



Environmental Scan

Overview

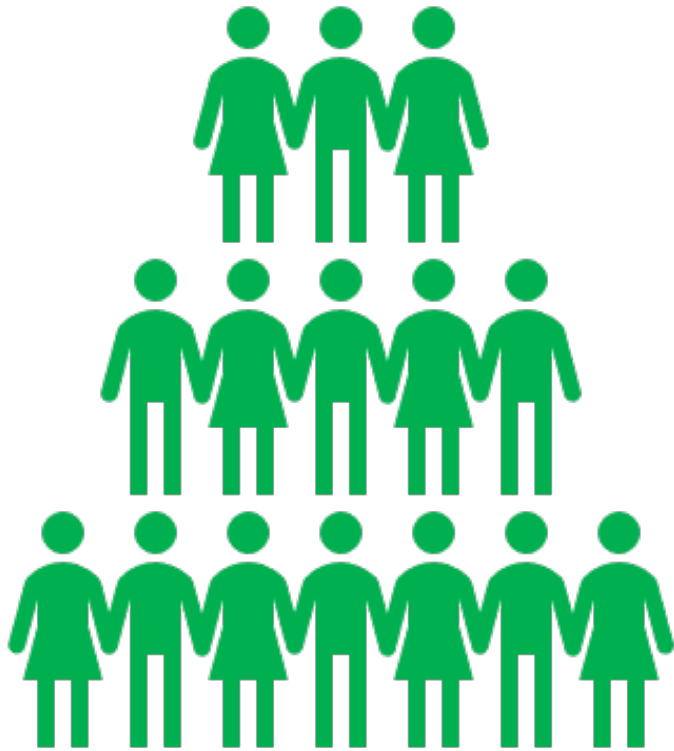
- City demographics
- Housing and economic development trends
- Transportation
- Public safety
- Budget and staffing
- Other considerations



City Demographics



General Population



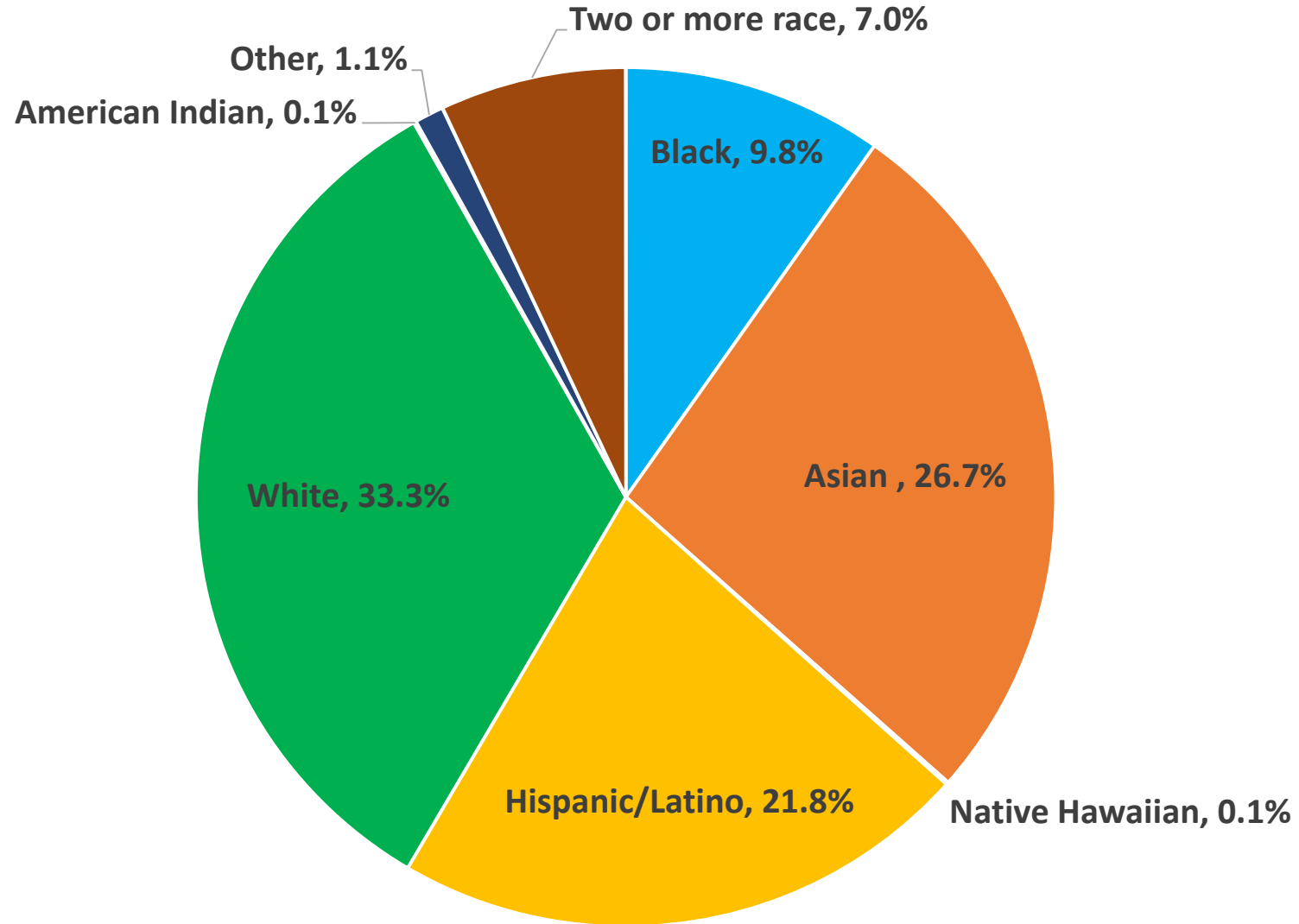
Contra Costa County – 1,150,215

County Growth (2017-2018) – 2.3%

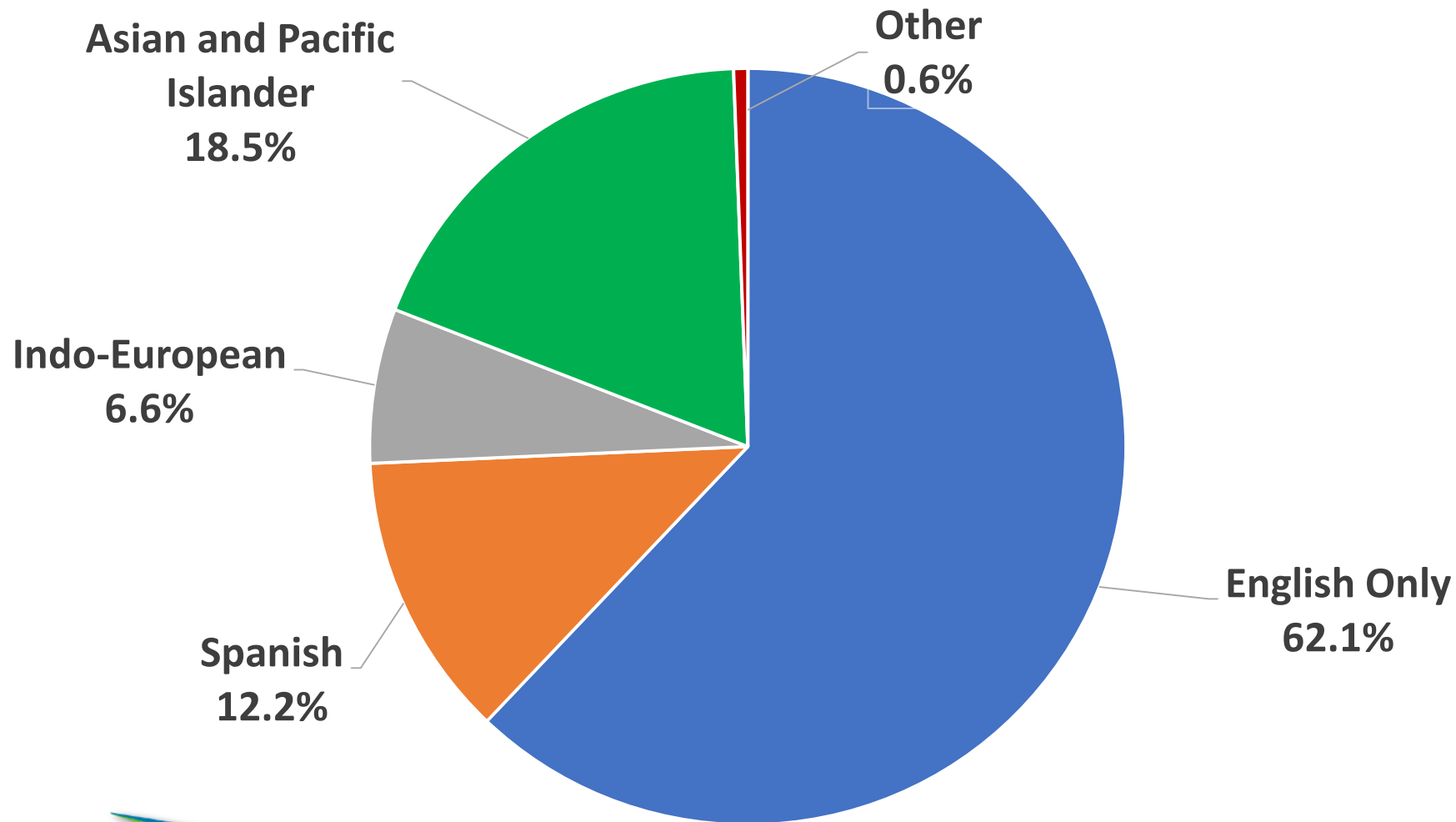
City of Pinole – 19,318

City Growth (2017-2018) – 0.4%

Demographics by Race



Languages Spoken at Home in Pinole



Those who report speaking English less than “very well” is

14%

Housing and Economic Development Trends

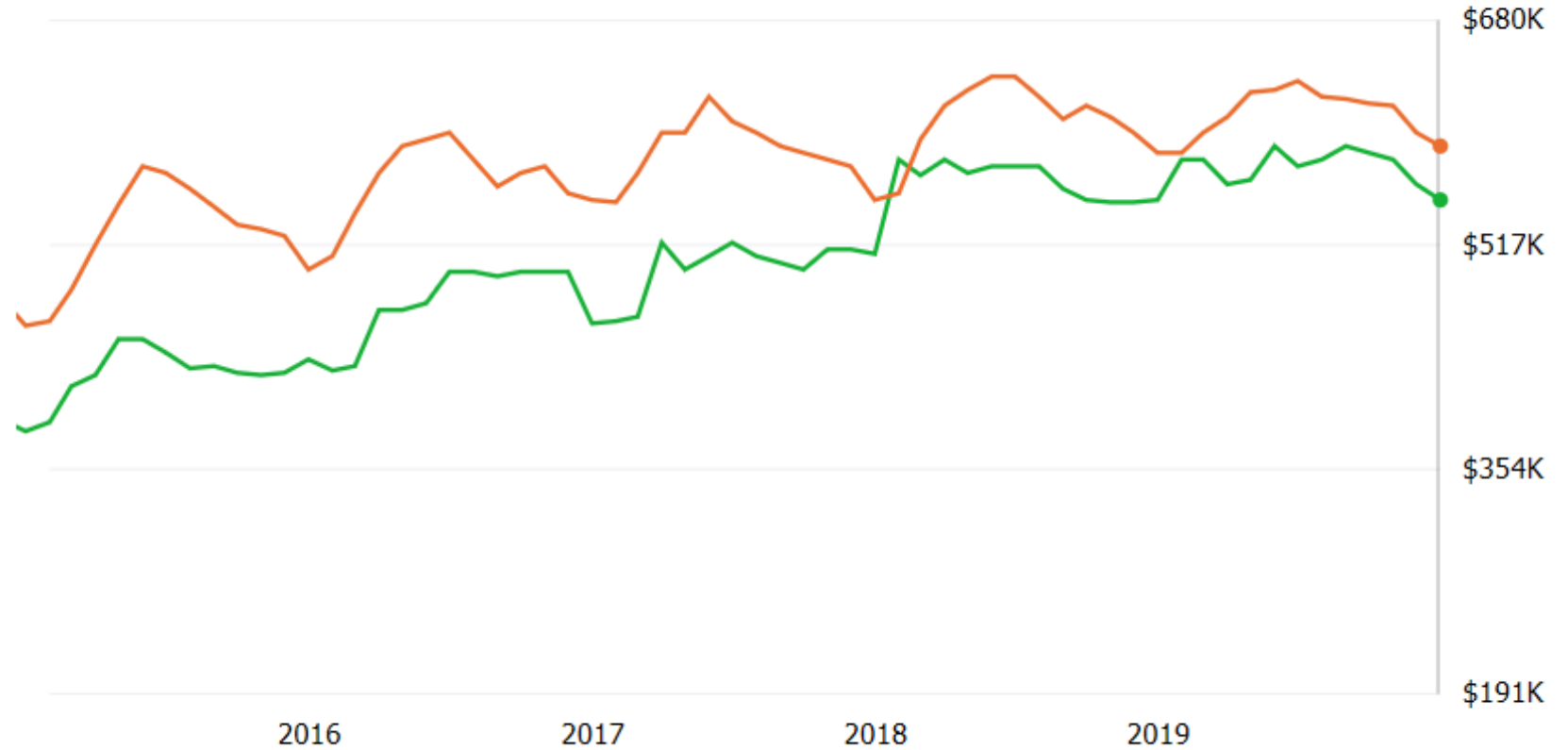


Housing Market Overview

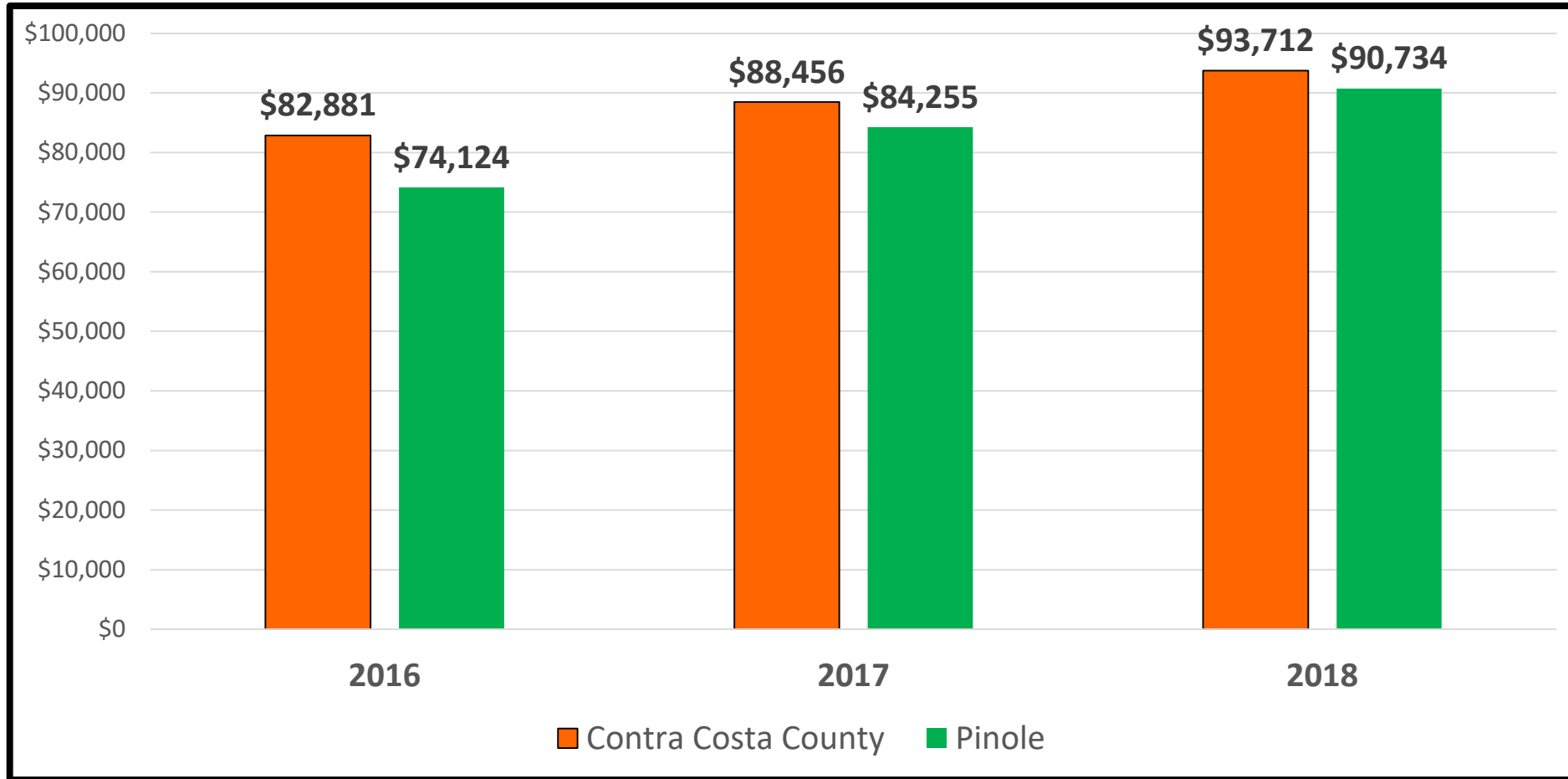
Data through Dec 2019

In the **last three years**,
Pinole's market rate
is **6% lower**
compared to
Contra Costa County.

Dec 2019 — Pinole \$550K — Contra Costa County \$589K



Average Household Income



The **most common occupation category** for Pinole's residents is **management, business, science and arts**.

Homeowners and Renters

Owner-occupied homes:

Pinole – 70%

Contra Costa – 66%

City's household average income in 2018 is \$90,734

City's average rent in 2018 is \$1,752

23% of renter's income goes to rent on average

Regional Housing Need Availability and Affordability

- California will be introducing new state requirements for affordable housing.
- RHNA calculations for housing needs in Pinole will be refined.



Changing Nature of Retail: Redevelopment Opportunities Underway

Toys R Us



K Mart



Historic Bank of Pinole



2279 Park Street



612 Tennent Avenue



East corner of San Pablo Avenue



Top 10 Employers

1. • Target

2. • Kaiser

3. • City of Pinole

4. • Sprouts Farmers Market

5. • MV Public Transportation, Inc.

6. • In-N-Out Burger

7. • Best Buy

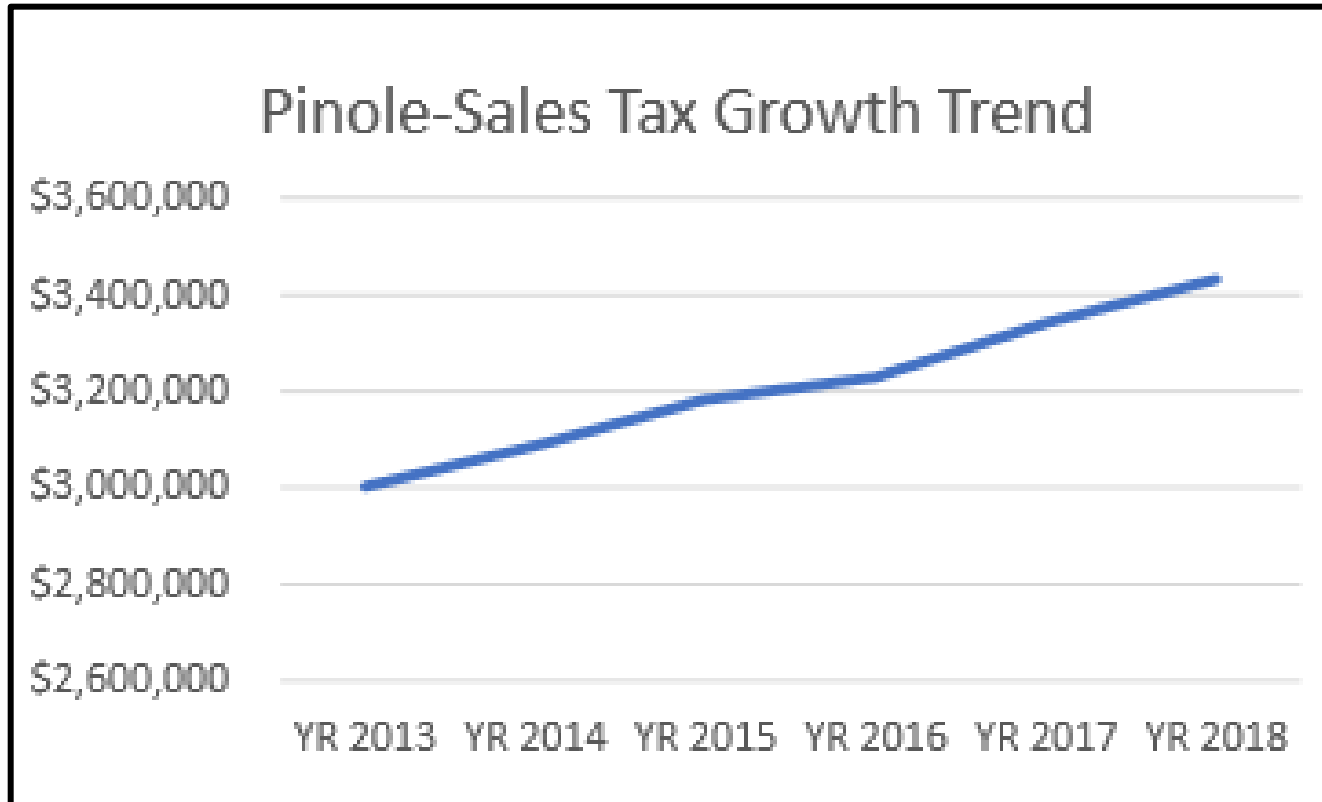
8. • Safeway, Inc.

9. • West Contra Costa USD

10. • Burlington



Sales Tax Sources and Trend



Sales tax revenues grew by 14% from 2013 – 2018.

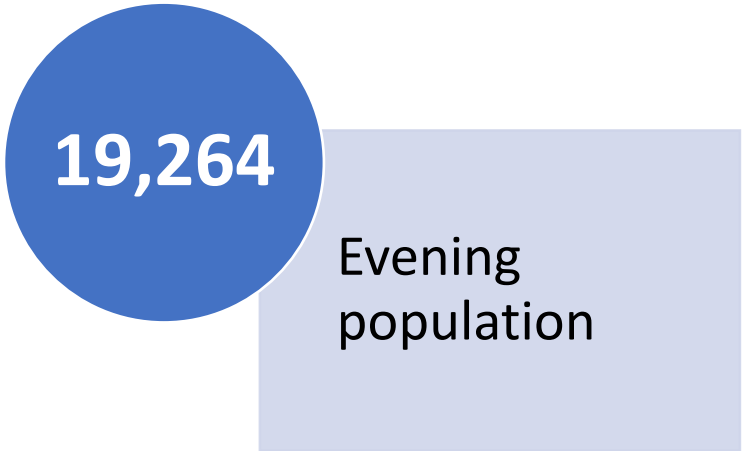
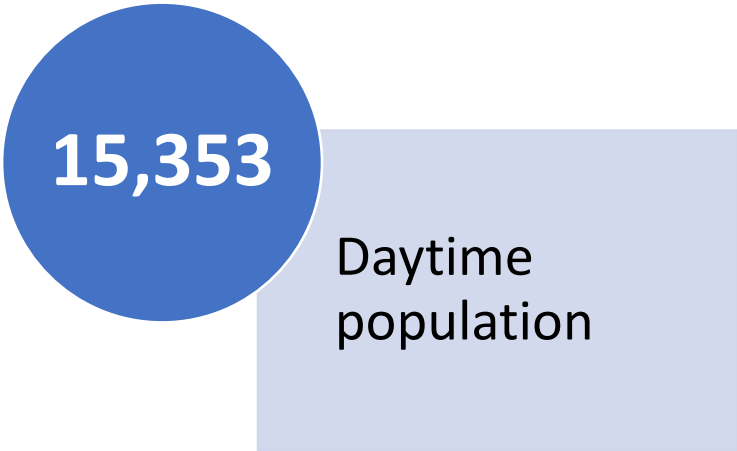
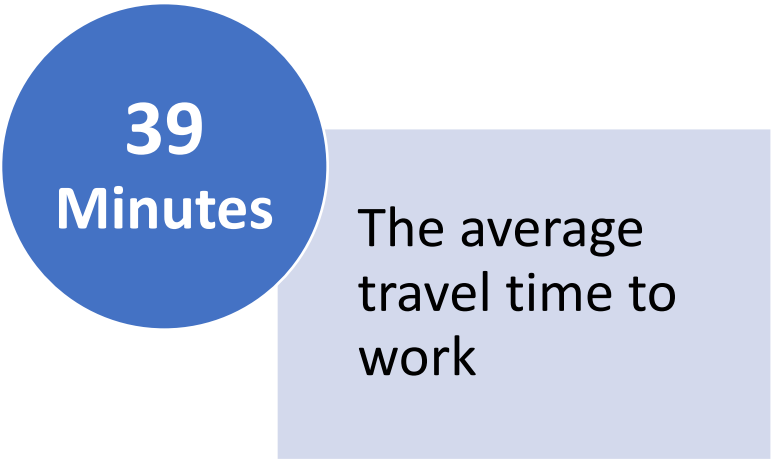
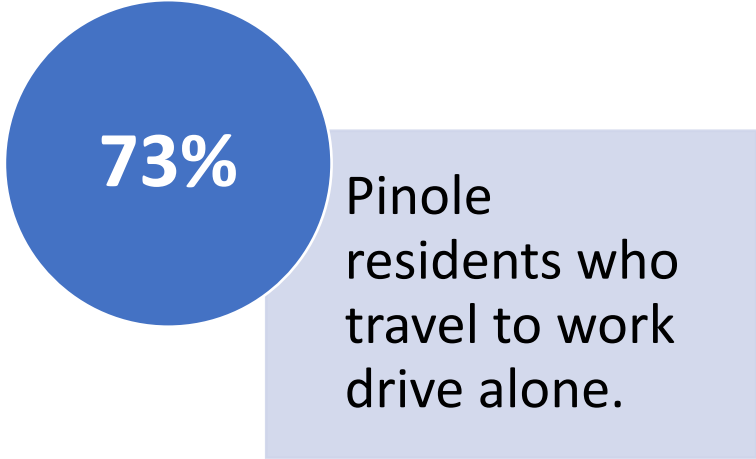
Industries that **contributed 88% of the City's net growth** include:

- Building and Construction
- Food and Drugs
- General Consumer Goods
- Restaurants and Hotels

Transportation



Transportation Characteristics





West Contra Costa Traffic Projections Through 2040

West Contra Costa High-Capacity Transit Study, (2017)

Projected population growth: 29%

Projected job growth: 36%

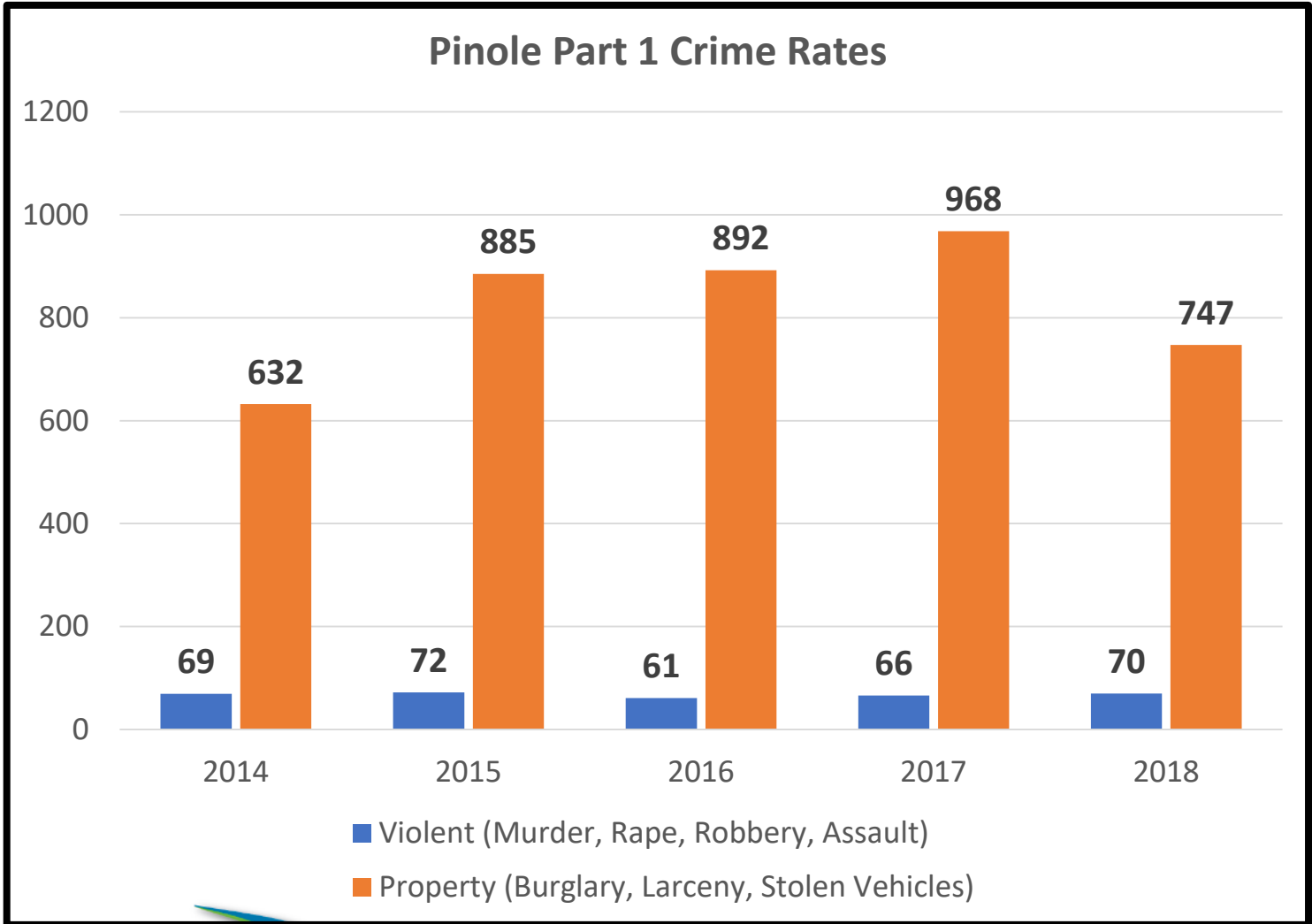
Vehicles on the I-80 corridor are **expected to increase** by approximately **23% by 2040** during peak commuting times.



Public Safety



Part 1 Crimes



Pinole compared to Contra Costa County (2018):

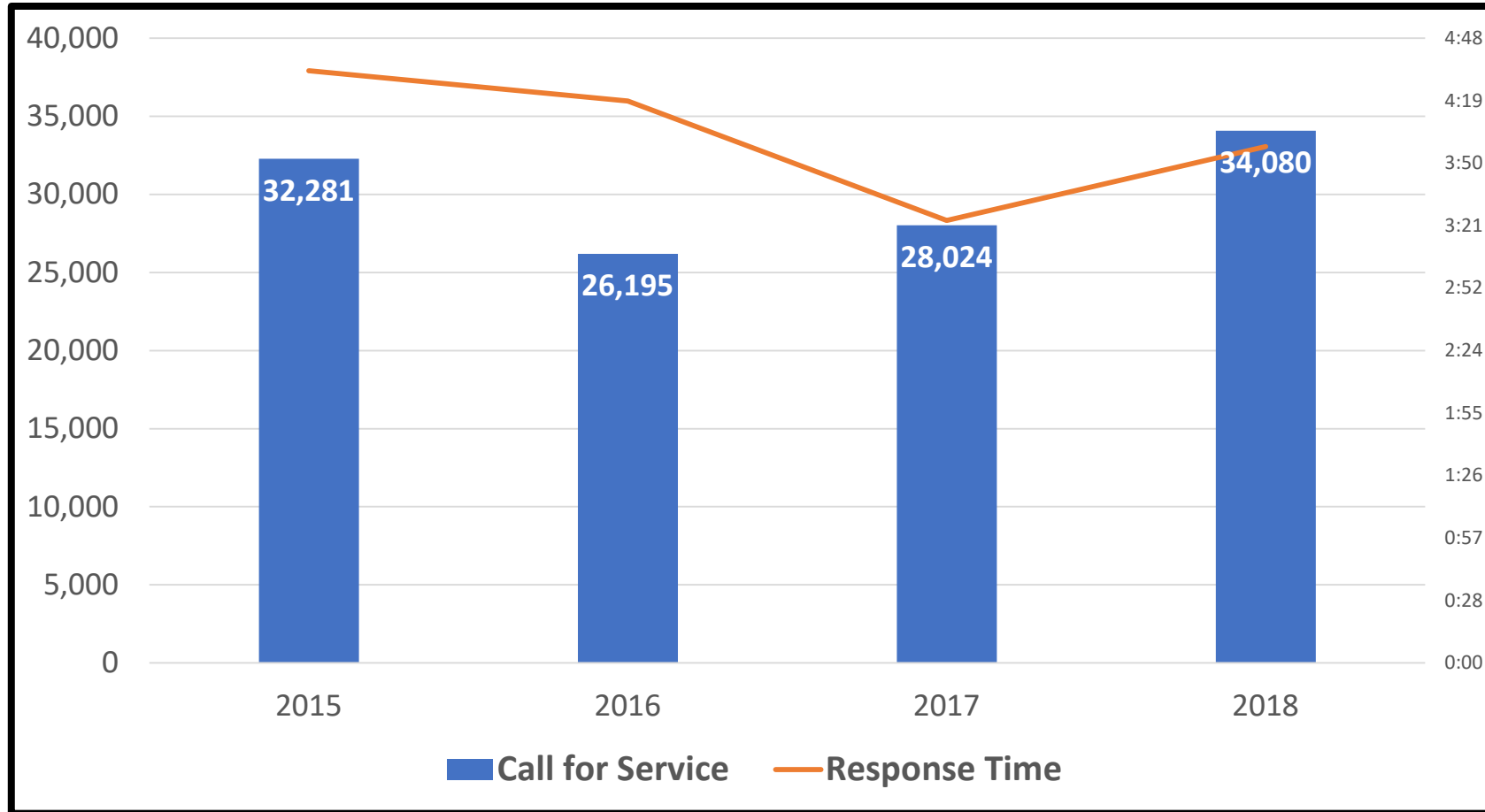
Contra Costa County has **10 times** more violent crimes per capita than Pinole.

Contra Costa County has **double** the amount of **property crimes** per capita compared to Pinole.

51% (378 out of 747) of the **property crimes in 2018** happened at the **Fitzgerald Regional Retail Corridor**



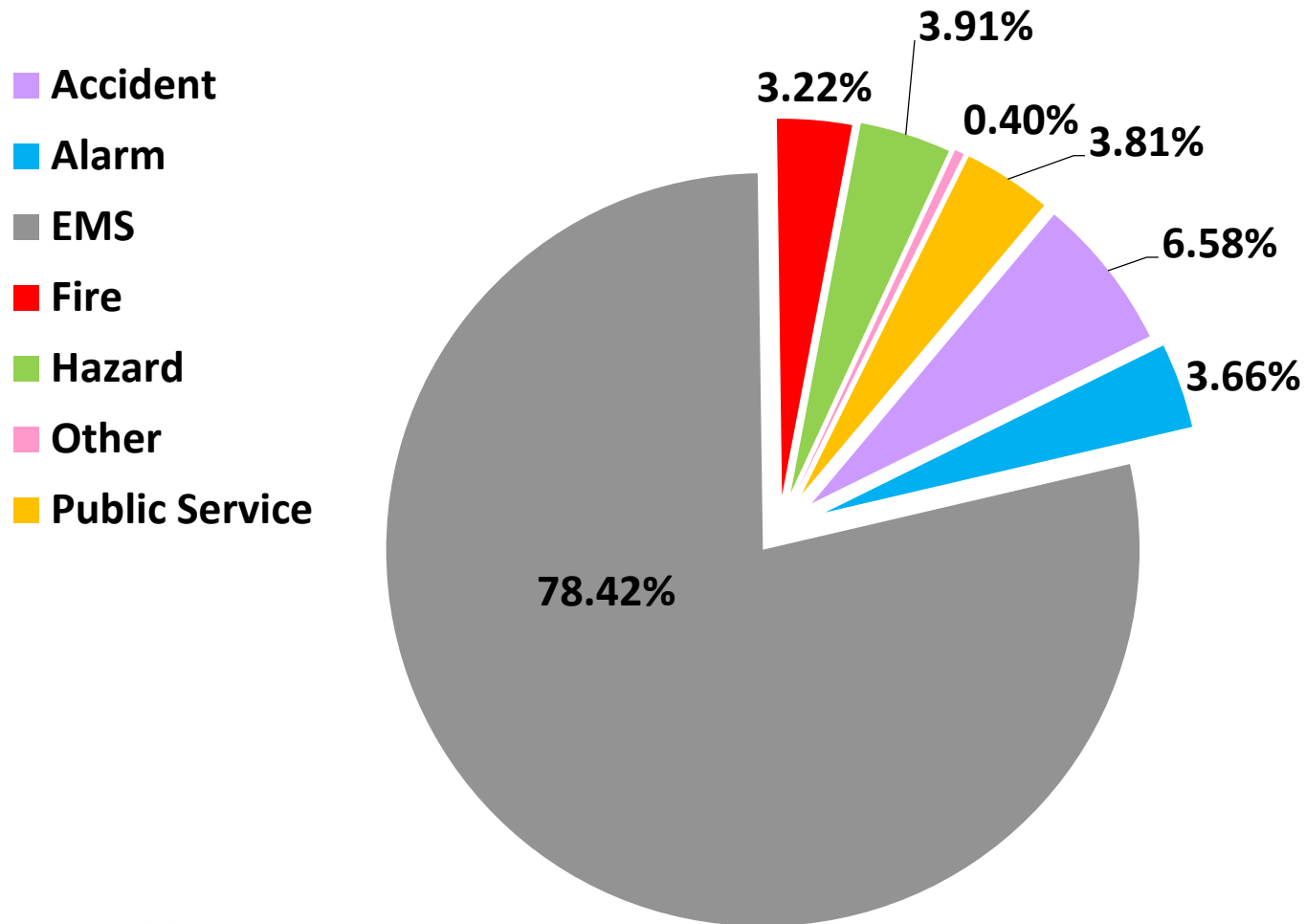
Part I Calls for Service and Response Time



Year	*Response Time
2015	4:33
2016	4:19
2017	3:24
2018	3:41

*Priority 1 Calls: Emergency call which requires immediate response and there is reason to believe that an immediate threat to life exists.

Fire Services by Call Type

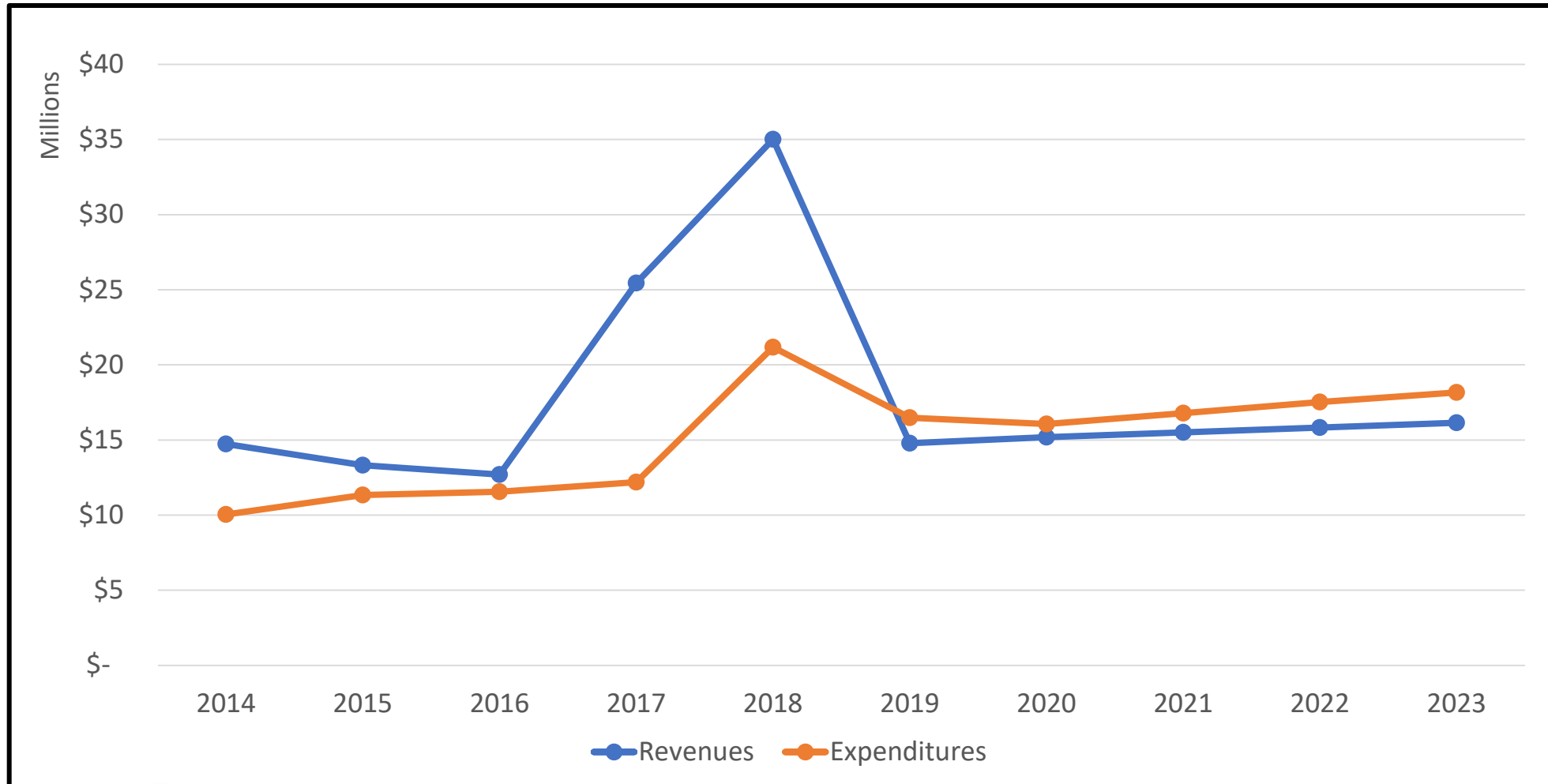


- The City conducted a Fire Service Delivery Study in 2019
- City staff are currently evaluating the Fire Study recommendations

Budget and Staffing



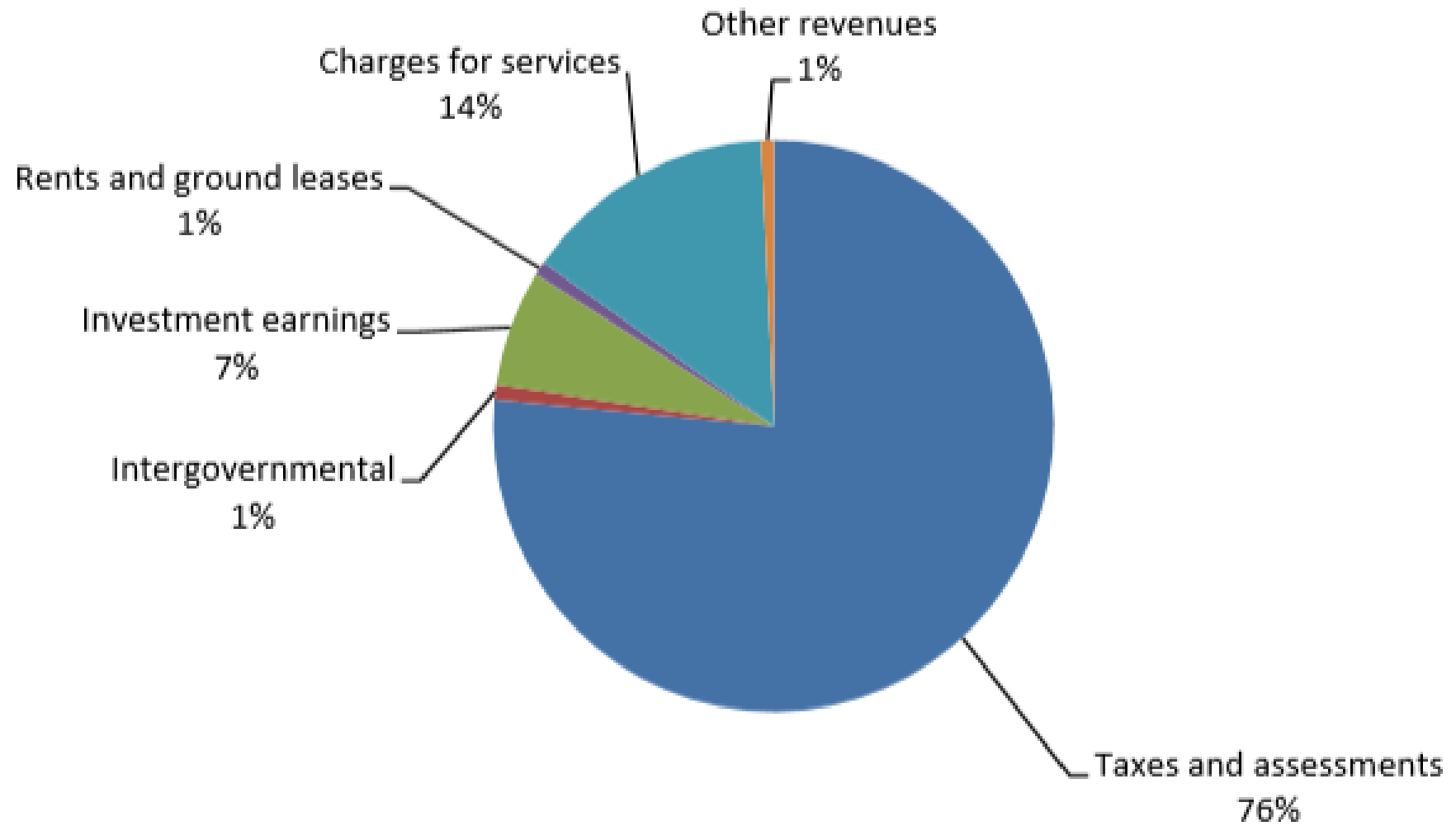
General Revenues and Expenditures



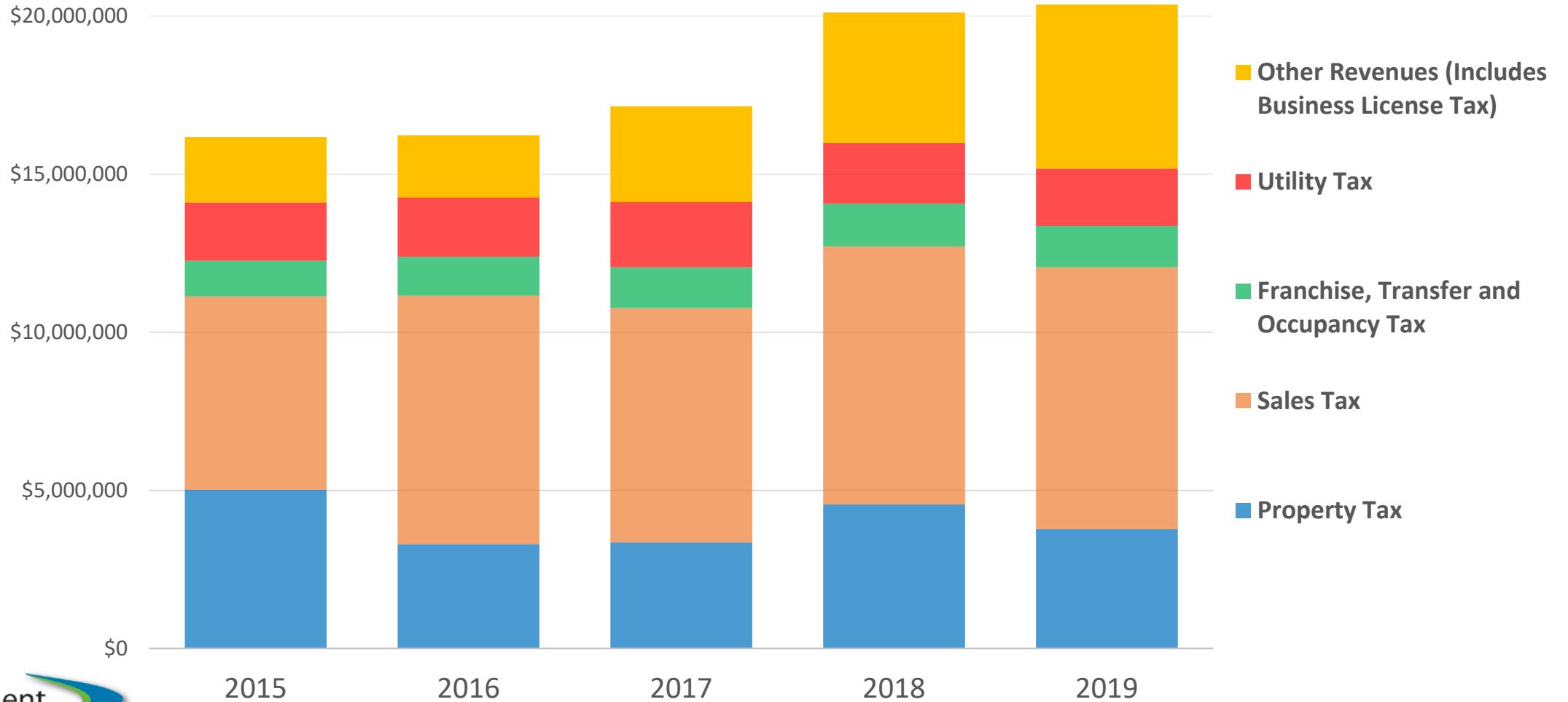
Note:

- a. **FY 2014-18** reflect actual amounts
- b. **FY 2019-20** reflects the approved budget
- c. **FY 2020-23** are projections

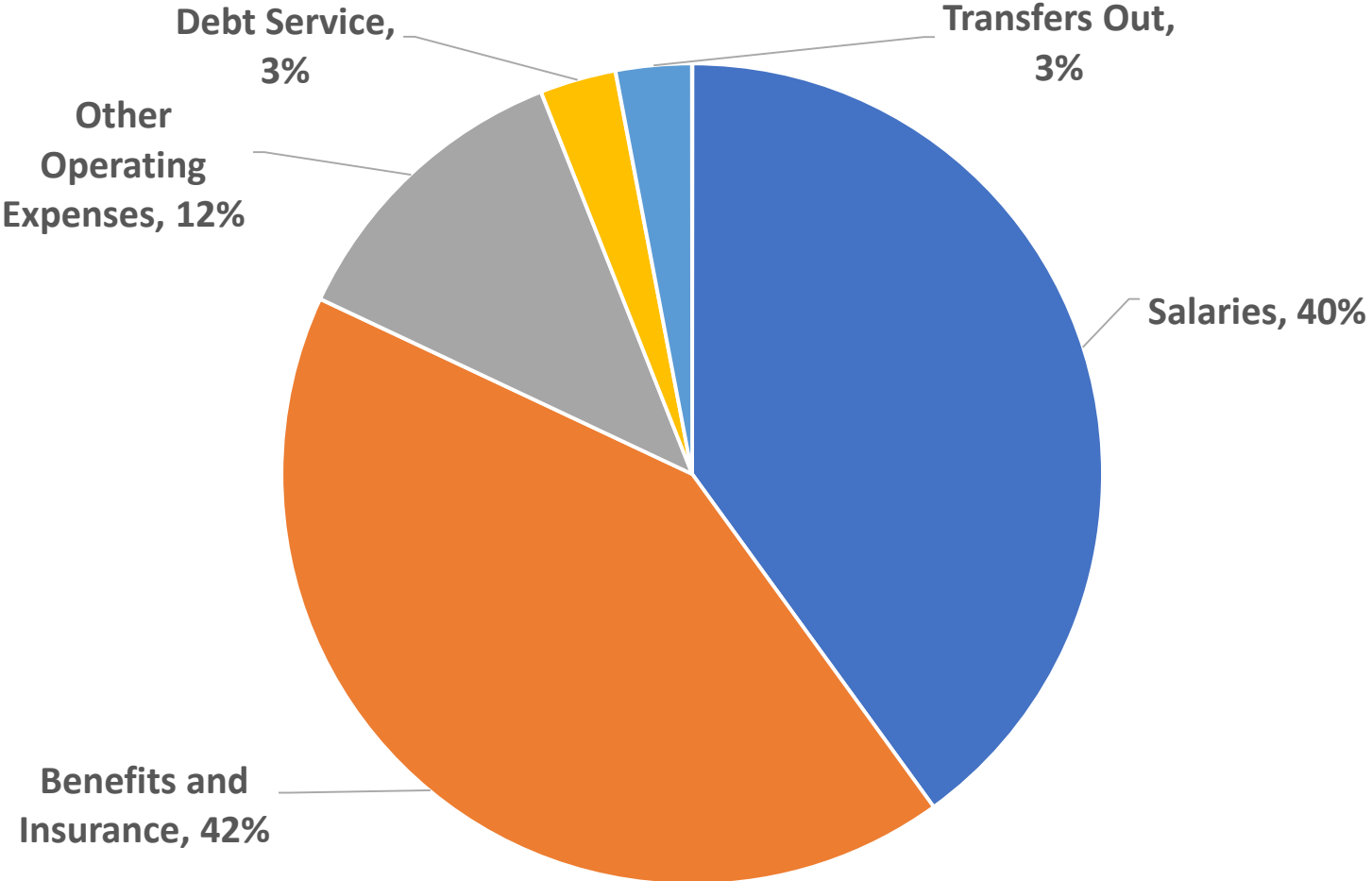
Revenues by Source



Taxes by Type



General Fund Expenditures





Capital Improvement Plan

The City has extensive infrastructure in need of upgrade and replacement.

Top Five Projects/Programs FY 2018-23

- Pavement Maintenance and Rehabilitation Program
- Storm Drainage Annual Rehabilitation
- Inflow and Infiltration Rehabilitation Project
- Hazel Street Sewer Pump Station Rehabilitation
- San Pablo Avenue Bridge over BNSF Railroad

Building a Sustainable City Team

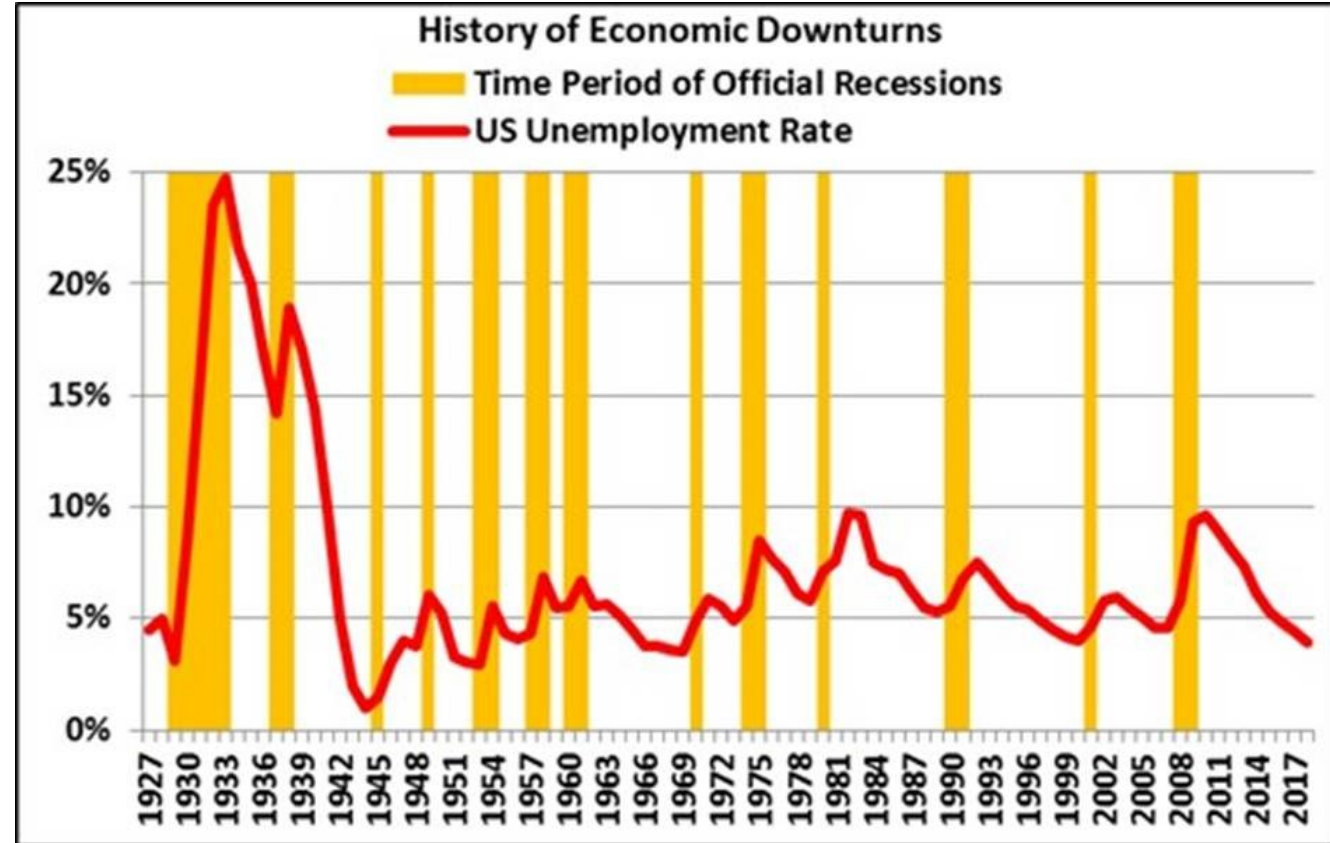


Other Considerations



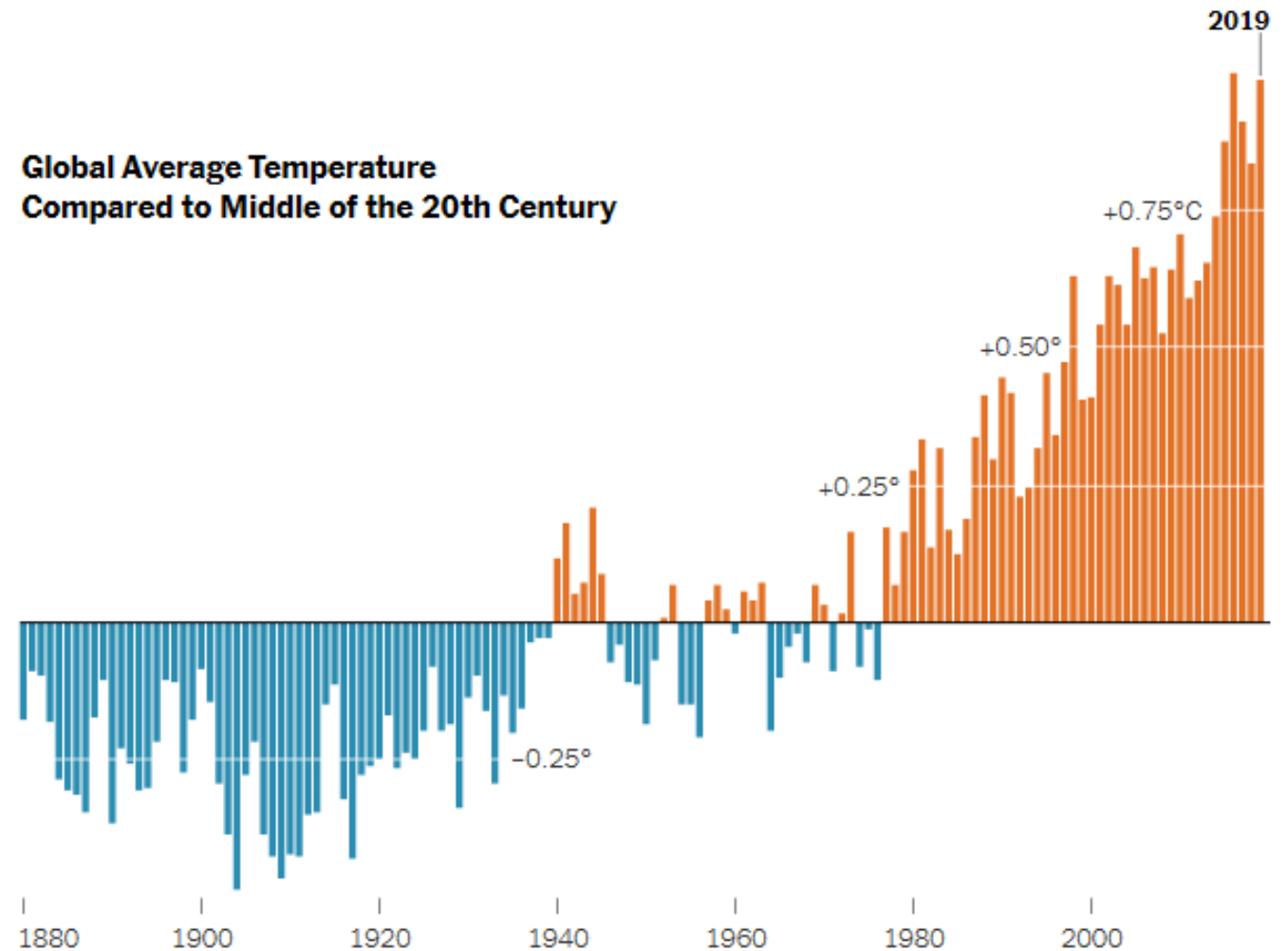
The Next Recession

- Since 1927, **13** recessions have occurred on average every **6.8** years; now **10** years since “official” end of Great Recession
- Another recession is **inevitable**



Warmer Climates Poses Big Challenges

- 2016 and 2019 are the **two hottest years** globally
- 2011 to 2019 is the state's **longest drought** on record (376 weeks)
- More than **100 million trees** are dead in California
- **9 million acres** of forest land are at risk for catastrophic fires



By The New York Times - Source: NASA Goddard Institute for Space Studies | Anomalies shown in reference to the average temperature at each location between 1951 and 1980.

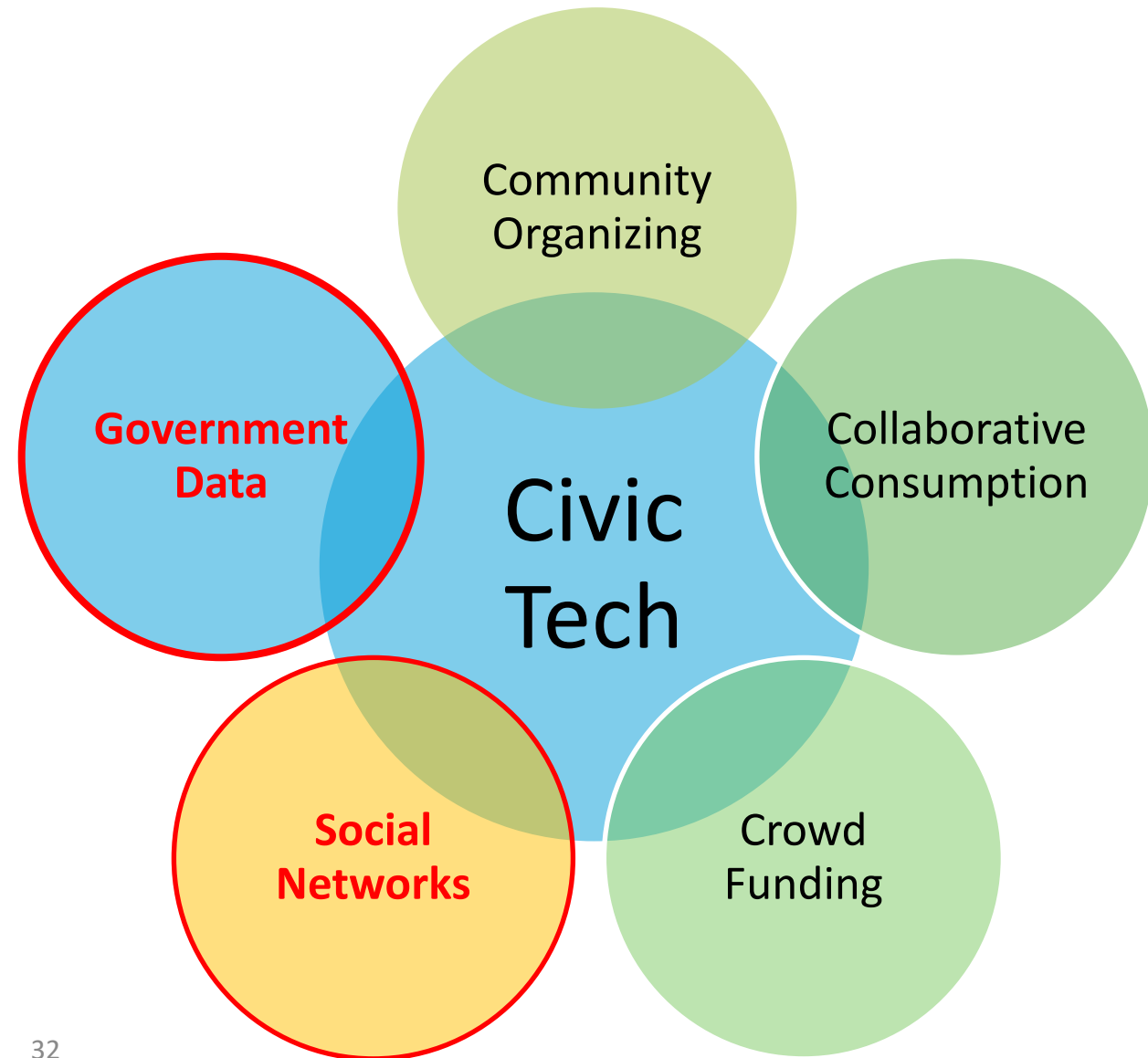
The New World of “Civic Tech”

Government Data (Gov Tech)

- ⑩ Governments are using technology to improve internal efficiency, deliver services, and interact externally with community members
- 125+ active companies and orgs

Social Media

- Social Media usage among U.S. adults increased **68%** since 2010.
- **69%** of U.S. adults now use at least one social media site



Questions?