

# Demographics and Fiscal Conditions

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## Demographics and Fiscal Conditions



Saint Joseph's Church  
837 Tennent Avenue, in Pinole

*Demographics  
characterize  
population statistically  
with regard to density...*

### INTRODUCTION

Pinole has experienced many changes in physical, demographic and economic factors since its last update in 1995. A closer examination of these changes is essential to understand the issues and opportunities faced by Pinole. Below is a discussion of the current demographic and fiscal conditions in Pinole and its comparison to the neighboring cities and the Bay Area.

Demographics are the statistical characterization of population (as age or income) especially with regard to density and capacity for expansion or decline. Adopted in conjunction with other elements in 1995, the Land use and Economic Development Element provided information on demographic and fiscal conditions in Pinole. In addition, City of Pinole Tapestry<sup>1</sup> prepared by PMC, presents detailed demographic and socioeconomic information for the City of Pinole. This section of the background report draws much of the information from this document.

Preparation of this section of the Background Report involved reviewing and summarizing the City's existing General Plan and Zoning Ordinance, Market Information from the California Employment Development Department, U.S. Department of Finance and 1990 and 2000 Census Information from U.S. Census Bureau and data presented as appropriate in this report (See bibliography).

The process involved collecting, analyzing and summarizing data from the sources cited above. Previous research conducted on pertinent topics was reviewed and evaluated for relevance. In addition to data collection and analysis, a number of site visits were also conducted to develop an understanding of the City and to gain insights into the types of issues faced by Pinole.

Existing conditions, trends, and future projections are organized by topic: Population, Housing and Economic Conditions. The Local and

<sup>1</sup> The Community Tapestry Program, a product of ESRI, provides demographic data for specific locations.

## Demographics and Fiscal Conditions

*In 2005, 19,300 people lived in Pinole and there were 5,580 jobs within the City.*

Regional Demographic Trends analyze existing information on households, household income and economic conditions in Pinole and summarize the population and economic trends in Pinole. The sections on Housing Trends and Issues and Economic Conditions and Trends identifies and summarizes the main issues and trends that may have a bearing on land use planning within Pinole.

### **EXISTING SETTING/BASIC DEMOGRAPHIC AND FISCAL CONDITIONS**

In 2005, Pinole had:

- A population of 19,300 residents, 1.9% of Contra Costa County's total,
- 6,890 households, 1.9% of the County's households, and
- 5,580 jobs, 1.5% of the County's total jobs.

The pattern of growth for the City of Pinole is not expected to change dramatically over the next 25 years, with the percentages remaining relatively constant, according to the Association of Bay Area Governments (ABAG) projections.

### **LOCAL AND REGIONAL DEMOGRAPHIC TRENDS**

#### **POPULATION**

The City of Pinole's population changes are summarized and compared to Contra Costa County's population changes in **Figure 2.1**. The most notable increases in Pinole's population occurred during the 1950-1970 period, when the City grew from 1,147 to 13,266 residents, a 1,057 percent increase in just 20 years. After 1970, population growth became more moderate in Pinole, growing at 10 to 20 percent every decade. The most notable increases in Contra Costa County's population occurred during the 1940-1950 period when the County grew from 100,450 to 298,984, a 198 percent increase. Contra Costa County has not experienced any significant population jumps since 1940. The population in Contra Costa County has steadily increased since 1950 at a rate of approximately 3 (between 1960 and 1950) and 2 percent (between 1960 and 2000) per year.

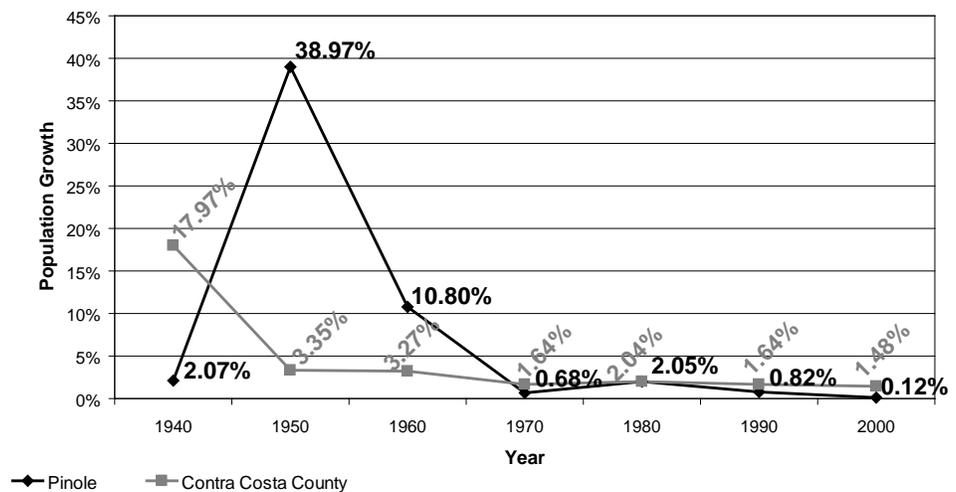
# Demographics and Fiscal Conditions

The City of Pinole's population grew dramatically between 1950 and 1970; an increase of 1,057%.

Since 1970, the population has increased 45%.

**Figure 2.1** also illustrates that population growth in Pinole has slowed since 1990 while the population growth in Contra Costa County has continued to grow at approximately 1.7 percent per year.

**FIGURE 2.1  
POPULATION TRENDS IN PINOLE**



Source: U.S. Department of Finance, 2006

Pinole's population growth has slowed since 1990.

**Table 2.1** shows demographic information for the City of Pinole and Contra Costa County in 1990, 2000 and projected data for 2030. Continuing the slow growth trend of the past decade, Pinole's population is projected to increase in small increments in the future. Between 2000 and 2015, the City would gain approximately 54 people per year; between 2015 and 2030, the City would gain approximately 100 people per year.

## Population Growth Chart for Pinole and Contra Costa County

**TABLE 2.1**

COMPARISONS OF PINOLE AND CONTRA COSTA COUNTY	2000	2005	2010	2015	2020	2025	2030	% GROWTH PER YEAR	
								(2000-2015)	(2015-2030)
<b>PINOLE</b>									
Population	19,039	19,300	19,400	19,900	20,500	21,100	21,500	0.3%	0.5%
Households	6,743	6,890	7,020	7,180	7,370	7,620	7,780	0.4%	0.6%
Average Household Size	2.82	2.80	2.76	2.77	2.78	2.77	2.76	-0.1%	-0.02%
Employed Residents	14,634	13,840	14,660	15,660	16,590	17,400	18,230	0.5%	1.1%
Jobs	5,570	5,580	5,940	6,490	6,960	7,510	7,980	1.1%	1.5%
Jobs/Housing Ratio	0.83	0.81	0.85	0.90	0.94	0.99	1.03	0.6%	0.9%
Mean Household Income	\$71,800	\$70,200	\$73,900	\$79,900	\$84,300	\$90,000	\$93,400	0.7%	1.2%
<b>CONTRA COSTA COUNTY</b>									
Population	948,816	1,016,300	1,055,600	1,102,300	1,150,900	1,200,500	1,244,800	1.1%	0.9%
Households	344,129	368,770	385,250	401,670	419,970	440,220	457,120	1.1%	0.9%
Average Household Size	2.8	2.7	2.7	2.7	2.7	2.7	2.7	-0.03%	-0.1%
Employed Residents	461,992	459,600	501,100	541,800	583,400	625,400	667,800	1.2%	1.6%
Jobs	371,310	373,000	406,010	439,020	472,830	507,790	543,860	1.2%	1.6%
Jobs/Housing Ratio	1.08	1.01	1.05	1.09	1.13	1.15	1.19	0.1%	0.6%
Mean Household Income	\$89,300	\$88,700	\$93,900	\$99,700	\$105,600	\$111,800	\$117,500	0.8%	1.2%

## Demographics and Fiscal Conditions

As shown in **Table 2.1** Pinole's population represents 1.9 percent of the County's total. This share has not changed significantly from 2000, and is expected to reduce only slightly (to 1.73 percent) by 2030.

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*Pinole has a larger percentage of aging population than both Contra Costa County and the Bay Area.*

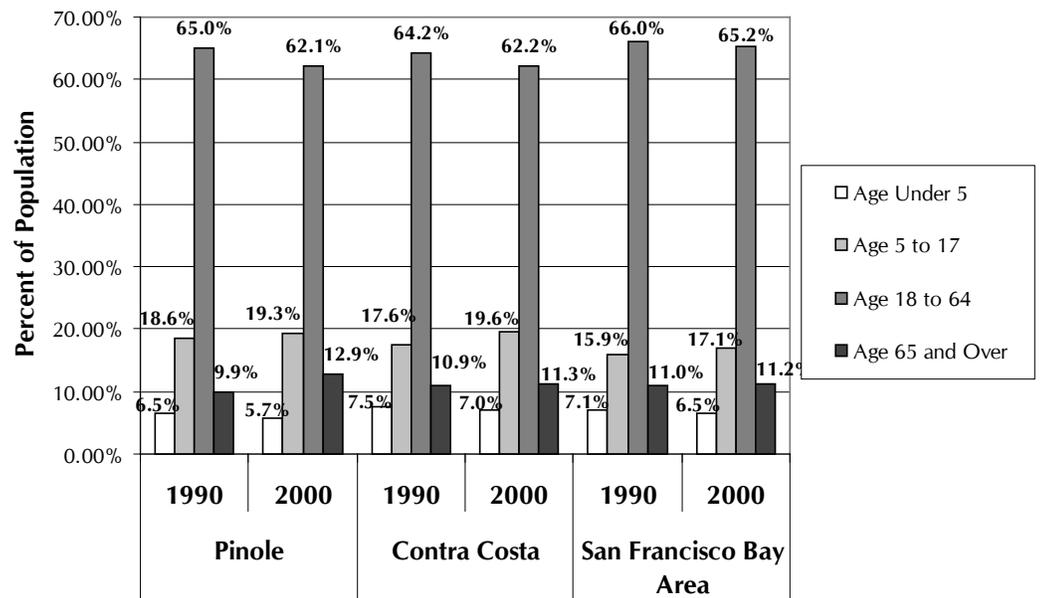
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Although Contra Costa County's population experienced a large percentage of growth between 2000 and 2005 (7.11 percent), it is projected to slow (3.87 percent) between 2005 and 2010. Similar to Contra Costa County, Pinole is expected to slow (0.52 percent) between 2005 and 2010. Between 2010 and 2030, however, the percent of population growth is projected to increase to a steady rate of approximately 3 percent per year.

The age distribution of City of Pinole and Contra Costa County is shown below in **Figure 2.2**. As evident from the Figure, the population of City of Pinole is older than the population of the entire Bay Area as well as the population of Contra Costa County. As evident from **Figure 2.2**, the majority of Pinole's population has historically been between the age of 18 and 64 (65 percent in 1990 and 62.1 percent in 2000). This percentage of people between the ages of 18 to 64 years old is similar in Contra Costa County and in the San Francisco Bay Area in 1990 and 2000.

## Demographics and Fiscal Conditions

**FIGURE 2.2**  
**AGE OF POPULATION IN 1990 AND 2000:**  
**PINOLE, CONTRA COSTA COUNTY AND SAN FRANCISCO BAY AREA**



Source: US Census 1990 and 2000

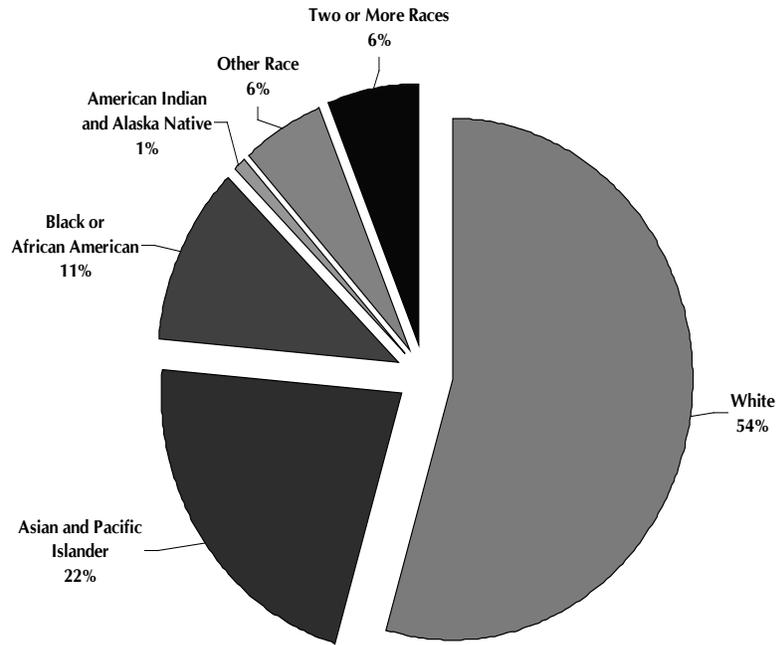
Between 1990 and 2000, the median age increased in Pinole (from 35.2 to 38.7) as well as in Contra Costa County (from 34.2 to 36.4) and the San Francisco Bay Area (from 33.7 to 36.6). The median age of Pinole was slightly more in 1990 and 2000 than the median age of Contra Costa County.

Of the approximately 9,200 residents of Pinole in 2000, approximately 52 percent were female and the remaining 48 percent were male. In the 2000 U.S. Census, the majority of Pinole residents identified themselves as White; the remaining 45.6 percent identified with other race categories. Approximately 13.8 percent of the City's population identified itself as Hispanic or Latino. The City of Pinole's ethnic composition in 2000 is illustrated in **Figure 2.3**.

*Pinole is more racially diverse than both Contra Costa County and the Bay Area.*

# Demographics and Fiscal Conditions

**FIGURE 2.3  
PINOLE’S RACIAL COMPOSITION IN 2000**



Source: US Census, 2000

*Population distribution in Pinole is less dense than San Pablo; slightly higher than Hercules.*

The percentages of Pinole’s population indicate that the City of Pinole is more racially diverse than both Contra Costa County and the rest of the San Francisco Bay Area. Non-white races constitute 34.5 percent of the population in Contra Costa County and 41.9 percent of the population in the San Francisco Bay Area.

The density of Pinole’s urban core is reflected in the City’s population density and is compared to the population density in San Pablo and Hercules in **Table 2.2**.

## Demographics and Fiscal Conditions

**TABLE 2.2  
POPULATION DENSITY IN PINOLE, SAN PABLO  
AND HERCULES**

	City of Pinole	City of San Pablo	City of Hercules
2005 Population	19,300	35,000	22,400
Land (square miles)	4	2.6	6.5
Population Density (per square mile)	4,825	13,462	3,446

Source: ABAG Projections, 2005.

The adjacent City of San Pablo is significantly more densely populated than Pinole and Hercules. San Pablo has 13,462 persons per square mile, while Pinole has 4,825 persons per square mile and Hercules has 3,446 persons per square mile.

### HOUSEHOLDS

In 2000, the City of Pinole had 6,828 households (an increase of 0.5 percent per year since 1990). Between 2000 and 2030, the number of households in the City is expected to increase at a faster growth rate than in previous years (a growth rate of 2.6 percent per year). The City is expected to have 12,080 households by 2030. In 2000, the average household in Contra Costa County had 2.8 people. Similarly, the average household size in Pinole was approximately 2.8 people in 2000.

Contra Costa County has grown from 344,129 households in 2000 to 368,770 in 2005, and is expected to grow to 457,120 by 2030 (an average of 0.6 percent per year during both time periods). The City of Pinole represents 1.9 percent of Contra Costa County's households, virtually the same share as for residential population.

**Figure 2.4** provides information on housing occupancy and tenure in the City in 1990 and 2000.

*A larger percentage of housing units are occupied by Homeowners in Pinole than in Contra Costa County and the Bay Area.*

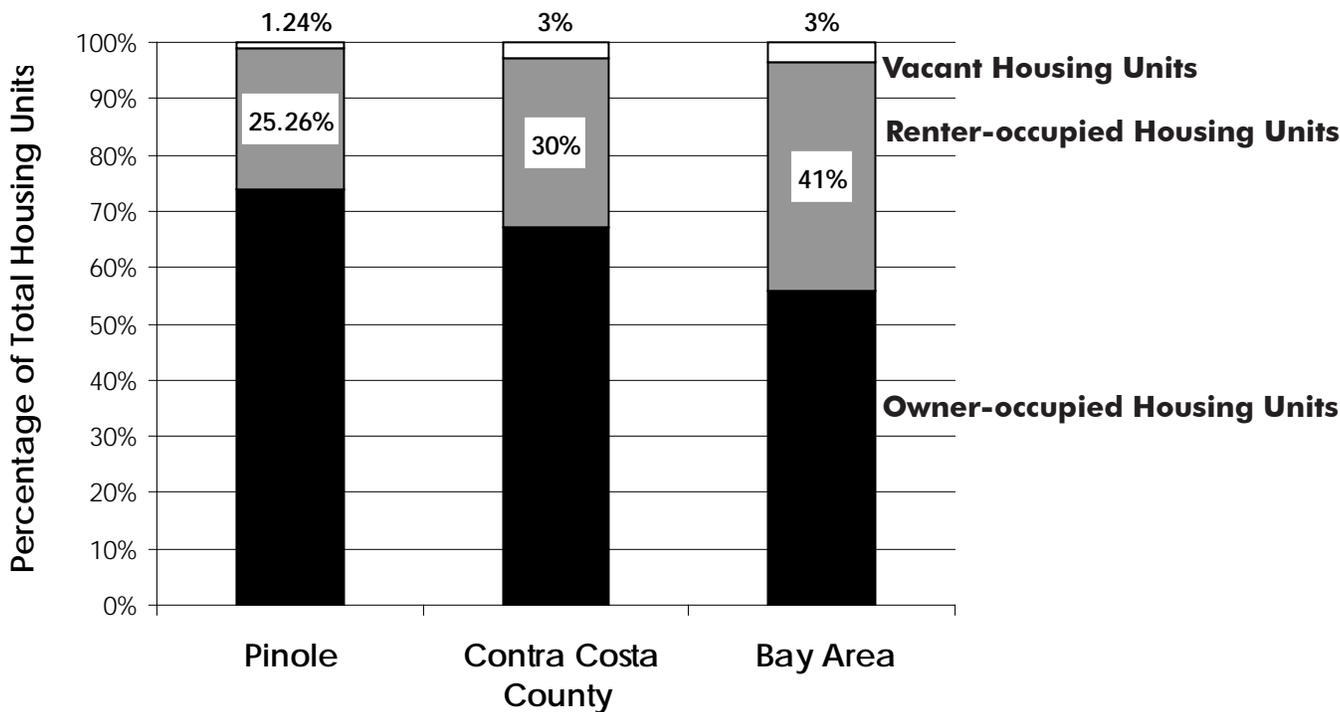
# Demographics and Fiscal Conditions

The Association of Bay Area Governments (ABAG) determined that Pinole’s fair share of affordable housing for the San Francisco Bay Area was 288 units of which 157 must be affordable for the 1999-2006 planning period. Pinole’s existing Housing Element states that as of March, 2003, 323 housing units had been built or approved in Pinole. Of those, 201 were affordable. Pinole met its required fair share housing need by March, 2003.

In an effort to make housing more affordable for homebuyers, the Redevelopment Agency provides zero interest second mortgages to income eligible households to assist with the purchase of a home.

As of 2003, there were no facilities to house the homeless.

**FIGURE 2.4  
HOUSING OCCUPANCY AND TENURE, CITY OF  
PINOLE, CONTRA COSTA COUNTY AND BAY  
AREA IN 2000**



Source: US Census, 2000

## Demographics and Fiscal Conditions

*Pinole's vacancy rate is less than half of that in Contra Costa County and the Bay Area.*

As shown in **Figure 2.4**, the majority of housing units in Pinole were owner-occupied in 2000 (74.74 percent). While the majority of housing units were owner-occupied in Contra Costa County (67 percent) and in the Bay Area (56 percent), Pinole has a higher percentage of owners who occupy their homes. A small percentage of the housing units in Pinole were vacant in 2000 (1.24 percent) and a slightly larger percentage of housing units were vacant in Contra Costa County and the Bay Area (3 percent). The Bay Area has the highest percentage of renter-occupied units (41 percent) of the three entities.

In 2000, Pinole's rental housing units were vacant more frequently than homeowner housing units. Rental units had a 1.6 percent vacancy rate, and homeowner housing units had a 0.04 percent vacancy rate in 2000.

The average number of people in renter-occupied housing units (2.62 persons) was slightly less than owner-occupied units (2.85 persons) in 2000. In 2000, only 331 (3 percent) of the total housing units in the City had more than one person per room.

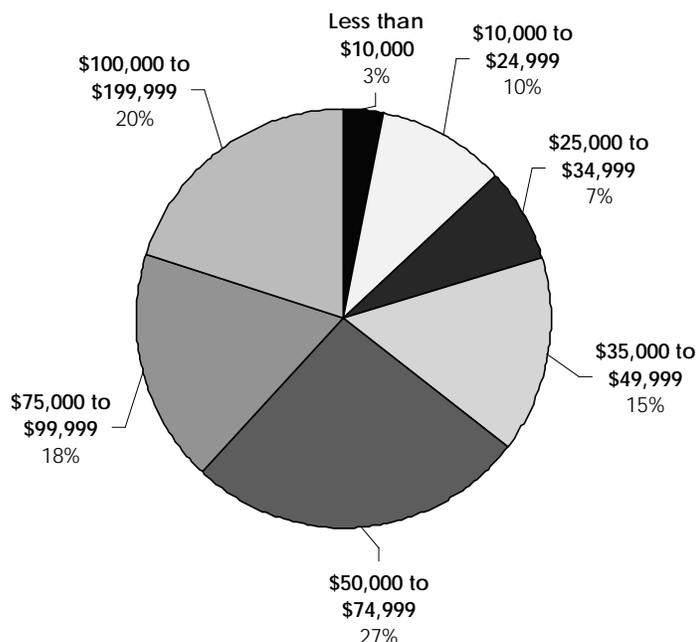
### **HOUSEHOLD INCOME**

In 1999, the mean household income in Pinole was \$62,789, which was slightly less than Contra Costa County's mean household income (\$63,675) and slightly more than the Bay Area's mean household income (\$62,024). Approximately half of households at the end of 1999 in Pinole (47.9 percent) earned between \$50,000 and \$99,000.

**Figure 2.5** details the amount of income households made in 1999 in Pinole.

## Demographics and Fiscal Conditions

**FIGURE 2.5**  
**HOUSEHOLD INCOME IN PINOLE, 1999**



Source: US Census, 2000

In 2000, 28 percent of Pinole's households were paying more than 30 percent of their income for housing. This was particularly true for renters. In 2000, only 35 percent had an estimated annual income over \$80,000, which is sufficient to qualify for the average home.

*Pinole's median household income increased 25 percent between 1999 and 2006 from \$62,789 to \$78,322.*

Pinole's median household income increased 37 percent between 1990 and 1999. In 1990, Pinole's median household income was \$45,820. The projected median household income for 2006 is \$78,322. Reflecting the 25 percent increase in the median household income between 1999 and 2006, almost half of households (41.1 percent) in 2006 in Pinole earn between \$75,000 and \$149,999. In 1999, 34 percent of the City's households earned between \$75,000 and \$149,999.

## Demographics and Fiscal Conditions

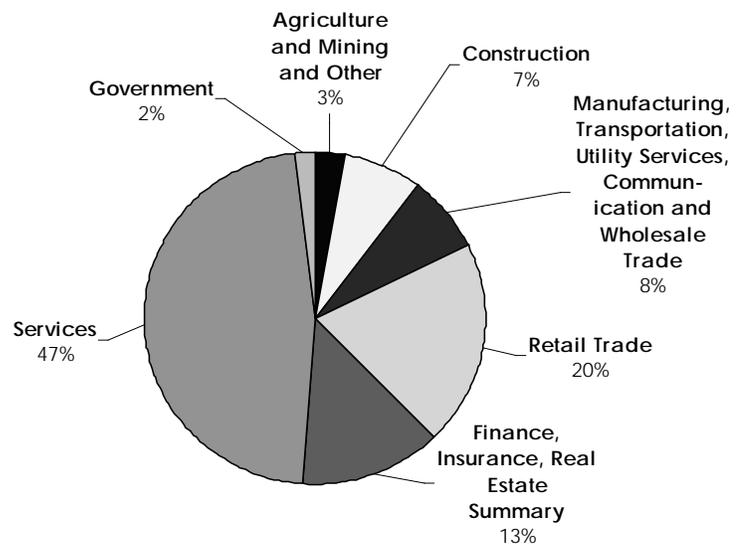
### ECONOMIC CONDITIONS IN PINOLE

The City of Pinole requires a Business License for all business operations whether in a home or a fixed place of business in Pinole. There are different fees depending on the size, location and number of vehicles per business.

*The majority of Pinole businesses are home-based.*

There were 815 total businesses in Pinole in 2006. The majority of businesses in Pinole are home-based businesses. Health services, businesses services and professional services account for a significant number of the businesses in Pinole. The remaining businesses in Pinole include other services such as motion pictures and amusements and education institutions; finance, insurance and real estate; agriculture and mining; construction; manufacturing; transportation; communication; electric, gas, water, and sanitary services; wholesale trade; government; and other types of businesses. Figure 2.6 provides the different types of businesses in Pinole.

**FIGURE 2.6**  
**TYPES OF BUSINESSES IN PINOLE, 2006**



Source: ESRI, 2006

## Demographics and Fiscal Conditions



*Pinole Vista Crossing Shopping Center in Pinole*



*Park View Plaza in Old Town*



*Site of the future Kaiser Medical Office Building*

### COMMERCIAL BUSINESS CENTERS IN PINOLE

Regionally known and frequented, Pinole contains a row of shopping centers along Interstate Highway 80. Major regional shopping centers include Pinole Vista Crossing Shopping Center, Pinole Vista Shopping Center, Pinole Valley Shopping Center, and Appian 80. The Pinole Vista and Pinole Vista Crossing are regional shopping centers located prominently south of Interstate Highway 80 east of the Appian Way interchange. Pinole Vista Crossing Shopping Center is comprised of major retail stores including: Target, Mervyn's Department Store and Staples. The Pinole Vista Shopping Center includes Albertson's and Kmart. Pinole Valley Shopping Center is located at 2750 Pinole Valley Road and has been purchased by the Pinole Redevelopment Agency to initiate redevelopment. The major stores include Trader Joe's and Walgreens. The stores are expected to open in summer or fall of next year. Appian 80 is located at the intersection of Appian Way and Tara Hills Drive and includes major tenants including Safeway and Longs Drugs.

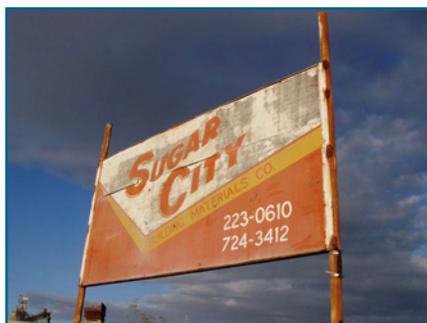
Smaller, local shopping centers and areas in Pinole tend not to front Interstate Highway 80. Old Town Pinole, the downtown area of the City, encompasses retail and commercial businesses. Park View Plaza, a local shopping center, is located at the intersection of San Pablo Avenue and Tennent Avenue and includes local specialty shops. Del Monte Shopping Center is located at the intersection of San Pablo Avenue and Del Monte Drive and is currently undergoing renovation.

The Old Town Center is a two-story, mixed-use shopping center proposed for a vacant site at the intersection of Tennent Avenue and San Pablo Avenue in downtown Pinole (located across the street from Old Town Pinole shopping center).

Kaiser Permanente has started grading this Spring on a new facility to be located on a currently vacant site along Pinole Valley Shores Road, near the Interstate Highway 80 interchange. The new facility is anticipated to be opened in the fall of 2008. The Kaiser/Gateway East development is a Redevelopment Agency project. The Kaiser Medical

## Demographics and Fiscal Conditions

Office Building would bring approximately 150 new jobs to the City of Pinole.



*Sugar City is an industrial business located on San Pablo Avenue*

### **SERVICE AND INDUSTRY BUSINESSES IN PINOLE**

Service businesses account for the majority of businesses in Pinole (47 percent). Service businesses in Pinole include hotels and lodging; automotive services; health services; entertainment; legal services; and, education services. Health services are the most prevalent service business in Pinole, accounting for approximately 12 percent of the City's total businesses. There are approximately 95 total health service businesses in Pinole.

Industrial businesses are predominantly located along San Pablo Avenue in the northwestern portion of the City. Light industrial businesses along the San Pablo Avenue light industry area includes Sugar City, the West Cat bus yards and public storage facilities. The Pinole Shores Business Park, located at 850 San Pablo Avenue, is a project spearheaded by the Redevelopment Agency and is planned to be a light industrial office park with office condominiums on a 14-acre site. The Planning Commission approved the project on November 15, 2005.

The Pinole Redevelopment Agency provides a variety of programs to assist businesses in Pinole. The Commercial Rehabilitation Program provides zero and low interest loans for façade improvements and other improvements to buildings and commercial sites in Old Town Pinole and San Pablo Avenue.

### **CITY BUDGET AND REVENUES**

The adopted City Budget for the 2006-2007 Fiscal Year shows estimated revenues of \$29.1 million, with \$30.1 million budgeted for the City's total expenditures. **Figure 2.7** provides the sources of the City's anticipated revenues and **Figure 2.8** the sources of the City's expenditures.

During the last couple of fiscal years, the City of Pinole's expenditures

## Demographics and Fiscal Conditions

*Capital and infrastructure projects account for 11% of the City's expenditures.*

have tended to be more than the amount of revenues that are collected during the fiscal year. The primary reason for expenditures exceeding current revenues can be attributed to increasing salary and benefit costs for the City's General Fund. The adopted budget for the 2006-2007 Fiscal Year anticipates that the City will have more revenues and will have more expenditures than the previous year. The 2005-2006 Fiscal Year City Budget shows estimated revenues of \$24.7 million (\$4.4 million less) and total expenditures budgeted were \$26.2 million (\$3.9 million less).

As shown in **Figure 2.8**, the City's capital projects and equipment (including infrastructure projects) account for 11 percent (\$3.3 million) of the City's expenditures. Most of the major infrastructure includes streets, bridges, parks, public buildings, storm drainage collection system and the sewer treatment plant and collection system.

**Figure 2.9** illustrates the City's 5-year capital improvement plan, which includes \$49 million identified projects.

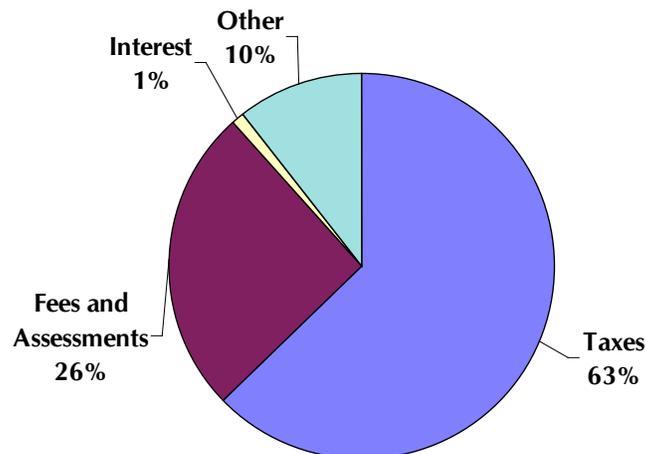


Figure 2.7  
Sources of Revenues  
2006-2007

# Demographics and Fiscal Conditions

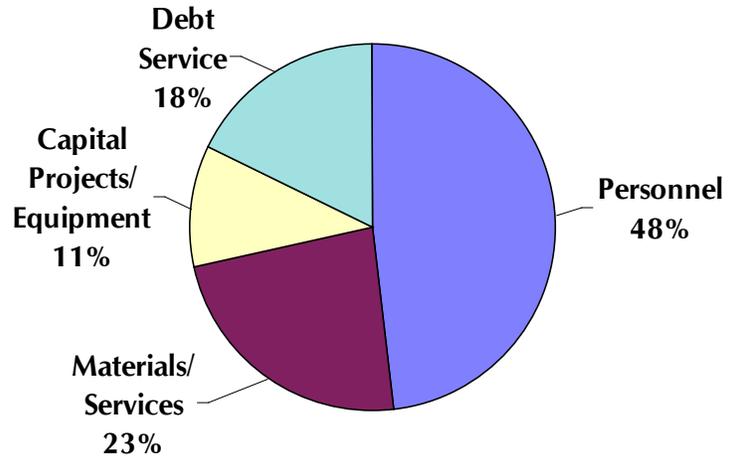
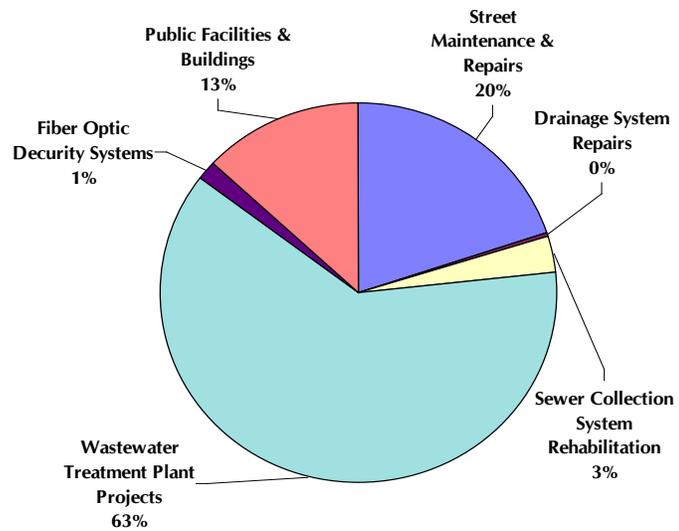


Figure 2.8  
Sources of Expenditures  
2006-2007

## FIGURE 2.9 2005-2010 CAPITAL IMPROVEMENT PLAN, CITY OF PINOLE

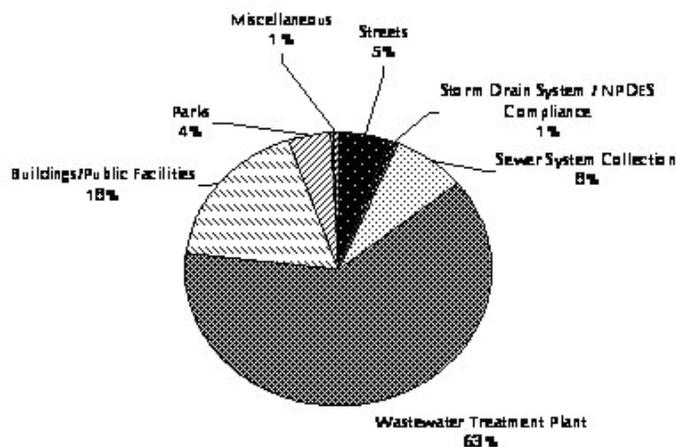


Source: City of Pinole, 2006.

## Demographics and Fiscal Conditions

The City's Capital Improvements Plan 2006-2007 identifies the capital improvement projects the City will undertake between 2006 and 2007. **Figure 2.10** illustrates the City's Capital Improvements Plan 2006-2007 which includes \$9.8 million identified projects. Improvements to the wastewater treatment plant will require the majority (63 percent) of the 2006-2007 capital improvements costs. The City will be making significant improvements to the treatment plant over the next five years. The City will also be making improvements to buildings and public facilities between 2006 and 2007 (18 percent of funds) including: the Pinole Middle School gymnasium and playground, the post office, relocation of the public works yard, and annual upgrades and maintenance.

**FIGURE 2.10**  
**2006-2007 CAPITAL IMPROVEMENT PLAN,**  
**CITY OF PINOLE**



Source: City of Pinole, 2007

The City's General Purpose tax revenues have shown an increase over the last 5 years, from \$9.5 million in the 2000-2001 Fiscal Year to \$24.7 million received in the 2005-2006 Fiscal Year. Estimates for the 2006-2007 Fiscal Year project \$29.1 million in tax revenues, with sales tax providing 63 percent and fees and assessments providing 26 percent of the totals. Other taxes include the transit occupancy tax (10 percent) and the retail sales tax (8.25 percent).

# Demographics and Fiscal Conditions

## HOUSING TRENDS AND ISSUES

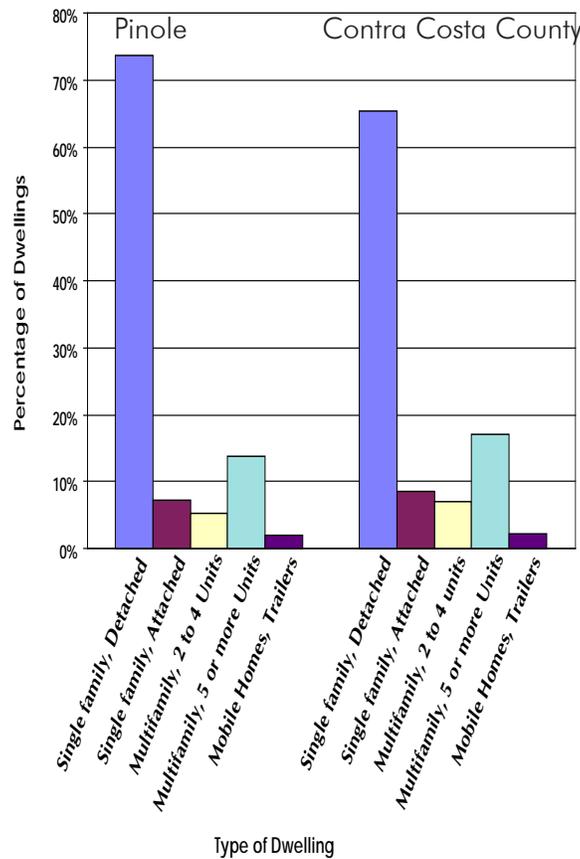
### Housing Stock

The majority of the housing stock in the City of Pinole’s is single-family and detached. In 2000, 73.6% of the 6,888 housing units in Pinole were single-family and detached. Similarly, 65.4% of the 383,328 housing units in Contra Costa County were single-family and detached in 2000. **Figure 2.11** provides the different types of dwellings in Pinole and in Contra Costa County in 2000.



Single Family Housing

**FIGURE 2.11**  
**TYPES OF DWELLINGS, CITY OF PINOLE AND CONTRA COSTA COUNTY, 2000**



Source: 2000 US Census

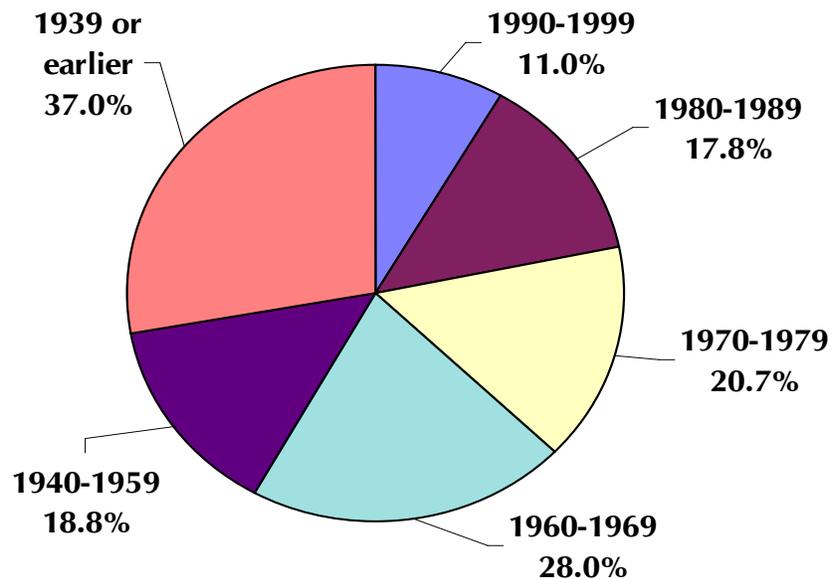
The types of dwellings in Pinole were similar to the types of dwellings

## Demographics and Fiscal Conditions

in Contra Costa County in 2000. Contra Costa County has a higher percentage of multifamily units (17 percent) and less single-family units (65.4 percent) than Pinole.

The majority of the housing stock in Pinole (85 percent) was built in a 50-year period between 1940 and 1989. Almost 30 percent of Pinole's residential units were built between 1960 and 1969. Today, the majority of the residences in Pinole (77 percent) are less than 40 years old. **Figure 2.12** the year houses were built in Pinole.

**FIGURE 2.12**  
**YEAR RESIDENTIAL UNITS WERE BUILT IN PINOLE**



Source: US Census, 2000

30% of Pinole's residential units are 40-50 years old.

In recent years, all of the housing units constructed have been single-family residences. In both 2005 and 2006, 100 percent of the residential permits issued were for single-family residential units. In 2005, there were a total of 5 building permits issued for single-family residential units. The number of building permits increased dramatically

## Demographics and Fiscal Conditions

in 2006; a total of 27 building permits were issued for single-family homes.

The Redevelopment Agency's Residential Rehabilitation Program was created in 1995 to assist property owners in maintaining, preserving and improving the housing stock in the City of Pinole. The program offers a variety of grants and loan packages that allow Property Owners to finance much needed improvements to single family homes. Income limits apply and must be located within eligible areas.



### **RESIDENTIAL HEALTH AND SAFETY**

The City's Residential Health and Safety Rental Inspection Program aims to improve the residential housing environment and to provide for neighborhood stability. The program undertakes periodic inspection of residential housing units and hotels and motels in the City to ensure that such premises conform to the City's Housing Code and other applicable laws. The program requires rental owners to maintain an effective certificate. Rental owners are required to pay for this service.

### **RESIDENTIAL PROPERTY VALUATION**

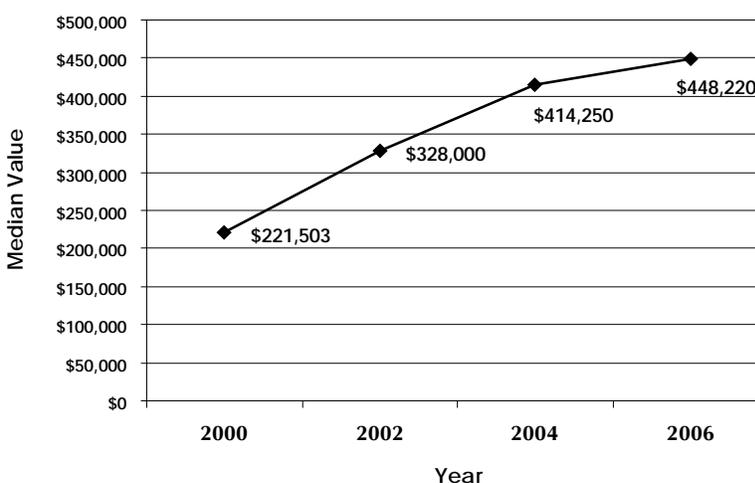
New residential construction has slowed in recent years in Pinole and the City is largely built out. The adopted City Budget for the 2006-2007 Fiscal Year anticipates very little construction of single-family residences due to the shift in buyer preferences towards more affordable housing options. The adopted City Budget expects an addition of approximately 50 less expensive, multi-unit (apartment and condominium) residential projects in the next three to five years.

## Demographics and Fiscal Conditions

*The median value of a single family home in Pinole doubled between 2000 and 2006*

Since a small number of new single-family homes have been built in recent years, the value of preexisting residential property in Pinole increased significantly between 2000 and 2006 and is projected to continue to increase through 2011. Between 2000 and 2002, the value of single-family residences increased 48 percent (from \$221,503 to \$328,000). Between 2000 and 2006, the value of single-family residences doubled (increased 102 percent). **Figure 2.13** shows a comparison of median residential property values over time in Pinole.

**FIGURE 2.13**  
**MEDIAN VALUE OF SINGLE-FAMILY HOMES IN PINOLE, 2000-2006**



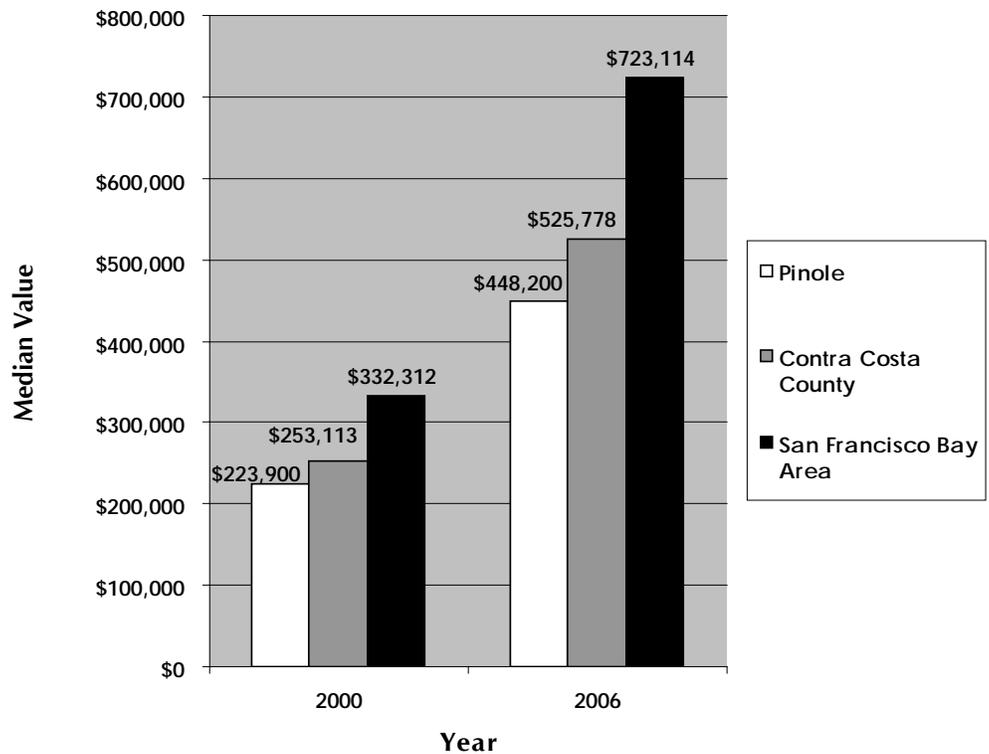
Source: ESRI, 2006; 2000 US Census; and, Economic Development Alliance for Business (edab) Median House Price.xls

As shown, the median value of a single-family home in 2000 was \$221,503 and increased by 48.1 percent to \$328,000 in 2002. From 2000 to 2004, there was a dramatic increase in home values in the City. 2000 home prices increased to twice their value in 2004. Since 2004, home prices have remained quite steady with slight increases in 2006.

# Demographics and Fiscal Conditions

Between 2000 and 2006, the median value of an owner-occupied residential unit remained less than owner-occupied homes in Contra Costa County and the San Francisco Bay Areas. **Figure 2.14** provides the median value of owner-occupied residential units in Pinole, Contra Costa County and the Bay Area in 2000, 2005 and 2006.

**FIGURE 2.14  
MEDIAN VALUE OF OWNER-OCCUPIED  
RESIDENTIAL UNITS IN PINOLE, CONTRA COSTA  
COUNTY, SAN FRANCISCO BAY AREA,  
2000 AND 2006**



Source: US Census, 2000; and, ESRI, 2006.

As shown in the **Figure 2.14**, in 2000, the median price for an own-

## Demographics and Fiscal Conditions

*It is less expensive to purchase a home or rent a residential unit in Pinole than in Contra Costa County and the San Francisco Bay Area.*

er-occupied residential unit in Contra Costa County was \$267,800 and \$353,500 in the San Francisco Bay Area. The median price in Pinole was \$223,900 (\$43,900 less than the County and \$129,600 less than the Bay Area). Similarly, the median value of a residential unit in Pinole in 2006 was \$448,200, which, was less than the median value of units in Contra Costa County (\$525,778) and the Bay Area (\$723,114) in 2005.

Similar to the median value of single-family and owner-occupied residential units, the median gross rent in Pinole tends to be less than in Contra Costa County and in the San Francisco Bay Area. In 2000, the median gross rent for residential units in Pinole averaged \$855, in Contra Costa County averaged \$898 and in the San Francisco Bay Area averaged \$968.

### EMPLOYMENT CONDITIONS AND TRENDS

#### EMPLOYMENT CONDITIONS

Of Pinole's population of 19,039 in 2000, 14,634 residents (77 percent) were employed. This ratio has stayed constant over time. This percentage of employed Pinole residents is significantly higher than the percentage of employed residents in Contra Costa County. Of Contra Costa County's population of 948,816 in 2000, 461,992 (48.7 percent) were employed.

Pinole provides less total jobs than the number of its employed residents. Because many of the City's employed residents work outside the City (e.g. Oakland and San Francisco), Pinole has a ratio of 0.83 jobs per household (typically referred to by public planning agencies as the "jobs-to-housing balance" or ratio). The growth in total jobs in Pinole is projected to increase to an average of 1.7 percent per year between 2010 and 2020 and 1.6 percent per year between 2020 and 2030. The ratio of jobs to housing will grow as well, at 0.94 jobs per household in 2020 and 1.03 jobs per household in 2030, due to the projected slow growth rate of new housing.

Contra Costa County, similarly, had more total jobs (371,310) per

*Pinole has a significantly higher percent of employed residents than Contra Costa County.*

## Demographics and Fiscal Conditions

*The lion's share of employment in Pinole is in the service sector.*

household in 2000 (with 1.08 jobs per household) than employed residents. In other words, more of the County's residents work outside the County (e.g. San Francisco and Oakland) than there are workers coming into the County. The growth in total jobs in the County and the increase in jobs per household is similar to the City of Pinole.

While Pinole accounts for about 2 percent of the County's population and households, it accounts for 3.2 percent of the County's employed residents in 2000. Pinole has a larger percentage of employed residents than the County as a whole.

### **EMPLOYMENT TRENDS**

In 2005, the majority of Pinole's total jobs (approximately 53 percent) were in the health, educational, and recreational services.

The majority of jobs in Pinole, Contra Costa County and the Bay Area were health, educational and recreational service jobs in 2005. However, there are more health, educational and recreational service and retail jobs in Pinole (75 percent) than in Contra Costa County (34 percent) and the San Francisco Bay Area (40 percent). Pinole has less manufacturing, wholesale and transportation jobs (6 percent) than Contra Costa County (13 percent) and the San Francisco Bay Area (21 percent).

**Table 2.3** provides employment by sector for Pinole and Contra Costa County in 2000 and projected for 2010, 2020 and 2030. It also compares Pinole as a share of Contra Costa County for each job sector over the same time period.

For Pinole, with 6,200 jobs in 2000, the lion's share of employment is in the service sector – almost 62 percent of the total – which includes health, educational, recreational, financial and professional service jobs. The second largest sector is retail, accounting for almost 24 percent of jobs. The manufacture and wholesale sector (7 percent) is minor; the agriculture and natural resources sector is nonexistent. In Contra Costa County, with 371,310 jobs in 2000, the dominant

*The number of jobs in most employment sectors in Pinole and Contra Costa County is expected to increase between 2010 and 2020.*

## Demographics and Fiscal Conditions

sector is service, with approximately 55 percent of the total. The retail sector comprises a smaller percentage of countywide jobs (almost 13 percent) than in Pinole. Manufacture, wholesale and transportation sectors comprise a larger percentage of countywide jobs (15 percent) than in Pinole. Similar to Pinole, the portion of agriculture and natural resources sector jobs is minor in the County.

Projections of job growth in the service sector between 2000 and 2030 show significant growth. By 2030, Pinole is projected to have 6,050 service jobs, a 57 percent total growth in service jobs. Other sector jobs are projected to have minor growth between 2000 and 2030. Pinole will gain 370 more total jobs between 2000 and 2010, 1,120 more total jobs between 2010 and 2020, and 1,200 more total jobs between 2020 and 2030.

*5% (954 individuals)  
of Pinole's population  
was below the poverty  
line in 1999.*

In 1999, 5.0 percent (954 individuals) of the City of Pinole's population was below the poverty line; 8.1 percent (71,575 individuals) of Contra Costa County's population and 9.3 percent of the San Francisco Bay Area's population (approximately 627,201 individuals) was below the poverty level in 2000.

The majority of these individuals in Pinole (690 individuals) and in Contra Costa County (46,471 individuals) were between the ages of 18 and 65. The majority of families in Pinole (62 percent) and in Contra Costa County (16.8 percent) who qualified below the poverty level in 1999 had female householders with no husband present.

In 2000, the unemployment rate in the City of Pinole was 2.0 percent of the population (293 people), which is 3.0 percent of the civilian labor force. In 2000, Contra Costa County had a slightly higher unemployment rate; 3.1 percent of the County's civilian labor force (22,680 people) were unemployed in 2000.

### INSERT TABLE 2.3

## Employment in Pinole and Contra Costa County

### EMPLOYMENT IN PINOLE AND CONTRA COSTA COUNTY

CITY OF PINOLE	2000	2010	2020	2030	PERCENT GROWTH PER YEAR			PERCENT OF JOBS IN 2000
					2000-2010	2010-2020	2020-2030	
Agriculture and Mining	0	0	0	0				0.00%
Manufacture and Wholesale	440	370	380	400	-1.6%	0.3%	0.5%	7.10%
Retail	1,460	1,400	1,600	1,820	-0.4%	1.4%	1.4%	23.55%
Service	3,840	4,340	5,170	6,050	1.3%	1.9%	1.7%	61.94%
Other Jobs	460	460	540	620	0.0%	1.7%	1.5%	7.42%
Total	6,200	6,570	7,690	8,890	0.6%	1.7%	1.7%	100.00%
<b>CONTRA COSTA COUNTY</b>								
Agriculture and Mining	2,550	2,550	2,550	2,550	0.0%	0.0%	0.0%	0.69%
Manufacture and Wholesale	56,110	48,980	51,740	54,870	-1.3%	0.6%	0.6%	15.11%
Retail	46,720	46,350	53,060	60,730	-0.1%	1.4%	1.4%	12.58%
Service	205,440	242,160	287,230	335,500	1.8%	1.9%	1.7%	55.33%
Other Jobs	60,490	65,970	78,250	90,210	0.9%	1.9%	1.5%	16.29%
Total	371,310	406,010	472,830	543,860	0.9%	1.6%	1.5%	100%

## Demographics and Fiscal Conditions

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