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(Comparable Variable data is displayed in black and white tables.
Davis-Only variables appear in brown and white)

<table>
<thead>
<tr>
<th>Business Health</th>
<th>10</th>
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<tbody>
<tr>
<td>Business Climate</td>
<td>19</td>
</tr>
<tr>
<td>City Revenue</td>
<td>30</td>
</tr>
<tr>
<td>Quality of Life</td>
<td>37</td>
</tr>
<tr>
<td>People</td>
<td>44</td>
</tr>
</tbody>
</table>

Indicator Summary Tables .................................................................................................................. 51
Section I: INDEX SCORING METHODOLOGY

Index scores provide a means for combining the results of several different types of statistics to determine an overall ranking. Here is an example of how they are computed:

Assume City A with per capita tax revenue of $450 is the highest among the nine cities, including Davis. Further, assume that Davis’ per capita amount is $300 and City B has the lowest amount, 180. City A would be assigned an index score of 10 and City B a score of zero. Davis’ score is 4.5. It is calculated as follows: The distance between Davis’ score and the top value ($450-$300=$150) is divided by the total range between the highest and lowest values (($450-$180=$270); $150 divided by $270=.55; multiply this result by 10 and subtract product from 10. (.55 times 10= 5.5; 10 minus 5.5=4.5).

Section II: SUMMARY OF DAVIS VARIABLES INCLUDING RANKINGS FOR COMPARABLE VARIABLES

The table on the page to the right summarizes the findings for all of the variables used in this report. The legend below is an explanation of the various icons used to describe Davis’ performance.

<table>
<thead>
<tr>
<th>Jurisdiction Ranking Column (Comparable Variables)</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="green_icon" alt="Green" /></td>
<td>Davis is ranked in the top three among comparable cities.</td>
</tr>
<tr>
<td><img src="white_icon" alt="White" /></td>
<td>Davis is ranked in the middle third among comparable cities.</td>
</tr>
<tr>
<td><img src="red_icon" alt="Red" /></td>
<td>Davis is ranked in the bottom third among comparable cities.</td>
</tr>
</tbody>
</table>

The full report provides the details behind all of these variables and how they were used to compile the Davis Economic Development and Prosperity Report.
## Summary of Variables Including Davis' Rank for Comparables

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Type</th>
<th>Variable Number</th>
<th>Variable</th>
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<tr>
<td></td>
<td>Comparable Indexed</td>
<td>BH-1</td>
<td>Average Commercial Vacancy Rates</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BH-2</td>
<td>Unemployment Rates</td>
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<td></td>
<td></td>
<td>BH-3</td>
<td>Average Salaries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Davis-Only</td>
<td>BH-4</td>
<td>Sales Tax Distribution Downtown vs Not Downtown</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BH-5</td>
<td>Number and Types of Businesses Downtown</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BH-6</td>
<td>Downtown Parking</td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS CLIMATE</strong></td>
<td>Emphasis on New Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Comparable Indexed</td>
<td>BC-1</td>
<td>Commercial Lease Rates</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BC-2</td>
<td>Construction Permit Revenue</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BC-3</td>
<td>Cost of Business</td>
<td></td>
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<td>Davis-Only</td>
<td>BC-4</td>
<td>Overall Construction Investment in Davis</td>
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<td></td>
<td></td>
<td>BC-5</td>
<td>UC Davis Startups</td>
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</tr>
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<td><strong>CITY REVENUE</strong></td>
<td></td>
<td>CR-1</td>
<td>Sales and Transportation Tax Revenue</td>
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<td></td>
<td></td>
<td>CR-2</td>
<td>Property Tax Revenue</td>
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<td></td>
<td></td>
<td>CR-3</td>
<td>Transient Occupancy Tax Revenue</td>
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<td>Davis-Only</td>
<td>CR-4</td>
<td>Sales Tax Revenue Distribution by Business Category</td>
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<td>CR-5</td>
<td>Sales Tax Revenue Capture Rate by Business Category</td>
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<td></td>
<td>CR-6</td>
<td>Total Sales Tax Revenue by Business Category</td>
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<td><strong>QUALITY OF LIFE</strong></td>
<td></td>
<td>QL-1</td>
<td>Housing Affordability</td>
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<tr>
<td></td>
<td></td>
<td>QL-2</td>
<td>Culture and Leisure</td>
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<td>QL-3</td>
<td>Schools</td>
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<td>Davis-Only</td>
<td>QL-4</td>
<td>Crime</td>
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<td></td>
<td>QL-5</td>
<td>Commute Time</td>
<td></td>
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<td></td>
<td></td>
<td>QL-6</td>
<td>Renter and Owner Occupancy</td>
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<tr>
<td><strong>PEOPLE</strong></td>
<td></td>
<td>P-1</td>
<td>Education Level</td>
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<td></td>
<td>P-2</td>
<td>Employment</td>
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<tr>
<td></td>
<td></td>
<td>P-3</td>
<td>Average Household Income</td>
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<td>Davis-Only</td>
<td>P-4</td>
<td>Age Distribution</td>
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<td>P-5</td>
<td>Household Number, Size, and Composition</td>
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<td></td>
<td>P-6</td>
<td>Occupation by Category</td>
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</tr>
</tbody>
</table>
Section III: Summary of Conclusions for the Five Indicators

Business Health

- **Further Analysis:** What can Davis do to increase the likelihood that the space inventory reflects the types of businesses it wants to attract?

- **Further Analysis:** Should the city develop a more quantifiable set of measures for judging the health of downtown relative to the overall city economy?

- **Further Analysis:** What is the capacity of downtown to participate in the expansion of knowledge-based businesses that Davis would like to attract?

- **Further Analysis:** What is the relationship between parking supply and the economic health of the downtown?

Business Climate

- **Further Analysis:** What steps should be taken to learn more about Davis’ competitive disadvantage, and what is the relationship between the size of Davis’ commercial inventory and lease rates?

- **Policy Question:** Should the city examine its current fee structure, including the costs of utilities, to determine if changes are needed to make it more competitive?

- **Policy Question:** Should Davis lower fees to support business growth and business attraction given the need for cost recovery for services and infrastructure?

- **Further Analysis:** How can the City, private sector, and UC Davis collaborate to keep more UCD spinoff businesses in Davis?

- **Further Analysis:** What specific research efforts at UCD are likely to produce spinoff companies, and how prepared is Davis to facilitate the migration of these emerging businesses to Davis commercial sites?

- **Policy Question:** How can Davis accelerate the entitlements and approval processes without compromising important quality of life values?

City Revenue

- **Policy Question:** What quantifiable economic development goals should Davis establish in order to guide future economic development?

- **Further Analysis:** What is the distribution of sales tax receipts across business categories that balance Davis’ willingness to accept risk with the need to generate revenue?

- **Policy Question:** To what extent should Davis address the most significant sales tax capture deficiencies?

Quality of Life

- **Policy Question:** What steps should be taken to reconcile the land supply conflicts that currently exist between the community’s housing interests and its economic development needs?

- **Further Analysis:** Given our recent success with the California Bicycle Museum and U.S. Bicycle Hall of Fame, what other aspects of city life could be developed to produce similar benefits for Davis citizens and our economic growth?

People

- **Further Analysis:** What can the city do to bring together the highly skilled workers who live here but currently work outside of Davis and the knowledge-based businesses it hopes to attract?
### City Revenue

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Commercial Acres</th>
<th>Residential Acres</th>
<th>Other Acres</th>
<th>Total Acres</th>
<th>Commercial Land as % of Total Acres</th>
<th>Residential Land as % of Total Acres</th>
<th>Other Land as % of Total Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dixon</td>
<td>65,814</td>
<td>934</td>
<td>3,876</td>
<td>1,547</td>
<td>6,357</td>
<td>15%</td>
<td>43%</td>
<td>42%</td>
</tr>
<tr>
<td>Irvine</td>
<td>209,806</td>
<td>8,887</td>
<td>16,976</td>
<td>21,759</td>
<td>47,622</td>
<td>19%</td>
<td>52%</td>
<td>29%</td>
</tr>
<tr>
<td>Davis</td>
<td>65,814</td>
<td>934</td>
<td>3,876</td>
<td>1,547</td>
<td>6,357</td>
<td>15%</td>
<td>43%</td>
<td>42%</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>296,842</td>
<td>6,471</td>
<td>26,800</td>
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<td>52%</td>
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<td>43%</td>
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<td>24%</td>
<td>43%</td>
<td>33%</td>
</tr>
<tr>
<td>Fairfield</td>
<td>65,814</td>
<td>934</td>
<td>3,876</td>
<td>1,547</td>
<td>6,357</td>
<td>15%</td>
<td>43%</td>
<td>42%</td>
</tr>
</tbody>
</table>

**Sources:**
- Population: California Department of Finance
- Acreage: Fairfield: Fairfield Community Development Staff; West Sacramento: General Plan - Land Use Element; Davis: General Plan Land Use Element; Irvine: General Plan Land Use Element; Palo Alto: Comprehensive Plan - Land Use Element; Woodland: General Plan - Land Use Element; Riverside: General Plan - Land Use Element; Dixon: General Plan Land Use Element

*(NA = Not Available)*
### Total Index Scores

<table>
<thead>
<tr>
<th>City</th>
<th>Business Health</th>
<th>Business Climate</th>
<th>City Revenue</th>
<th>Quality of Life</th>
<th>People</th>
<th>Final Score</th>
<th>Rank</th>
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<tbody>
<tr>
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</tr>
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</tr>
<tr>
<td>Woodland</td>
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<td></td>
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<tr>
<td>Davis</td>
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</tr>
<tr>
<td>Irvine</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Palo Alto</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Riverside</td>
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#### 2009 Davis Health and Prosperity Report Index Score

<table>
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<tr>
<th>City</th>
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<th>Business Climate</th>
<th>City Revenue</th>
<th>Quality of Life</th>
<th>People</th>
<th>Final Score</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Dixon</td>
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<td>4.6</td>
<td>3.1</td>
<td>4.1</td>
<td>1.6</td>
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</tr>
<tr>
<td>Fairfield</td>
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<td>4.6</td>
<td>1.2</td>
<td>4.1</td>
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<tr>
<td>West Sacramento</td>
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<td>6.9</td>
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<td>1.1</td>
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</tr>
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<td>Woodland</td>
<td>3.1</td>
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<td>1.2</td>
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<tr>
<td>Davis</td>
<td><strong>7.0 (+1.5)</strong></td>
<td><strong>3.3 (+.2)</strong></td>
<td><strong>.5 (+0)</strong></td>
<td><strong>7.7 (+.7)</strong></td>
<td><strong>5.3 (+.3)</strong></td>
<td><strong>4.7 (+.5)</strong></td>
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<td>9.4</td>
<td>7.5</td>
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</table>

Note: parentheses indicate index score change from previous year.
### Business Health Indicator Data

#### Regional Competitors

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Average Commercial Vacancy Rates</th>
<th>Unemployment Rates</th>
<th>Average Salaries</th>
<th>Average Score</th>
<th>2009 Rank</th>
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</thead>
<tbody>
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<td>4.7</td>
<td>1.6</td>
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<td>7</td>
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<tr>
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<td>8.1</td>
<td>1.8</td>
<td>3.3</td>
<td>5</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>6.9</td>
<td>0.0</td>
<td>1.8</td>
<td>2.9</td>
<td>8</td>
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<tr>
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<td>3.6</td>
<td>0.8</td>
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<td>6</td>
</tr>
<tr>
<td>Davis</td>
<td><strong>10.0 (+3.0)</strong></td>
<td><strong>8.9 (+.7)</strong></td>
<td><strong>2.0 (+.7)</strong></td>
<td><strong>7.0 (+1.5)</strong></td>
<td><strong>2</strong></td>
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<tr>
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<td>4.0</td>
<td>9.2</td>
<td>7.2</td>
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<td>7.6</td>
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<td>3.2</td>
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Note: perentheses indicate index score change from previous year.
### Variable BH-1 – Average Commercial Vacancy Rates

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<th>Category</th>
<th>City</th>
<th>2008 Index</th>
<th>2009 Index</th>
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<tbody>
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<td>Index - Average Commercial</td>
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<td>2.8</td>
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<tr>
<td></td>
<td>Vacaville</td>
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<td>0.0</td>
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<td></td>
<td>West Sacramento</td>
<td>5.6</td>
<td>6.9</td>
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<td>Woodland</td>
<td>2.1</td>
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<td>Riverside</td>
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<table>
<thead>
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<th>City</th>
<th>2008</th>
<th>2009</th>
<th>Gap 2008</th>
<th>Gap 2009</th>
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<td>15%</td>
<td>11%</td>
<td>11%</td>
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<td>Vacaville</td>
<td>17%</td>
<td>19%</td>
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<td>10%</td>
<td>9%</td>
<td>6%</td>
<td>5%</td>
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<tr>
<td></td>
<td>Woodland</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Davis</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Irvine</td>
<td>9%</td>
<td>13%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Palo Alto</td>
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<tr>
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<td>Riverside</td>
<td>16%</td>
<td>19%</td>
<td>12%</td>
<td>15%</td>
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</table>

<table>
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<tbody>
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</tr>
<tr>
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</tr>
<tr>
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<td>West Sacramento</td>
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<td>Davis</td>
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<tr>
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### Variable BH-1 - Commercial Vacancy Rates (continued)

<table>
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<tr>
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Source: Various Commercial Real Estate Market Reports
## Variable BH-2 – Unemployment Rates

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<thead>
<tr>
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<th>City</th>
<th>2008 Unemployed</th>
<th>2009 Unemployed</th>
</tr>
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<tr>
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<td>7.5</td>
</tr>
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<tr>
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<td>West Sacramento</td>
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<th>2009 Unemployed</th>
<th>2008 Gap</th>
<th>2009 Gap</th>
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<tr>
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<td>2%</td>
</tr>
<tr>
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<td>6%</td>
<td>7%</td>
</tr>
<tr>
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<td>Davis</td>
<td>5%</td>
<td>7%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Irvine</td>
<td>4%</td>
<td>7%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Palo Alto</td>
<td>3%</td>
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<tr>
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<td>9%</td>
<td>14%</td>
<td>6%</td>
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</tr>
</tbody>
</table>

## Variable BH-3 – Average Salaries

<table>
<thead>
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<th>Category</th>
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<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index - Average Salaries</td>
<td>Dixon</td>
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<td>0.0</td>
</tr>
<tr>
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<td>Fairfield</td>
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<td>Vacaville</td>
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<td>1.1</td>
</tr>
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<td>West Sacramento</td>
<td>1.5</td>
<td>1.8</td>
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<td>Irvine</td>
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<td>7.2</td>
</tr>
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<td>Palo Alto</td>
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<tr>
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### Average Salaries Per Capita (employment) Gap

<table>
<thead>
<tr>
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<th>City</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dixon</td>
<td>$47,247</td>
<td>$37,807</td>
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<tr>
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<td>Fairfield</td>
<td>$42,414</td>
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<td>Vacaville</td>
<td>$43,668</td>
<td>$33,641</td>
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<td>West Sacramento</td>
<td>$40,373</td>
<td>$31,024</td>
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<tr>
<td></td>
<td>Woodland</td>
<td>$45,460</td>
<td>$34,730</td>
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<td>Davis</td>
<td>$41,008</td>
<td>$30,088</td>
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<tr>
<td></td>
<td>Irvine</td>
<td>$20,413</td>
<td>$10,582</td>
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<tr>
<td></td>
<td>Palo Alto</td>
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<td>$0</td>
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<tr>
<td></td>
<td>Riverside</td>
<td>$42,987</td>
<td>$33,722</td>
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### Average Salaries Per Capita (employment)

<table>
<thead>
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<th>Category</th>
<th>City</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>Dixon</td>
<td>$41,008</td>
<td>$30,088</td>
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<td>Fairfield</td>
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<td>$10,582</td>
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<td></td>
<td>Vacaville</td>
<td>$33,641</td>
<td>$30,088</td>
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<td>West Sacramento</td>
<td>$31,024</td>
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<td></td>
<td>Woodland</td>
<td>$40,493</td>
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<td></td>
<td>Davis</td>
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<td>$35,136</td>
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<td>$85,196</td>
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<td>$42,209</td>
<td>$41,501</td>
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### Variable BH-3 - Average Salaries (continued)

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<th>City</th>
<th>2008</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>Average Salaries Total</td>
<td>Dixon</td>
<td>$283,179,992</td>
<td>$248,334,756</td>
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<tr>
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<td>Fairfield</td>
<td>$1,495,281,412</td>
<td>$1,449,313,900</td>
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<tr>
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<td>$1,145,641,424</td>
<td>$1,104,227,056</td>
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<tr>
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<td>West Sacramento</td>
<td>$1,258,420,160</td>
<td>$1,183,810,864</td>
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<td>Woodland</td>
<td>$1,024,039,388</td>
<td>$987,146,280</td>
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<td></td>
<td>Davis</td>
<td>$1,666,472,964</td>
<td>$1,687,335,660</td>
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<td>Irvine</td>
<td>$10,367,207,728</td>
<td>$9,828,539,476</td>
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<td>Palo Alto</td>
<td>$3,692,656,084</td>
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<td>Riverside</td>
<td>$6,032,824,708</td>
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Source: California Employment Development Department
### Variable BH-4: Sales Tax Revenue Distribution

<table>
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<tr>
<th>CATEGORY</th>
<th>DOWNTOWN</th>
<th>OUTSIDE DOWNTOWN</th>
<th>TOTAL SALES TAX</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Retail (Apparel Stores, Department Stores, Furniture/Appliance, Drug Stores, Recreational Products, Florist/Nursery, Miscellaneous Retail)</td>
<td>$342,250</td>
<td>$510,330</td>
<td>$852,580</td>
</tr>
<tr>
<td>Food Products (Restaurants, Food Markets, Liquor Stores, Food Processing Equipment)</td>
<td>$441,074</td>
<td>$815,754</td>
<td>$1,256,828</td>
</tr>
<tr>
<td>Transportation (Auto Parts/Repair, Auto Sales-New, Auto Sales-Used, Service Stations, Miscellaneous Vehicle Sales)</td>
<td>$0</td>
<td>$1,703,625</td>
<td>$1,703,625</td>
</tr>
<tr>
<td>Construction (Building Materials-Wholesale, Building Materials-Retail)</td>
<td>$93,696</td>
<td>$86,350</td>
<td>$180,046</td>
</tr>
<tr>
<td>Miscellaneous (Health &amp; Government, Miscellaneous Other [Non Store Retailers, Auctioneer Sales, Part Time Business, Mortuary Sales])</td>
<td>$3,530</td>
<td>$30,955</td>
<td>$34,485</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$893,912</td>
<td>$3,566,254</td>
<td>$4,460,166</td>
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</table>

Percentage 20% 80% 100%

Source: MuniServices, Davis Finance Department
Variable BH-5 – Number and Types of Businesses Downtown

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<th>Business Description</th>
<th>2004</th>
<th>2007</th>
<th>2009</th>
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<tbody>
<tr>
<td>Individual Business Licenses</td>
<td>221</td>
<td>149</td>
<td>123</td>
</tr>
<tr>
<td>Retail</td>
<td>236</td>
<td>246</td>
<td>227</td>
</tr>
<tr>
<td>Restaurants</td>
<td>69</td>
<td>75</td>
<td>70</td>
</tr>
<tr>
<td>Service</td>
<td>154</td>
<td>149</td>
<td>133</td>
</tr>
<tr>
<td>Professional Businesses</td>
<td>155</td>
<td>168</td>
<td>167</td>
</tr>
<tr>
<td>Financial Institutions</td>
<td>12</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Branch Establishments</td>
<td>34</td>
<td>10</td>
<td>11</td>
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<tr>
<td>Commercial Leasing Businesses</td>
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<td>Total</td>
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RETAIL ONLY

<table>
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<th>Business Description</th>
<th>2004</th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>69</td>
<td>75</td>
<td>70</td>
</tr>
<tr>
<td>All Other</td>
<td>39</td>
<td>42</td>
<td>36</td>
</tr>
<tr>
<td>Apparel Stores</td>
<td>16</td>
<td>20</td>
<td>17</td>
</tr>
<tr>
<td>Recreation Products</td>
<td>13</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>Bldg. Materials - Wholesale</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Auto Parts/Repair</td>
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<td>-</td>
</tr>
<tr>
<td>Electronic Equipment</td>
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<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Miscellaneous Retail</td>
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<td>77</td>
<td>73</td>
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<tr>
<td>Food Markets</td>
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<td>13</td>
<td>16</td>
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<tr>
<td>Service Stations</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>236</td>
<td>246</td>
<td>227</td>
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% of Total

<table>
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<tr>
<th></th>
<th>2004</th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>29%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>All Other</td>
<td>17%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Apparel Stores</td>
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<td>7%</td>
</tr>
<tr>
<td>Recreation Products</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Bldg. Materials - Wholesale</td>
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<td>1%</td>
</tr>
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<td>Auto Parts/Repair</td>
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<td>Electronic Equipment</td>
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</tr>
<tr>
<td>Miscellaneous Retail</td>
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<tr>
<td>Food Markets</td>
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<tr>
<td>Service Stations</td>
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<td>Total</td>
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Source: MuniServices, City of Davis Finance Department
Variable BH-6 – Downtown Parking

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<th>October 2008</th>
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<th>May 2010</th>
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<td><strong>12:30 p.m.</strong></td>
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</tr>
<tr>
<td>On Street Parking Occupancy Rate</td>
<td>88%</td>
<td>88%</td>
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<td>93%</td>
</tr>
<tr>
<td>E-Street Parking Lot Occupancy Rate</td>
<td>95%</td>
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<td>63%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>2:30 p.m.</strong></td>
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* = Prior to paid parking in E Street Plaza.
Total # of Spaces Measured: 163 (61 E Street Plaza, 102 On-Street)
### Business Climate Indicator Data

#### 2009 Business Climate Index Scores

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Note: parentheses indicate index score change from previous year.
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Source: Various Commercial Real Estate Market Reports
## Variable BC-2 - Construction Permit Revenue

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Variable BC-3: Cost of Business

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## Variable BC-3: Cost of Business (cont’d)

### Estimated Annual Municipal Utility Costs

| City  | Natural Gas | Electricity | Water | Telephone | Water Service | Public Safety Tax | Other | Business License Tax | City Revenue | Business Health | Quality of Life | Business Climate | Sections I - IV | City Revenue
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Total</td>
<td>$64,986</td>
<td>$4,686</td>
<td>$3,764</td>
<td>$3,600</td>
<td>$5,660</td>
<td>$2,000</td>
<td>$610</td>
<td>$5,000</td>
<td>$174,143</td>
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### Additional Data

**Davis Economic Health & Prosperity Report Appendix**

- **Davis Economic Health & Prosperity Report Appendix**
- **Variable BC-3: Cost of Business (cont’d)**
### Variable BC-3: Cost of Business (continued)

#### 2010 Development Fees

<table>
<thead>
<tr>
<th>Element</th>
<th>Dixon</th>
<th>Fairfield</th>
<th>Vacaville</th>
<th>West Sac</th>
<th>Woodland</th>
<th>Davis</th>
<th>Irvine</th>
<th>Palo Alto</th>
<th>Riverside</th>
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<tbody>
<tr>
<td>Acreage</td>
<td>5</td>
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<tr>
<td>Square Footage</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Valuation</td>
<td>$4,000,000</td>
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#### Building Permit & Plan Check Fees

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<th>Fairfield</th>
<th>Vacaville</th>
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<th>Woodland</th>
<th>Davis</th>
<th>Irvine</th>
<th>Palo Alto</th>
<th>Riverside</th>
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<tbody>
<tr>
<td>Building Permit fee</td>
<td>$17,049</td>
<td>$20,209</td>
<td>$18,533</td>
<td>$37,665</td>
<td>$19,871</td>
<td>$32,091</td>
<td>$15,675</td>
<td>$31,767</td>
<td>$9,725</td>
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<tr>
<td>Building Plan Check</td>
<td>$12,682</td>
<td>$32,574</td>
<td>$18,538</td>
<td>$27,700</td>
<td>$12,916</td>
<td>$20,859</td>
<td>$22,970</td>
<td>$29,225</td>
<td>$9,540</td>
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<tr>
<td>Strong Motion</td>
<td>$840</td>
<td>$840</td>
<td>$1,370</td>
<td>$840</td>
<td>$840</td>
<td>$921</td>
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<td>$840</td>
<td>$840</td>
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<tr>
<td>Plumbing, Mechanical, Electrical Permit</td>
<td>$550</td>
<td>None</td>
<td>$22,433</td>
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<td>None</td>
<td>None</td>
<td>$9,107</td>
<td>$15,246</td>
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<tr>
<td>Other Mics Fees</td>
<td>$4,603</td>
<td>$86,450</td>
<td>$8,097</td>
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<td>$2,200</td>
<td>$146,000</td>
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<td>Subtotal</td>
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<td>$140,073</td>
<td>$68,976</td>
<td>$66,205</td>
<td>$35,826</td>
<td>$199,872</td>
<td>$47,752</td>
<td>$77,078</td>
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#### Infrastructure Fees

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<tr>
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<th>Davis</th>
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<tr>
<td>Water</td>
<td>$20,750</td>
<td>$26,955</td>
<td>$40,310</td>
<td>$36,593</td>
<td>$31,000</td>
<td>$47,830</td>
<td>$41,490</td>
<td>$48,857</td>
<td>$2,294</td>
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<tr>
<td>Wastewater</td>
<td>$79,120</td>
<td>$28,233</td>
<td>$112,000</td>
<td>$44,550</td>
<td>$107,500</td>
<td>$52,000</td>
<td>$40,645</td>
<td>$23,237</td>
<td>$22,133</td>
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<tr>
<td>Storm Drain</td>
<td>$9,556</td>
<td>None</td>
<td>$20,403</td>
<td>$5,655</td>
<td>$18,558</td>
<td>$5,900</td>
<td>None</td>
<td>$2,190</td>
<td>$6,432</td>
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<tr>
<td>Traffic mitigation</td>
<td>$273,350</td>
<td>$170,000</td>
<td>$182,035</td>
<td>$225,593</td>
<td>$208,500</td>
<td>$259,600</td>
<td>$218,000</td>
<td>$25,951</td>
<td>$304,500</td>
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<tr>
<td>Regional Trans Fee</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
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<tr>
<td>Other impact fees</td>
<td>$121,450</td>
<td>$145,585</td>
<td>$12,731</td>
<td>$237,400</td>
<td>$125,000</td>
<td>$143,100</td>
<td>$1,014,000</td>
<td>$235,050</td>
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<tr>
<td>Subtotal</td>
<td>$504,266</td>
<td>$370,773</td>
<td>$367,479</td>
<td>$539,791</td>
<td>$490,558</td>
<td>$508,430</td>
<td>$1,314,135</td>
<td>$335,285</td>
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#### Total

<table>
<thead>
<tr>
<th></th>
<th>Dixon</th>
<th>Fairfield</th>
<th>Vacaville</th>
<th>West Sac</th>
<th>Woodland</th>
<th>Davis</th>
<th>Irvine</th>
<th>Palo Alto</th>
<th>Riverside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$539,989</td>
<td>$510,846</td>
<td>$435,455</td>
<td>$605,996</td>
<td>$526,384</td>
<td>$708,302</td>
<td>$1,361,887</td>
<td>$412,363</td>
<td>$407,298</td>
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</table>

Source: Fee estimates provided by comparable jurisdictions via telephone contact.
Variable BC-4 – Overall Construction Investment in Davis

<table>
<thead>
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<th>2004</th>
<th>2007</th>
<th>2009</th>
<th>Change from 2004</th>
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<tr>
<td></td>
<td>Amount</td>
<td>%</td>
<td>Amount</td>
<td>%</td>
</tr>
<tr>
<td>Commercial</td>
<td>$21,106,975</td>
<td>29%</td>
<td>$21,650,058</td>
<td>40%</td>
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<tr>
<td>Residential</td>
<td>$52,395,667</td>
<td>71%</td>
<td>$32,847,562</td>
<td>60%</td>
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<tr>
<td>Total</td>
<td>$73,502,642</td>
<td>100%</td>
<td>$54,497,620</td>
<td>100%</td>
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</table>

Source: Davis Community Development & Sustainability Department, Building Division

Variable BC-5 – UC Davis Start Ups (since 2003)

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Current Location</th>
<th>Current Location</th>
<th>Current Location</th>
<th>Current Location</th>
<th>Current Location</th>
<th>Current Location</th>
<th>Current Location</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Davis</td>
<td>Other</td>
<td>Unknown</td>
<td>Total</td>
<td>Percent</td>
<td></td>
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<tr>
<td>Bio Tech</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>10</td>
<td>40%</td>
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<tr>
<td>High Tech</td>
<td>1</td>
<td>6</td>
<td>1</td>
<td>8</td>
<td>32%</td>
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<td></td>
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<tr>
<td>Clean Tech</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>6</td>
<td>24%</td>
<td></td>
<td></td>
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<tr>
<td>Other</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>4%</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>7</td>
<td>15</td>
<td>3</td>
<td>25</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent</td>
<td>28%</td>
<td>60%</td>
<td>12%</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Glycometrix, Inc. (2004; Lebrilla; Chemistry)
   Diagnostic markers for ovarian cancer

2. Immunotox, Inc. (2003; Chalupa; Neurobiology)
   Neurological disorder therapeutic

   New mercury-free lighting technologies as alternatives to conventional lighting fixtures

4. Stratovan Corp. (2007; Wiley; Computer Science)
   3-D imaging software for medical and other data analysis and imaging applications

5. Pediatric Biosciences, LLC (2006; Amaral; MIND Institute)
   Diagnostic and therapeutic treatment for autism

6. Hyphase Energy, Inc. (2006; Pedersen; ITS)
   Fuel cell technology using Catalyst Enhancing PolymersTM (CEPTM) that will reduce costs, improve durability and increase performance of fuel cells

7. Airmid, Inc. (2006; Milijanich; UCI)
   Novel potassium ion channel blockers as safer and more effective medicines for a variety of autoimmune diseases

8. Vitalea Science Inc. (2004; Dueker; Nutrition)
   Proprietary AMS technology, the BioMicadas™, provides ultrasensitive detection strategies for drugs and drug candidates at microdose levels.

   Developing continuously variable transmissions and hybrid vehicles

10. Dinners to Go, Inc. (2008; Cassidy; PHS)
    Better nutritional options for low-income families

11. High Merit Thermoelectrics, Inc. (2006; Kauzlarich; Chemistry)
    Thermoelectric (TE) device manufacturing company
12. Synthia, LLC (2007; Chang; UCD)  
Synthesizing discoveries in immunosensors and nanotechnology, offering new technologies for the rapid, inexpensive, portable detection of pathogens, toxins and DNA in the environment, food and bodies

13. Xerasys, Inc. (2007; Rundle; Physics)  
Developing, validating and delivering short-term, geographically specific earthquake probability forecasts.

14. Micdeas, LLC (2008; Sutcliffe; Biomedical Engineering)  
Compounds for imaging and cancer therapy

15. OnSite Power Systems, Inc. (2006; Zhang; Biological & Ag. Engineering) Organic resource recovery through “advanced” anaerobic digestion creating new sources of biohydrogen, biofuels and alternative renewable energy

16. Planarmag, Inc. (2008; Pham; Elect. & Computer Engineering) Microelectronics company developing electromagnetic components for the computer, data networking and telecommunications industries

17. OncoNex Corp. (2004; Morris; School of Veterinary Medicine) Genomic approaches to drug target discovery using mouse models

18. Bloo Solar, Inc. (2005; Stroeve; Chemical Engineering) Nanotubes for efficient photovoltaic solar applications

19. mxPlay, Inc. (2005; Algazi; Physics)  
Dynamic surround sound

Advanced aeronautical engineering for aircraft

21. SynapSense Corp. (2006; Pandey; Computer Science)  
Wireless sensor network technologies

22. Mutant Logic, Inc. (2006; Campos; Elect. & Computer Engineering) Software for semiconductor design


24. Octus Energy, Inc. (1983/licensed in 2009; Modera; Western Cooling Center/Energy Efficiency Center)  
Energy-efficient lighting, cooling and energy management technologies

25. RF Biocidics, Inc. (2008; Lagunas-Solar; CNL)  
Developing and commercializing technology that helps disinfect and disinfest pests and pathogens from agricultural food and non-food commodities  
Source: UC Davis Office of Technology Transfer
<table>
<thead>
<tr>
<th>Building Type</th>
<th>Location</th>
<th>Building Date</th>
<th>City Time (business days)</th>
<th>Revised City Time (business days)</th>
<th>Open for Business (business days)</th>
<th>Revised Open (business days)</th>
<th>Approvals</th>
<th>Revised Approvals</th>
<th>Time to Approve Commercial Development Projects</th>
<th>Date Revised/ Revised Approvals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td></td>
<td></td>
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### Variable BC-6 – Time to Approve Commercial Development Projects (cont’d)

<table>
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<tr>
<th>Entitlements Needed</th>
<th>Category</th>
<th>Time Required (business days)</th>
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<tbody>
<tr>
<td>Administrative</td>
<td>City Review</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>Building Permit Approval Time</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>Total Project Time</td>
<td>342</td>
</tr>
<tr>
<td></td>
<td>City Time as Percent of Total</td>
<td>49%</td>
</tr>
<tr>
<td>Historical Resources Management</td>
<td>City Review</td>
<td>39</td>
</tr>
<tr>
<td>Commission/Administrative</td>
<td>Building Permit Approval Time</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>Total Project Time</td>
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<td></td>
<td>City Time as Percent of Total</td>
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<tr>
<td>Planning Commission</td>
<td>City Review</td>
<td>41</td>
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<tr>
<td></td>
<td>Building Permit Approval Time</td>
<td>93</td>
</tr>
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<td></td>
<td>Total Project Time</td>
<td>327</td>
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<td>City Time as Percent of Total</td>
<td>37%</td>
</tr>
<tr>
<td>Planning Commission/City Council</td>
<td>City Review</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>Building Permit Approval Time</td>
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<td></td>
<td>Total Project Time</td>
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<td></td>
<td>City Time as Percent of Total</td>
<td>48%</td>
</tr>
<tr>
<td><strong>Average City Review</strong></td>
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<td><strong>60</strong></td>
</tr>
<tr>
<td><strong>Average Building Permit Approval Time</strong></td>
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<td><strong>83</strong></td>
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<tr>
<td><strong>Average Total Project Time</strong></td>
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<td><strong>263</strong></td>
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<tr>
<td><strong>Average City Time as Percent of Total</strong></td>
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<td><strong>54%</strong></td>
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CITY REVENUE INDICATOR DATA

City Revenue Index Data

<table>
<thead>
<tr>
<th>City</th>
<th>Sales and Transportation Tax</th>
<th>Property Tax</th>
<th>Transient Occupancy Tax</th>
<th>Average Score</th>
<th>2008 Rank</th>
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<tbody>
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<td>4.0</td>
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<tr>
<td>Fairfield</td>
<td>1.2</td>
<td>0.9</td>
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</tr>
<tr>
<td>Vacaville</td>
<td>0.5</td>
<td>0.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Sacramento</td>
<td>6.9</td>
<td>6.6</td>
<td></td>
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</tr>
<tr>
<td>Woodland</td>
<td>2.9</td>
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</tr>
<tr>
<td>Davis</td>
<td>0.5</td>
<td>0.5</td>
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<tr>
<td>Irvine</td>
<td>2.7</td>
<td>3.4</td>
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<tr>
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2008 City Revenue Index Scores

Note: perentheses indicate index score change from previous year.
## Variable CR-1. - Sales and Transportation Tax

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
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<th>2008</th>
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<td>Index Sales and Transportation Tax</td>
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<td></td>
<td>Fairfield</td>
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<td></td>
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<tr>
<td></td>
<td>Sacramento</td>
<td>9.0</td>
<td>10.0</td>
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<tr>
<td></td>
<td>Woodland</td>
<td>1.9</td>
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<td></td>
<td><strong>Davis</strong></td>
<td><strong>0.0</strong></td>
<td><strong>0.0</strong></td>
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<td></td>
<td>Irvine</td>
<td>6.2</td>
<td>4.8</td>
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<td></td>
<td>Palo Alto</td>
<td>6.2</td>
<td>6.7</td>
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<tr>
<td></td>
<td>Riverside</td>
<td>2.3</td>
<td>2.1</td>
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</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Sales and Transportation Tax (Gap)</td>
<td>Dixon</td>
<td>$0</td>
<td>$63</td>
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<tr>
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<td>Fairfield</td>
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<td>Vacaville</td>
<td>$207</td>
<td>$196</td>
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<td>West</td>
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<td></td>
</tr>
<tr>
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<td>$21</td>
<td>$0</td>
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<td>Woodland</td>
<td>$176</td>
<td>$75</td>
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<td></td>
<td><strong>Davis</strong></td>
<td><strong>$217</strong></td>
<td><strong>$204</strong></td>
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<tr>
<td></td>
<td>Irvine</td>
<td>$83</td>
<td>$107</td>
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<tr>
<td></td>
<td>Palo Alto</td>
<td>$83</td>
<td>$68</td>
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<tr>
<td></td>
<td>Riverside</td>
<td>$168</td>
<td>$161</td>
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</table>

\(^1\)Sales and Transportation tax revenue reflects the standard 7.25% sales and use tax levied by the State of California in addition to countywide sales taxes levied for primarily transportation purposes, where applicable. In California 26 of 58 counties levy an additional sales tax for transportation purposes (Source: California State Controller’s Office. Cities Annual Report, 2009).
## Variable CR-1 - Sales and Transportation Tax (continued)

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Sales and</td>
<td>Dixon</td>
<td>$352</td>
<td>$268</td>
</tr>
<tr>
<td>Transportation Tax</td>
<td>Fairfield</td>
<td>$178</td>
<td>$194</td>
</tr>
<tr>
<td></td>
<td>Vacaville</td>
<td>$145</td>
<td>$135</td>
</tr>
<tr>
<td></td>
<td>West Sacramento</td>
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<td>$331</td>
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<td>Woodland</td>
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<td></td>
<td>Irvine</td>
<td>$269</td>
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<td>Palo Alto</td>
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<td>Riverside</td>
<td>$184</td>
<td>$170</td>
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</table>

### Sales and Transportation Tax Total

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dixon</td>
<td>$6,213,643</td>
<td>$4,715,879</td>
</tr>
<tr>
<td></td>
<td>Fairfield</td>
<td>$18,777,868</td>
<td>$20,760,211</td>
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<tr>
<td></td>
<td>Vacaville</td>
<td>$14,022,886</td>
<td>$13,056,464</td>
</tr>
<tr>
<td></td>
<td>West Sacramento</td>
<td>$14,871,994</td>
<td>$15,568,706</td>
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<tr>
<td></td>
<td>Woodland</td>
<td>$9,526,016</td>
<td>$14,277,261</td>
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<td></td>
<td>Davis</td>
<td>$8,767,471</td>
<td>$8,388,430</td>
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<tr>
<td></td>
<td>Irvine</td>
<td>$54,354,237</td>
<td>$46,893,250</td>
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<td></td>
<td>Palo Alto</td>
<td>$16,834,000</td>
<td>$16,694,000</td>
</tr>
<tr>
<td></td>
<td>Riverside</td>
<td>$53,628,843</td>
<td>$50,605,763</td>
</tr>
</tbody>
</table>


**Note:**

Half of Dixon’s taxable sales are generated by business-to-business transactions. Establishments such as Ramos Oil and Cardinal Health generate as much sales tax revenue as existing retail establishments. In comparison, only 15% of Vacaville’s sales tax revenue is business-to-business. Dixon’s strong growth in taxable sales since 2000 is attributed to the establishment of Wal-Mart and expansion of business-to-business transactions (Source: City of Dixon Economic Development Strategy & Northeast Quadrant Action Plan, 2008).

### Sales Tax Rates:

- Davis: 8.75%
- Dixon: 8.35%
- Woodland: 8.75%
- West Sacramento: 8.75%
- Palo Alto: 9.25%
- Fairfield: 8.35%
- Vacaville: 8.35%
- Riverside: 8.75%
- Irvine: 8.75%

Source: California State Board of Equalization: [http://www.boe.ca.gov/cgi-bin/rates.cgi?LETTER=D&LIST=CITY](http://www.boe.ca.gov/cgi-bin/rates.cgi?LETTER=D&LIST=CITY)
### Variable CR-2 - Property Tax

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
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<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index Property Tax (secured &amp; unsecured)</td>
<td>Dixon</td>
<td>2.0</td>
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</tr>
<tr>
<td></td>
<td>Fairfield</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Vacaville</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td>West Sacramento</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td></td>
<td>Woodland</td>
<td>2.1</td>
<td>2.1</td>
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<tr>
<td></td>
<td>Davis</td>
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<td></td>
<td>Irvine</td>
<td>0.3</td>
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<td></td>
<td>Palo Alto</td>
<td>5.5</td>
<td>6.0</td>
</tr>
<tr>
<td></td>
<td>Riverside</td>
<td>0.6</td>
<td>1.0</td>
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</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Property Tax (secured &amp; unsecured)</td>
<td>Dixon</td>
<td>$171</td>
<td>$180</td>
</tr>
<tr>
<td></td>
<td>Fairfield</td>
<td>$115</td>
<td>$119</td>
</tr>
<tr>
<td></td>
<td>Vacaville</td>
<td>$145</td>
<td>$150</td>
</tr>
<tr>
<td></td>
<td>West Sacramento</td>
<td>$393</td>
<td>$390</td>
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<tr>
<td></td>
<td>Woodland</td>
<td>$174</td>
<td>$177</td>
</tr>
<tr>
<td></td>
<td>Davis</td>
<td>$139</td>
<td>$147</td>
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<tr>
<td></td>
<td>Irvine</td>
<td>$122</td>
<td>$132</td>
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<tr>
<td></td>
<td>Palo Alto</td>
<td>$267</td>
<td>$282</td>
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<td></td>
<td>Riverside</td>
<td>$131</td>
<td>$145</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax (secured &amp; unsecured)</td>
<td>Dixon</td>
<td>$3,015,842</td>
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</tr>
<tr>
<td></td>
<td>Fairfield</td>
<td>$12,152,903</td>
<td>$12,712,212</td>
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<td></td>
<td>Vacaville</td>
<td>$13,969,357</td>
<td>$14,517,387</td>
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<td>$17,670,925</td>
<td>$18,369,888</td>
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<td></td>
<td>Woodland</td>
<td>$9,383,962</td>
<td>$9,905,785</td>
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<tr>
<td></td>
<td>Davis</td>
<td>$9,016,201</td>
<td>$9,646,965</td>
</tr>
<tr>
<td></td>
<td>Irvine</td>
<td>$24,589,451</td>
<td>$27,685,518</td>
</tr>
<tr>
<td></td>
<td>Palo Alto</td>
<td>$16,697,000</td>
<td>$17,885,000</td>
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<tr>
<td></td>
<td>Riverside</td>
<td>$38,139,567</td>
<td>$43,017,916</td>
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**Variable CR-3 - Transient Occupancy Tax**

<table>
<thead>
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<th>Category</th>
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<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transient Occupancy Tax</strong></td>
<td>Dixon</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(secured &amp; unsecured)</td>
<td>Fairfield</td>
<td>0.7</td>
<td>0.4</td>
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<tr>
<td></td>
<td>Vacaville</td>
<td>0.3</td>
<td>0.1</td>
</tr>
<tr>
<td></td>
<td>West Sacramento</td>
<td>0.8</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>Woodland</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td></td>
<td>Davis</td>
<td>0.5</td>
<td>0.4</td>
</tr>
<tr>
<td></td>
<td>Irvine</td>
<td>3.6</td>
<td>2.7</td>
</tr>
<tr>
<td></td>
<td>Palo Alto</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td></td>
<td>Riverside</td>
<td>0.1</td>
<td>0.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Per Capita Transient</strong></td>
<td>Dixon</td>
<td>$11</td>
<td>$12</td>
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<tr>
<td><strong>Occupancy Taxes</strong></td>
<td>Fairfield</td>
<td>$18</td>
<td>$16</td>
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<td>Vacaville</td>
<td>$14</td>
<td>$13</td>
</tr>
<tr>
<td></td>
<td>West Sacramento</td>
<td>$19</td>
<td>$19</td>
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<td>$12</td>
<td>$13</td>
</tr>
<tr>
<td></td>
<td>Davis</td>
<td>$16</td>
<td>$17</td>
</tr>
<tr>
<td></td>
<td>Irvine</td>
<td>$46</td>
<td>$43</td>
</tr>
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<td></td>
<td>Palo Alto</td>
<td>$107</td>
<td>$126</td>
</tr>
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<td></td>
<td>Riverside</td>
<td>$12</td>
<td>$12</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transient Occupancy</strong></td>
<td>Dixon</td>
<td>$194,268</td>
<td>$205,807</td>
</tr>
<tr>
<td><strong>Taxes Total</strong></td>
<td>Fairfield</td>
<td>$1,949,410</td>
<td>$1,727,962</td>
</tr>
<tr>
<td></td>
<td>Vacaville</td>
<td>$1,313,045</td>
<td>$1,249,033</td>
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<tr>
<td></td>
<td>West Sacramento</td>
<td>$872,286</td>
<td>$885,680</td>
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<td>Woodland</td>
<td>$644,898</td>
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<td></td>
<td>Davis</td>
<td>$1,056,694</td>
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<tr>
<td></td>
<td>Irvine</td>
<td>$9,395,940</td>
<td>$9,108,010</td>
</tr>
<tr>
<td></td>
<td>Palo Alto</td>
<td>$6,709,000</td>
<td>$7,976,000</td>
</tr>
<tr>
<td></td>
<td>Riverside</td>
<td>$3,553,948</td>
<td>$3,686,497</td>
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</table>


Transient Occupancy Tax is a lodging tax most municipalities apply to hotel rooms. It is typically applied as a percentage of the room rate and generally ranges around 10%.
### Variable CR-4 – Sales Tax Revenue Distribution by Business Category

<table>
<thead>
<tr>
<th>Category</th>
<th>2002 Regional Average</th>
<th>2002 Davis</th>
<th>2005 Regional Average</th>
<th>2005 Davis</th>
<th>2009 Regional Average</th>
<th>2009 Davis</th>
<th>Difference from Region</th>
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<tr>
<td>General Retail (Apparel Stores, Department Stores, Furniture/Appliance,</td>
<td>$40</td>
<td>$13</td>
<td>$45</td>
<td>$15</td>
<td>$39</td>
<td>$13</td>
<td>-$26</td>
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<tr>
<td>Drug Stores, Recreational Products, Florist/Nursery, Miscellaneous</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Products (Restaurants, Food Markets, Liquor Stores, Food Processing</td>
<td>$24</td>
<td>$16</td>
<td>$26</td>
<td>$18</td>
<td>$23</td>
<td>$19</td>
<td>-$4</td>
</tr>
<tr>
<td>Equipment)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation (Auto Parts/Repair, Auto Sales-New, Auto Sales-Used,</td>
<td>$43</td>
<td>$37</td>
<td>$51</td>
<td>$42</td>
<td>$30</td>
<td>$26</td>
<td>-$4</td>
</tr>
<tr>
<td>Service Stations, Miscellaneous Vehicle Sales)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction (Building Materials-Wholesale, Building Materials-Retail)</td>
<td>$19</td>
<td>$3</td>
<td>$29</td>
<td>$3</td>
<td>$15</td>
<td>$3</td>
<td>-$13</td>
</tr>
<tr>
<td>Business-to-Business (Office Equipment, Electronic Equipment, Business</td>
<td>$27</td>
<td>$4</td>
<td>$33</td>
<td>$4</td>
<td>$25</td>
<td>$7</td>
<td>-$18</td>
</tr>
<tr>
<td>Services, Energy Sales, Chemical Products, Heavy Industry, Light Industry,</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leasing)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous (Health &amp; Government, Miscellaneous Other (non store</td>
<td>$2</td>
<td>$1</td>
<td>$1</td>
<td>$1</td>
<td>$1</td>
<td>$1</td>
<td>-$1</td>
</tr>
<tr>
<td>retailers, auctioneer sales, part time business, mortuary sales))</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$155</strong></td>
<td><strong>$74</strong></td>
<td><strong>$185</strong></td>
<td><strong>$82</strong></td>
<td><strong>$134</strong></td>
<td><strong>$68</strong></td>
<td><strong>-$67</strong></td>
</tr>
</tbody>
</table>

### Sales Tax Distribution: Davis vs. Sacramento Region

- **Sacramento Region**
  - Business-to-Business: 18%
  - Construction: 4%
  - Transportation: 38%
  - Food Products: 28%
  - General Retail: 29%
- **Davis**
  - Business-to-Business: 10%
  - Construction: 4%
  - Transportation: 38%
  - Food Products: 28%
  - General Retail: 19%
## Variable CR-5: Sales Tax Revenue Capture Rate by Business Category

<table>
<thead>
<tr>
<th>Category</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2009</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>Davis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woodland</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Sacramento</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Retail (Apparel Stores, Department Stores, Furniture/Appliance, Drug Stores, Recreational Products, Florist/Nursery, Miscellaneous Retail)</td>
<td>29%</td>
<td>29%</td>
<td>29%</td>
<td>28%</td>
<td>126%</td>
<td>120%</td>
</tr>
<tr>
<td>Food Products (Restaurants, Food Markets, Liquor Stores, Food Processing Equipment)</td>
<td>76%</td>
<td>76%</td>
<td>75%</td>
<td>76%</td>
<td>106%</td>
<td>140%</td>
</tr>
<tr>
<td>Transportation (Auto Parts/Repair, Auto Sales-New, Auto Sales-Used, Service Stations, Miscellaneous Vehicle Sales)</td>
<td>83%</td>
<td>83%</td>
<td>75%</td>
<td>76%</td>
<td>159%</td>
<td>136%</td>
</tr>
<tr>
<td>Construction (Building Materials-Wholesale, Building Materials-Retail)</td>
<td>12%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>160%</td>
<td>364%</td>
</tr>
<tr>
<td>Business-to-Business (Office Equipment, Electronic Equipment, Business Services, Energy Sales, Chemical Products, Heavy Industry, Light Industry, Leasing)</td>
<td>13%</td>
<td>23%</td>
<td>27%</td>
<td>26%</td>
<td>98%</td>
<td>537%</td>
</tr>
<tr>
<td>Miscellaneous (Health &amp; Government, Miscellaneous Other [non store retailers, auctioneer sales, part time business, mortuary sales])</td>
<td>37%</td>
<td>129%</td>
<td>37%</td>
<td>31%</td>
<td>59%</td>
<td>154%</td>
</tr>
<tr>
<td>Total</td>
<td>46%</td>
<td>49%</td>
<td>46%</td>
<td>46%</td>
<td>130%</td>
<td>228%</td>
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</tbody>
</table>

Source: MuniServices, Davis Finance Department

## Variable CR-6: Total Sales Tax Revenue by Business Category

<table>
<thead>
<tr>
<th>Category</th>
<th>2004</th>
<th>% of Total</th>
<th>2007</th>
<th>% of Total</th>
<th>2009</th>
<th>% of Total</th>
<th>% Change (2004-2009)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Retail (Apparel Stores, Department Stores, Furniture/Appliance, Drug Stores, Recreational Products, Florist/Nursery, Miscellaneous Retail)</td>
<td>$933,554</td>
<td>18%</td>
<td>$915,945</td>
<td>17%</td>
<td>$852,580</td>
<td>19%</td>
<td>-9%</td>
</tr>
<tr>
<td>Food Products (Restaurants, Food Markets, Liquor Stores, Food Processing Equipment)</td>
<td>$1,112,391</td>
<td>22%</td>
<td>$1,277,831</td>
<td>23%</td>
<td>$1,256,828</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>Transportation (Auto Parts/Repair, Auto Sales-New, Auto Sales-Used, Service Stations, Miscellaneous Vehicle Sales)</td>
<td>$2,622,846</td>
<td>51%</td>
<td>$2,477,138</td>
<td>45%</td>
<td>$1,703,625</td>
<td>38%</td>
<td>-35%</td>
</tr>
<tr>
<td>Construction (Building Materials-Wholesale, Building Materials-Retail)</td>
<td>$204,134</td>
<td>4%</td>
<td>$221,657</td>
<td>4%</td>
<td>$180,046</td>
<td>4%</td>
<td>-12%</td>
</tr>
<tr>
<td>Business-to-Business (Office Equipment, Electronic Equipment, Business Services, Energy Sales, Chemical Products, Heavy Industry, Light Industry, Leasing)</td>
<td>$254,309</td>
<td>5%</td>
<td>$391,905</td>
<td>7%</td>
<td>$432,602</td>
<td>10%</td>
<td>70%</td>
</tr>
<tr>
<td>Miscellaneous (Health &amp; Government, Miscellaneous Other [non store retailers, auctioneer sales, part time business, mortuary sales])</td>
<td>$38,874</td>
<td>1%</td>
<td>$167,316</td>
<td>3%</td>
<td>$34,485</td>
<td>1%</td>
<td>-11%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$5,166,109</td>
<td>100%</td>
<td>$5,451,793</td>
<td>100%</td>
<td>$4,460,166</td>
<td>100%</td>
<td>-14%</td>
</tr>
</tbody>
</table>

Source: MuniServices, Davis Finance Department
QUALITY OF LIFE INDICATOR DATA

Quality of Life Indicator

<table>
<thead>
<tr>
<th>Regional Competitors</th>
<th>2008</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>Dixon</td>
<td>4.1</td>
<td>4.5</td>
</tr>
<tr>
<td>Fairfield</td>
<td>4.1</td>
<td>4.5</td>
</tr>
<tr>
<td>Vacaville</td>
<td>4.4</td>
<td>5.6</td>
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<tr>
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Quality of Life Index Scores 2009

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Note: parentheses indicate index score change from previous year.
### Variable QL-1: Housing Affordability

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<th>2008 Average Income Required</th>
<th>2008 Average Income Earned</th>
<th>2008 Affordability Quotient</th>
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<tbody>
<tr>
<td><strong>2008 Housing Affordability (Average Household Income)</strong></td>
<td>Dixon</td>
<td>$434,114</td>
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### Variable QL-1: Housing Affordability (continued)

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The Housing Affordability variable is a quotient based on the proximity of the average/median household income to the required income for purchasing the median housing value based on the Key Assumptions, below. For example household income required for median housing value in Davis is $110,952 but the average household income earned is $90,493. This represents 83% of the income required for the median housing value. A higher affordability quotient earns a higher index score.

**Key Assumptions**


Index Methodology: Income Earned-to-Required Income Ratio.

Owner-occupied housing values

20% Down Payment

5% Interest Rate

Maximum Monthly Housing Expense to Income: .28

Maximum Total Housing Expense to Income: .36

Property Taxes & Insurance as % of Housing Value: 1.825%

Closing Costs: 3%

Points: 0

Mortgage Insurance: No

## Variable QL-2: Culture & Leisure

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<tr>
<td>West</td>
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<tr>
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<td>5.7</td>
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</tr>
<tr>
<td>Davis</td>
<td>9.8</td>
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### Variable QL-2: Culture & Leisure (continued)

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## Variable QL-3: Schools

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Source: California Department of Education
Variable QL-4: Crime

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<td>Motor Vehicle Theft</td>
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<td>Forcible Rape</td>
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<td>18</td>
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<td>45</td>
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</tr>
<tr>
<td>Aggravated Assault</td>
<td>196</td>
<td>80</td>
<td>-59%</td>
</tr>
<tr>
<td>Total Crime</td>
<td>2,216</td>
<td>2,464</td>
<td>11%</td>
</tr>
<tr>
<td>Violent Crime</td>
<td>265</td>
<td>127</td>
<td>-52%</td>
</tr>
<tr>
<td>Non-Violent Crime</td>
<td>1,951</td>
<td>2,337</td>
<td>20%</td>
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</table>

Population: 64,472     65,814     2%

Source: City of Davis Police Department

Variable QL-5: Commute Time

<table>
<thead>
<tr>
<th>Category</th>
<th>2000 (minutes)</th>
<th>2009 (minutes)</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davis</td>
<td>22</td>
<td>22</td>
<td>+12 sec</td>
<td>1%</td>
</tr>
<tr>
<td>Sacramento Region</td>
<td>26</td>
<td>27</td>
<td>+1 min, 12 sec</td>
<td>5%</td>
</tr>
<tr>
<td>California</td>
<td>28</td>
<td>29</td>
<td>+48 sec</td>
<td>3%</td>
</tr>
</tbody>
</table>


Variable QL-6: Renter and Owner Occupancy

<table>
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<tr>
<th>Category</th>
<th>Year</th>
<th>Renter Occupied</th>
<th>Owner Occupied</th>
<th>Variance: Rental vs Own</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davis</td>
<td>2000</td>
<td>55%</td>
<td>45%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>2009</td>
<td>54%</td>
<td>46%</td>
<td>8%</td>
</tr>
<tr>
<td>Sacramento Region</td>
<td>2000</td>
<td>38%</td>
<td>62%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>2009</td>
<td>39%</td>
<td>61%</td>
<td>22%</td>
</tr>
<tr>
<td>California</td>
<td>2000</td>
<td>43%</td>
<td>57%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>2009</td>
<td>43%</td>
<td>57%</td>
<td>15%</td>
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</table>

### People Indicator Data

#### People Indicator

<table>
<thead>
<tr>
<th>Region</th>
<th>Dixon</th>
<th>Fairfield</th>
<th>Vacaville</th>
<th>West Sacramento</th>
<th>Woodland</th>
<th>Davis</th>
<th>Irvine</th>
<th>Palo Alto</th>
<th>Riverside</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>1.6</td>
<td>1.9</td>
<td>1.9</td>
<td>1.1</td>
<td>1.3</td>
<td>4.9</td>
<td>8.1</td>
<td>9.4</td>
<td>0.6</td>
</tr>
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<td>2008</td>
<td>1.5</td>
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<td>1.8</td>
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<td>1.0</td>
<td>4.9</td>
<td>8.4</td>
<td>9.4</td>
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#### People Indicator Index Scores 2009

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<tr>
<th>City</th>
<th>Education Level</th>
<th>Employment in PST</th>
<th>Average Household Income</th>
<th>Average Score</th>
<th>2009 Rank</th>
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<tbody>
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<td>Dixon</td>
<td>0.9</td>
<td>0.4</td>
<td>3.6</td>
<td>1.6</td>
<td>6</td>
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<tr>
<td>Fairfield</td>
<td>1.5</td>
<td>0.6</td>
<td>3.5</td>
<td>1.9</td>
<td>4</td>
</tr>
<tr>
<td>Vacaville</td>
<td>1.2</td>
<td>0.0</td>
<td>4.3</td>
<td>1.8</td>
<td>5</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>0.1</td>
<td>1.8</td>
<td>1.3</td>
<td>1.1</td>
<td>8</td>
</tr>
<tr>
<td>Woodland</td>
<td>0.8</td>
<td>0.6</td>
<td>2.3</td>
<td>1.2</td>
<td>7</td>
</tr>
<tr>
<td><strong>Davis</strong></td>
<td><strong>10 (+0)</strong></td>
<td><strong>0.9 (-1)</strong></td>
<td><strong>4.8 (+.8)</strong></td>
<td><strong>5.3 (+.3)</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td>Irvine</td>
<td>8.2</td>
<td>8.0</td>
<td>8.2</td>
<td>8.1</td>
<td>2</td>
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<td>Palo Alto</td>
<td>8.1</td>
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<td>10.0</td>
<td>9.4</td>
<td>1</td>
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<tr>
<td>Riverside</td>
<td>0.0</td>
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Note: Parentheses indicate index score change from previous year.
### Variable P-1: Education Level

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<th>2009</th>
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<td>Index - Education</td>
<td>Dixon</td>
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<td>Fairfield</td>
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<td>1.5</td>
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<tr>
<td></td>
<td>Vacaville</td>
<td>1.1</td>
<td>1.2</td>
</tr>
<tr>
<td></td>
<td>West</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td></td>
<td>Sacramento</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Woodland</td>
<td>0.8</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td>Davis</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
<td></td>
<td>Irvine</td>
<td>8.3</td>
<td>8.2</td>
</tr>
<tr>
<td></td>
<td>Palo Alto</td>
<td>8.2</td>
<td>8.1</td>
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<td>Riverside</td>
<td>0.0</td>
<td>0.0</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education - % w/Bachelors or Higher Gap</td>
<td>Dixon</td>
<td>0.50</td>
<td>0.50</td>
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<tr>
<td></td>
<td>Fairfield</td>
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<td>0.47</td>
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<td></td>
<td>Vacaville</td>
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<td>0.49</td>
</tr>
<tr>
<td></td>
<td>West</td>
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<td>0.54</td>
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<td></td>
<td>Sacramento</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Woodland</td>
<td>0.51</td>
<td>0.51</td>
</tr>
<tr>
<td></td>
<td>Davis</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>Irvine</td>
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<td>0.10</td>
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<tr>
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<td>Palo Alto</td>
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<table>
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<th>Category</th>
<th>City</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education - % w/Bachelors or Higher</td>
<td>Dixon</td>
<td>19%</td>
<td>18%</td>
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<td></td>
<td>Fairfield</td>
<td>22%</td>
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<td></td>
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### Variable P-2: Employment in PST

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<th>Category</th>
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<th>2008</th>
<th>2009</th>
</tr>
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<tbody>
<tr>
<td>Index - Professional, Scientific &amp; Technical as Percentage of Total Employment</td>
<td>Dixon</td>
<td>0.0</td>
<td>0.4</td>
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<tr>
<td></td>
<td>Fairfield</td>
<td>0.5</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>Vacaville</td>
<td>0.1</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>West Sacramento</td>
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<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Woodland</td>
<td>0.4</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>Davis</td>
<td>1.0</td>
<td>0.9</td>
</tr>
<tr>
<td></td>
<td>Irvine</td>
<td>8.4</td>
<td>8.0</td>
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<td>Palo Alto</td>
<td>10.0</td>
<td>10.0</td>
</tr>
<tr>
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<td>Riverside</td>
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<td>1.7</td>
</tr>
<tr>
<td>Category</td>
<td>City</td>
<td>2008</td>
<td>2009</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Technical as Percentage of Total Employment Gap</td>
<td>Dixon</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Fairfield</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Vacaville</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>West Sacramento</td>
<td>14%</td>
<td>15%</td>
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<td></td>
<td>Woodland</td>
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<td>17%</td>
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<td></td>
<td>Davis</td>
<td>16%</td>
<td>17%</td>
</tr>
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<td></td>
<td>Irvine</td>
<td>3%</td>
<td>4%</td>
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<td></td>
<td>Palo Alto</td>
<td>0%</td>
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</tr>
<tr>
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<td>Riverside</td>
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</tr>
<tr>
<td>Category</td>
<td>City</td>
<td>2008</td>
<td>2009</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Technical as Percentage of Total Employment</td>
<td>Dixon</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Fairfield</td>
<td>3%</td>
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<tr>
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<td>Vacaville</td>
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</tr>
<tr>
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</table>
### Variable P-2: Employment in PST (continued)

<table>
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<th>2009</th>
</tr>
</thead>
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<td>148</td>
<td>183</td>
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<td>968</td>
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<td>548</td>
<td>515</td>
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<td>1,532</td>
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<td>27,198</td>
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<td>6,908</td>
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Variable P-3: Average Household Income

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<th>2009</th>
</tr>
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</tr>
<tr>
<td></td>
<td>Davis</td>
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<td>Fairfield</td>
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<td>Vacaville</td>
<td>$41,057</td>
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<td>Irvine</td>
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<td>Palo Alto</td>
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<td>Riverside</td>
<td>$53,101</td>
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Variable P-4: Age Distribution

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<th>Davis 2000</th>
<th>Davis 2008</th>
<th>Davis 2009</th>
<th>California 2009</th>
<th>Sacramento Region 2009</th>
</tr>
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<tbody>
<tr>
<td>0-17 years</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
<td>26%</td>
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</tr>
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<td>18-24 years</td>
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<td>30%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>25-44 years</td>
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<td>30%</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>45-64 years</td>
<td>16%</td>
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<td>18%</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>65+ years</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>11%</td>
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<td>Average Age</td>
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Variable P-5: Household Number, Size, and Composition

<table>
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<tr>
<th>Household Type</th>
<th>Davis 2000</th>
<th>Davis 2009</th>
<th>Percent Change</th>
<th>Sacramento Region 2009</th>
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<tbody>
<tr>
<td>Family Households</td>
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<td>66%</td>
</tr>
<tr>
<td>NonFamily Households</td>
<td>12,143</td>
<td>13,215</td>
<td>0.5%</td>
<td>34%</td>
</tr>
<tr>
<td>Total Households</td>
<td>24,824</td>
<td>26,762</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Households With Children</td>
<td>7,015</td>
<td>7,634</td>
<td>0.3%</td>
<td>35%</td>
</tr>
<tr>
<td>Households Without Children</td>
<td>17,809</td>
<td>19,128</td>
<td>-0.3%</td>
<td>65%</td>
</tr>
<tr>
<td>Total Households</td>
<td>24,824</td>
<td>26,762</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Variable P-6: Occupation by Category

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, business, and Financial Operation</td>
<td>14%</td>
<td>61%</td>
<td>15%</td>
<td>0.2%</td>
<td>16%</td>
</tr>
<tr>
<td>Professional and Related Occupations</td>
<td>46%</td>
<td>NA</td>
<td>46%</td>
<td>0.0%</td>
<td>22%</td>
</tr>
<tr>
<td>Combined</td>
<td>61%</td>
<td>61%</td>
<td>61%</td>
<td>0.2%</td>
<td>38%</td>
</tr>
<tr>
<td>Service</td>
<td>11%</td>
<td>13%</td>
<td>11%</td>
<td>-0.1%</td>
<td>14%</td>
</tr>
<tr>
<td>Sales and Office</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
<td>0.0%</td>
<td>28%</td>
</tr>
<tr>
<td>Farming, Fishing and Forestry</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>0.0%</td>
<td>1%</td>
</tr>
<tr>
<td>Construction and Extraction and Maintenance</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>-0.1%</td>
<td>9%</td>
</tr>
<tr>
<td>Production, Transportation and Material</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>0.0%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Davis Economic Health & Prosperity Report Appendix

Indicator Summary Tables

2009 Davis Health and Prosperity Report Index Score

<table>
<thead>
<tr>
<th>Business</th>
<th>Business Climate</th>
<th>City Revenues</th>
<th>Quality of Life</th>
<th>People</th>
<th>Final Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dixon</td>
<td>6.7</td>
<td>4.4</td>
<td>3.1</td>
<td>1.1</td>
<td>1.0</td>
<td>2.6</td>
</tr>
<tr>
<td>Fairfield</td>
<td>3.0</td>
<td>4.6</td>
<td>1.2</td>
<td>1.9</td>
<td>2.0</td>
<td>3.0</td>
</tr>
<tr>
<td>Vacaville</td>
<td>2.9</td>
<td>4.7</td>
<td>0.4</td>
<td>1.8</td>
<td>2.6</td>
<td>5.2</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>2.0</td>
<td>5.1</td>
<td>0.6</td>
<td>5.1</td>
<td>1.1</td>
<td>4.2</td>
</tr>
<tr>
<td>Woodland</td>
<td>1.1</td>
<td>6.0</td>
<td>0.0</td>
<td>2.1</td>
<td>2.4</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Davis: 7.0 (+1.5), 3.3 (+2), 5.5 (+0), 7.7 (+7), 5.3 (+3), 4.2 (+5), 3.1 (+1) 3 (+1)

2009 Business Index Scores

<table>
<thead>
<tr>
<th>Industry</th>
<th>Vacancy Rates</th>
<th>Unemployment Rates</th>
<th>Average Salaries</th>
<th>Average Score</th>
<th>2000 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dixon</td>
<td>9.5</td>
<td>7.5</td>
<td>0.0</td>
<td>5.7</td>
<td>4</td>
</tr>
<tr>
<td>Fairfield</td>
<td>3.0</td>
<td>3.0</td>
<td>1.8</td>
<td>3.3</td>
<td>5</td>
</tr>
<tr>
<td>Vacaville</td>
<td>0.0</td>
<td>8.1</td>
<td>1.8</td>
<td>3.3</td>
<td>5</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>4.0</td>
<td>0.0</td>
<td>1.8</td>
<td>2.0</td>
<td>6</td>
</tr>
<tr>
<td>Woodland</td>
<td>4.8</td>
<td>1.0</td>
<td>0.8</td>
<td>2.3</td>
<td>6</td>
</tr>
</tbody>
</table>

Davis: 10.0 (+3.0), 8.0 (+2.2), 7.6 (+2.2), 7.0 (+1.5) 2

Irvine: 4.0, 9.2, 7.0, 5.8 3

Palo Alto: 7.8, 10.0, 10.0, 7.6 1

Riverside: 0.1, 1.0, 0.1, 0.1 0

2009 Business Climate Index Scores

<table>
<thead>
<tr>
<th>Industry</th>
<th>Lease Rates</th>
<th>Permit Revenue</th>
<th>Cost of Business</th>
<th>Average Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dixon</td>
<td>7.9</td>
<td>1.6</td>
<td>4.4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Fairfield</td>
<td>8.1</td>
<td>0.1</td>
<td>5.7</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Vacaville</td>
<td>6.7</td>
<td>0.5</td>
<td>7.0</td>
<td>4.7</td>
<td>4</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>8.7</td>
<td>0.8</td>
<td>5.9</td>
<td>5.1</td>
<td>7</td>
</tr>
<tr>
<td>Woodland</td>
<td>10.0</td>
<td>1.0</td>
<td>4.2</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>

Davis: 6.0 (+4.4), 4.2 (+2.2), 3.4 (+0.4), 3.3 (+2.2) 3

Irvine: 4.3, 0.3, 4.3, 3.0 9

Palo Alto: 0.0, 2.7, 10.0, 4.2 7

Riverside: 7.9, 0.0, 7.2, 5.1 3

2008 City Revenue Index Scores

<table>
<thead>
<tr>
<th>Industry</th>
<th>Sales and Transportation Tax</th>
<th>Property Tax</th>
<th>Transient Occupancy Tax</th>
<th>Average Score</th>
<th>2008 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dixon</td>
<td>0.9</td>
<td>2.5</td>
<td>0.0</td>
<td>3.1</td>
<td>3</td>
</tr>
<tr>
<td>Fairfield</td>
<td>3.3</td>
<td>0.0</td>
<td>0.4</td>
<td>1.2</td>
<td>6</td>
</tr>
<tr>
<td>Vacaville</td>
<td>0.4</td>
<td>1.1</td>
<td>0.1</td>
<td>0.5</td>
<td>8</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>10.0</td>
<td>1.0</td>
<td>0.6</td>
<td>6.9</td>
<td>2</td>
</tr>
<tr>
<td>Woodland</td>
<td>9.3</td>
<td>2.1</td>
<td>0.3</td>
<td>2.9</td>
<td>4</td>
</tr>
</tbody>
</table>

Davis: 0 (+0), 10 (+1), 0.4 (-1), 0.5 (+0) 9

Irvine: 4.8, 0.5, 2.7, 2.7 5

Palo Alto: 1.5, 6.0, 10.0, 7.6 1

Riverside: 2.1, 1.0, 0.0, 1.0 7

Quality of Life Index Scores 2009

<table>
<thead>
<tr>
<th>Industry</th>
<th>Housing Affordability</th>
<th>Culture and Leisure</th>
<th>Schools</th>
<th>Average Score</th>
<th>2009 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dixon</td>
<td>6.8</td>
<td>0.3</td>
<td>5.2</td>
<td>4.1</td>
<td>7</td>
</tr>
<tr>
<td>Fairfield</td>
<td>6.1</td>
<td>1.2</td>
<td>4.8</td>
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<td>8</td>
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<tr>
<td>Vacaville</td>
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<td>0.0</td>
<td>5.7</td>
<td>4.4</td>
<td>6</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>9.3</td>
<td>1.6</td>
<td>4.4</td>
<td>5.1</td>
<td>5</td>
</tr>
<tr>
<td>Woodland</td>
<td>10.0</td>
<td>0.9</td>
<td>4.0</td>
<td>6.3</td>
<td>2</td>
</tr>
</tbody>
</table>

Davis: 4.5 (+2.2), 10 (+2), 8.7 (+0), 7.7 (+7), 1

Irvine: 3.9, 3.3, 5.7, 5.3 4

Palo Alto: 0.0, 8.5, 10.0, 6.3 3

Riverside: 0.1, 2.5, 0.0, 3.1 2

People Indicator Index Scores 2009

<table>
<thead>
<tr>
<th>Industry</th>
<th>Education Level</th>
<th>Employment in PST</th>
<th>Average Household Income</th>
<th>Average Score</th>
<th>2008 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dixon</td>
<td>0.9</td>
<td>0.4</td>
<td>3.6</td>
<td>1.6</td>
<td>6</td>
</tr>
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<td>0.6</td>
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<tr>
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<td>West Sacramento</td>
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<td>1.3</td>
<td>1.1</td>
<td>8</td>
</tr>
<tr>
<td>Woodland</td>
<td>0.8</td>
<td>0.0</td>
<td>2.1</td>
<td>1.5</td>
<td>7</td>
</tr>
</tbody>
</table>

Davis: 10 (+0), 0.9 (-1), 4.8 (+8), 5.3 (+3) 3

Irvine: 0.2, 0.0, 0.2, 0.1 2

Palo Alto: 8.1, 10.0, 10.0, 9.4 1

Riverside: 0.0, 1.7, 0.0, 0.6 0

Note: parentheses indicate index score change from previous year.