakland International Airport.
- **Alameda Point** (former Naval Air Station) – for lease and major development opportunities available on 852 acres of prime real estate with stunning views of the Bay and the San Francisco skyline.
- **Alameda Landing** – Planned development of up to 1.8 million sq. ft. with significant development opportunity.

LOCAL BUSINESSES

From 2008 to 2016, taxable retail and food sales in the City of Alameda grew by 16 percent. Still, the City continues to “leak” approximately \$4,500 of taxable sales per resident annually to outside communities.

Source: State Board of Equalization, 2016; American Community Survey Five-Year Estimates, 2010-2014; Strategic Economics, 2016.

REGIONAL SHOPPING CENTERS

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

COMMUNITY SHOPPING CENTERS

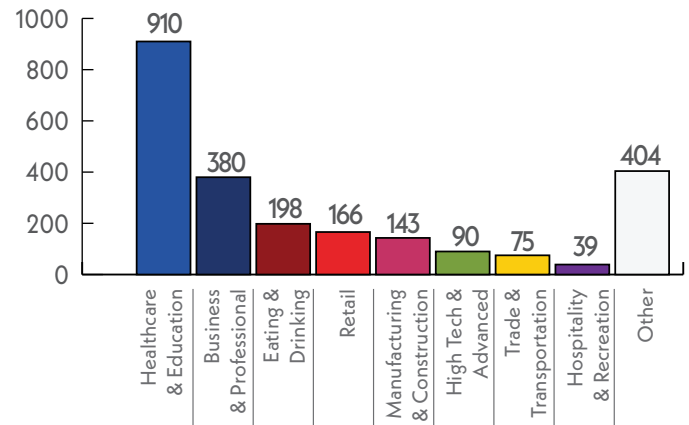
- **Bridgeside Shopping Center** – 105,000 sq. ft., Nob Hill and additional neighborhood shopping.
- **Marina Village Shopping Center** – 127,000 sq. ft., Lucky’s, CVS.
- **Harbor Bay Landing** – 114,800 sq. ft., Safeway, general retail and restaurants.

HISTORICAL MAIN STREET BUSINESS DISTRICTS

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

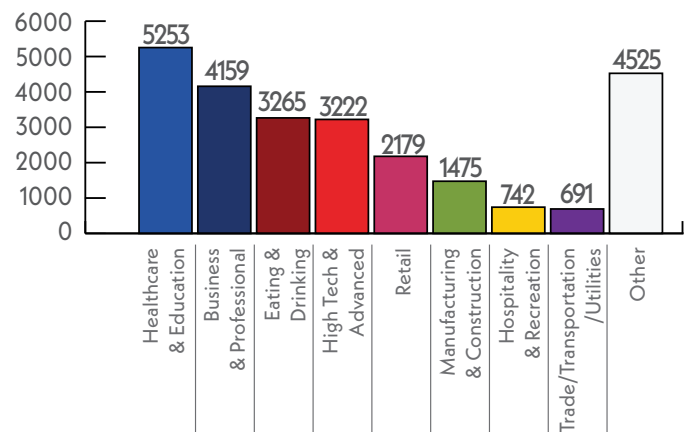
Source: CA State Board of Equalization

CITY OF ALAMEDA BUSINESSES, Q1 2016



Source: California EDD 2016

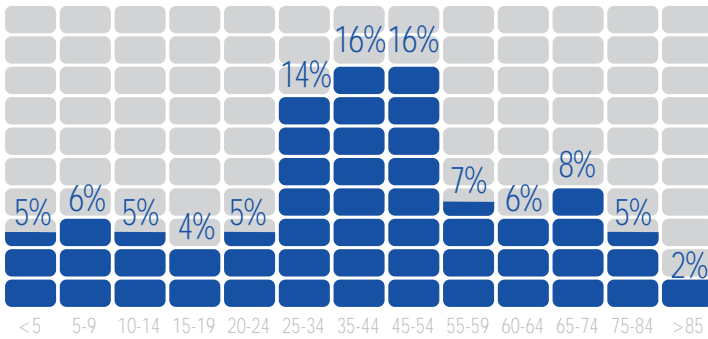
CITY OF ALAMEDA EMPLOYMENT, Q1 2016



Source: California EDD 2016

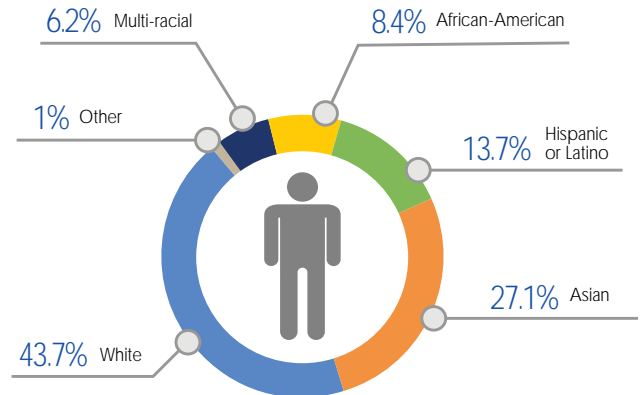
Population By Race/Ethnicity

POPULATION BY AGE



Population	78,863
Male.....	45%
Female.....	55%
Median Age.....	38.9
Voter Registration	48,703
Average Household Income.....	\$117,847
Median Household Income	\$89,979

POPULATION BY RACE/ETHNICITY



Sources: American Community Survey 2017; U.S.Census Bureau, Center for Economic Studies; State of California, Department of Finance; Alameda County Registrar of Voters

Education

HIGHER EDUCATION

University of California at Berkeley and **California State University** in Hayward are in close proximity to Alameda, and provide a skilled workforce for local businesses.

College of Alameda, a local community college, provides educational programs and career pathways that meet the needs of local residents and employers. A new, \$42 million, 56,000 sf Center for Liberal Arts building is currently under construction.

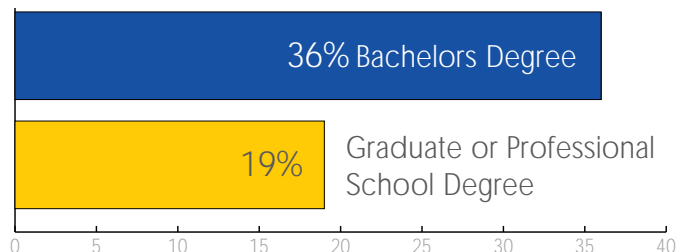
Alameda Unified School District. In November 2016, Alameda citizens voted to extend a school parcel tax with a 74.2% majority. The funds will be used to protect small class sizes, core academic programs, neighborhood schools, and retain excellent teachers.

Alameda high schools offer 17 advanced placement courses, and *U.S. News & World Report* Magazine has recognized Alameda High School as one of the top schools in the nation. Alameda is home to:

- 10 elementary schools
- 1 K-8 School
- 3 Magnet Programs
- 3 Middle Schools
- 4 High Schools

Sources:
US Census Bureau, American Community Survey 2015; AUSD Website

EDUCATIONAL ATTAINMENT (population 25 years and older)



Real Estate

Total Housing Units.....	32,042
Total Occupied Housing Units.....	30,696
Owner Occupied	45.7%
Renter Occupied	54.3%
Total Net Assessed Valuation FY 2016-17)	\$11.96B
Median Single Family Home Value	\$979,800
Median Condominium Home Value	\$695,000



Source: State of California, Department of Finance 2019, Alameda County Registrar of Voters, Zillow, 2017 American Community Survey

Recreation

Alameda is known for its beaches, bird refuges, bicycle and pedestrian paths, natural open space, and extensive waterfront picnic areas. Shoreline parks along the San Francisco Bay and the San Leandro Marina extend for more than six miles, offering spectacular views of the San Francisco skyline and the East Bay hills. Alameda also includes more than eight miles of the San Francisco Bay Trail.

- **Crown Memorial State Beach** is recognized by Sunset Magazine as “one of the best spots in the region for windsurfing and kite boarding.”
- The **second largest concentration of small boat slips (3,400) in northern California** offers ample opportunity for recreational boating and water sports.
- The 45-hole **Chuck Corica Municipal Golf Complex**, located adjacent to the Harbor Bay Business Park, is one of the most popular in the East Bay.
- **21 neighborhood parks** include 16 multi-purpose athletic fields, 10 soccer fields, 16 tennis courts, and one bocce ball court. The latest addition, and centerpiece of the park system is the 27-acre **Jean Sweeney Open Space Park** built on a former rail line.
- Civic and private groups in Alameda host various **community arts**, including live theatre, a light opera, a historical museum, Friday night art walks, and cultural activities. Throughout the summer, free concerts are scheduled at various locations. Farmers markets, street festivals, and sand castle contests are regularly scheduled events.

Government

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

- Number of City Employees: **530** full-time employees
- Police Department: **122** full-time employees (**88** sworn officers)
- Fire Department: **108** full-time employees; **4** stations; **3** ambulances
- Total Annual Budget: **\$174.4 million** (FY 2016-17)

The City owns and operates Alameda Municipal Power (AMP), an electric utility that has been serving the needs of all Alameda residents and businesses for more than 130 years. With a renewable power portfolio that's among the highest in California, and a reliability record that ensures fewer power outages than 75 percent of utilities nationwide, it's no wonder that Alamedans rank AMP as one of the best in the state.



Alameda's electric rates average nearly 20 percent lower than neighboring communities.