



COMMUNITY PROFILE



City of Pinole – City Hall
2131 Pear Street
Pinole, CA 94564
www.ci.pinole.ca.us

Contact:
Hector De La Rosa
Assistant City Manager
(510) 741-3864
hdelarosa@ci.pinole.ca.us



COMMUNITY PROFILE

The Community

The City of Pinole was incorporated in 1903 and is located in the San Francisco Bay area on the shores of San Pablo Bay in West Contra Costa County. Pinole has a strategic location with connection to a world-class freeway system, including Interstate-80 which connects with easy access to San Francisco/Oakland to the south and Sacramento to the north, along with State Route 4 that is linked to Contra Costa cities such as Concord, Martinez, Pleasant Hill, Walnut Creek and I-680. Within Pinole, three major arterials run along I-80 including Fitzgerald Drive, Appian Way and Pinole Valley Road that include numerous shopping centers.

Pinole is known for its 'big box' shopping opportunities and has over 50 major retailers and restaurants situated within Pinole shopping centers including Applebee's, Best Buy, Bevmo, Burlington, Chipotle, Grocery Outlet, In N Out, Trader Joe's and Ulta Beauty as a sample of some of the desirable businesses with a Pinole address.

Pinole presents a superb quality of life. Pinole has a population of nearly 20,000 and offers the feel of a small-town community. Pinole offers a daytime population of more than 15,000, along with easy access to a trade area population of nearly 190,000 within a 10-minute drive time and an Average Household Income of nearly \$90,000. Pinole has a land area of more than five square miles with much of land containing gently rolling hills, plus a historic and quaint downtown with many turn of the century buildings. Pinole has a mild climate with no real extremes-with an average low temperature of mid-40's in the winter to mid-80's in the summer. Pinole offers a strategic location to live, work, shop and visit.

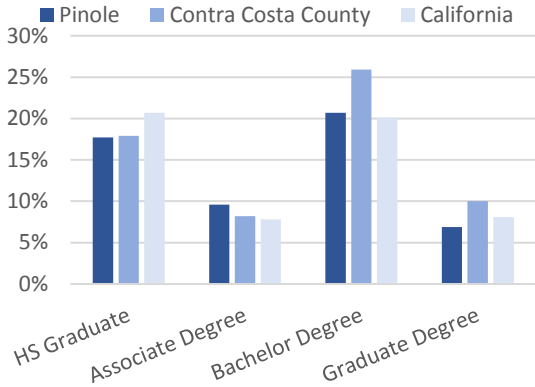
Demographics

Population	19,219
Daytime Population	15,353
Land Area (sq. miles)	5.32
Mean Travel Time to Work (mins)	37.6
Average Age	42.8
Total Housing Units	7,066
% Owner-Occupied	72%
% Renter-Occupied	28%
HH Occupancy Size	2.83
% Residents that Possess a High School Graduate or Higher	55%
% Residents that Possess a Bachelor's Degree or Higher	28%

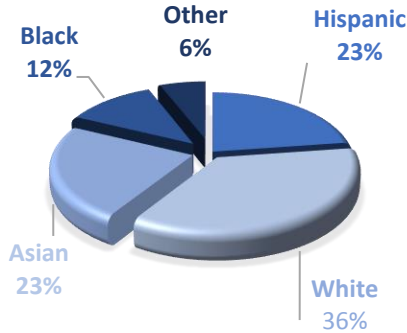
Sources: City of Pinole, HdL STI: PopStats, STI Workplace (July 2019), United States Census Bureau



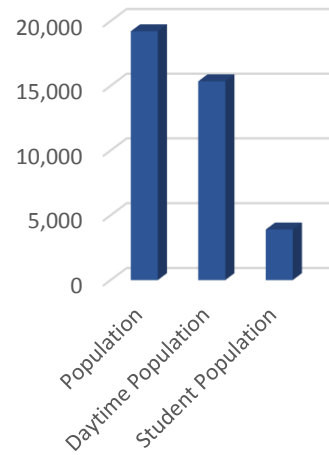
Education



Ethnic Breakdown



Population

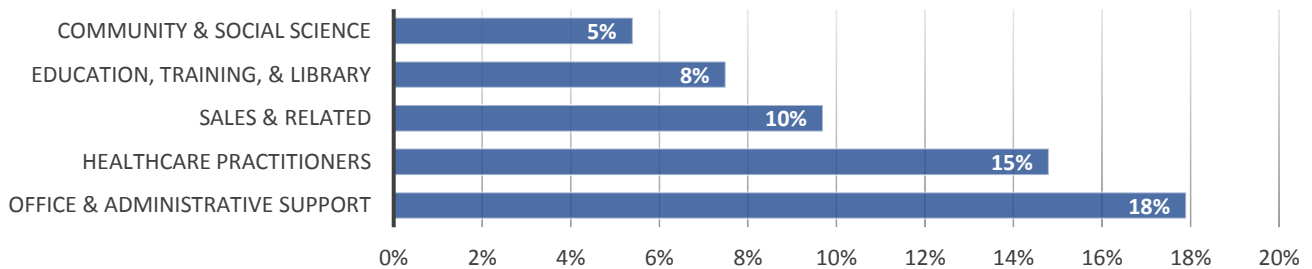


Market Area

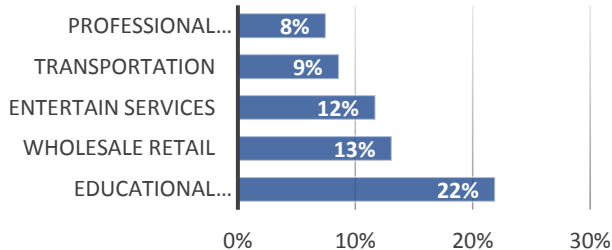
Market Statistics (Residents)

Labor Force	9,896
Per Capita Income	\$36,755
Average HH Income	\$99,969
Median HH Income	\$83,943
Workplace Establishments	348
White Collar/ Blue Collar Jobs	67%/33%

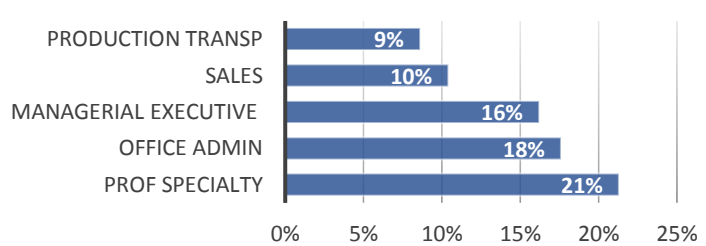
Occupations Located in Pinole



Industry - Residents Employed



Occupation - Residents Employed



Sources: HdL STI: PopStats, STI Workplace (July 2019), United States Census Bureau



Business Community

Top 15 Business Types

(list in alphabetical order; based on CA Department of Tax & Fee Administration (CDTFA) sales tax payments)

Art/Gift/Novelty Stores	Convenience Stores/Liquor	Grocery Stores
Auto Repair Shops	Drug Stores	Quick-Service Restaurants
Automotive Supply Stores	Electronics/Appliance Stores	Service Stations
Building Materials	Family Apparel	Specialty Stores
Casual Dining	Fast-Casual Restaurants	Sporting Goods/Bike Stores

Top 25 Sales Tax Producers

(list in alphabetical order; based on CA Department of Tax & Fee Administration (CDTFA) sales tax payments)

Appian Chevron	O'Reilly Auto Parts	Smart Stop
Applebee's	Original Mels Diner	Staples
Best Buy	Petsmart	Sugar City Bldg Materials
BevMo	Pinole Chevron	Target
Burlington	Pinole Flyers	TJ Maxx
Dolans Lumber	Pinole Shell	Trader Joes
Food Maxx	Pinole Valley Arco	Ulta Beauty
In N Out Burger	Safeway	Valero Corner Store
Michaels Arts & Crafts		

National & Regional Brands

7 Eleven	CosmoProf	Michaels Arts & Crafts	Staples
99 Cents Only	CVS Pharmacy	MOD Pizza	Starbucks
Applebee's	David's Bridal	Mountain Mikes Pizza	T Mobile
AT&T Mobility	Dollar Tree	O'Reilly Auto Parts	Taco Bell
AutoZone	Five Guys Burgers	Outback Steakhouse	Target
Best Buy	Food Maxx	Panda Express	TJ Maxx
BevMo	GNC	Panera Bread	Trader Joes
Big 5 Sporting Goods	Grocery Outlet	Petsmart	Ulta Beauty
Big O Tires	Habit Burger Grill	Safeway	Verizon Wireless
Burger King	In N Out Burger	Sally Beauty Supply	Vitamin Shoppe
Burlington	Jack in the Box	Sizzler	Walgreens
Carl's Jr	KFC	Sleep Number	Wendys
Chipotle	McDonalds	Sprouts Farmers Market	Wingstop

Sources: HdL Companies (July 2019)

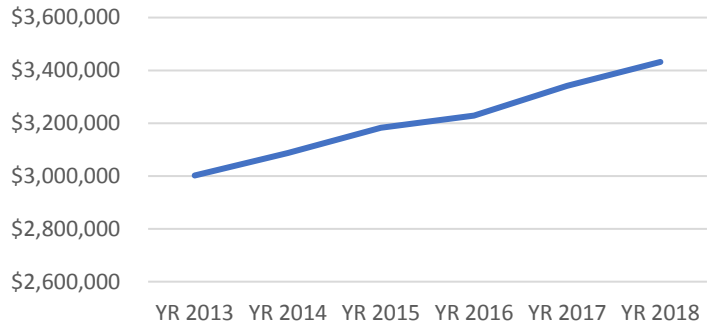


Economic Indicators

Sales Tax Summary

Pinole's sales tax revenues have grown 14% over the period between 2013 and 2018 calendar years. Four major industry groups-Building & Construction, Food & Drugs, General Consumer Goods, and Restaurants & Hotels contributed 88% of the net growth. Fast-Casual Restaurants, Family Apparel and Garden/Agricultural Supplies have provided steady growth to Pinole's sales tax revenue. Restaurants and eating out have been a national trend over the past few years and there's no difference in Pinole, where nationally known fast food and casual dining restaurants have experienced solid growth, boosting the Restaurants & Hotels group at 25% over the comparable period 2017 to 2018. General Consumer Goods and Restaurants & Hotels have experienced consistent growth. The city's county pool allocations increased 4.0% between 2017 and 2018.

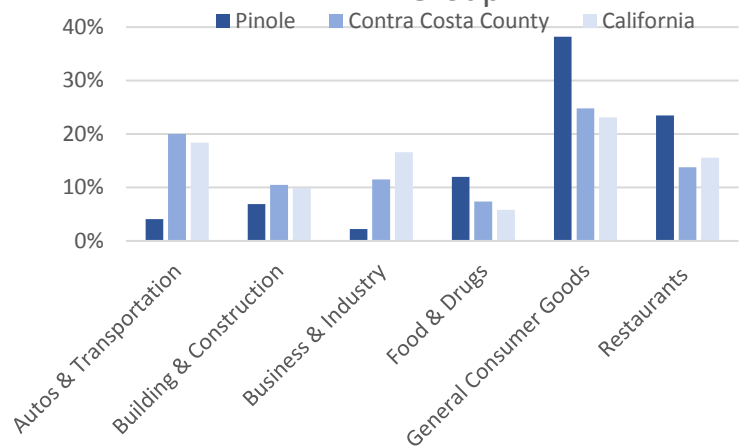
Pinole-Sales Tax Growth Trend



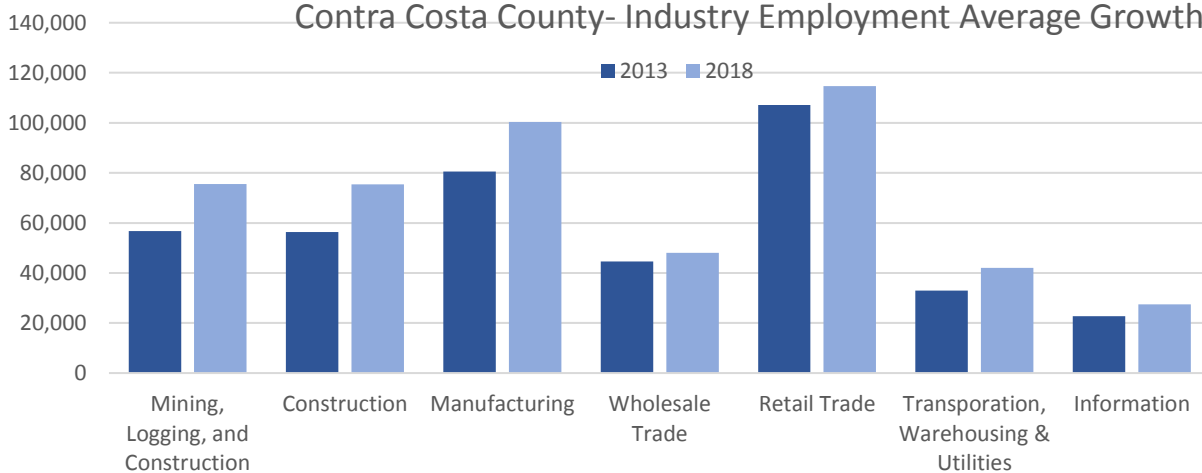
Labor Market Breakdown

Between 2013 and 2018 the Contra Costa County MSA unemployment rate decreased four percentage points down from 7.3% to 3.1%. The decrease can be attributed to both a growing labor force and an increasing number of total employment throughout the county. During the first quarter of 2019, the City of Pinole's employment rate increased 0.4% with Health Care & Social Assistance and Retail Trade where 103 and 35 new jobs were created respectively. The city's expanding labor force have led to a smaller number of people searching for work.

(%) of Sales Tax by Major Business Group



Contra Costa County- Industry Employment Average Growth

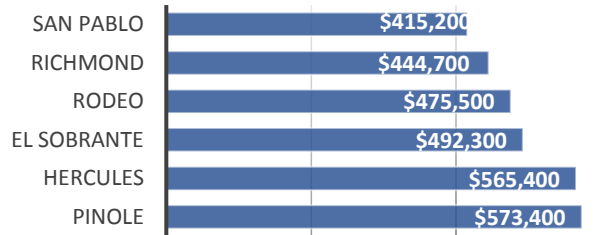




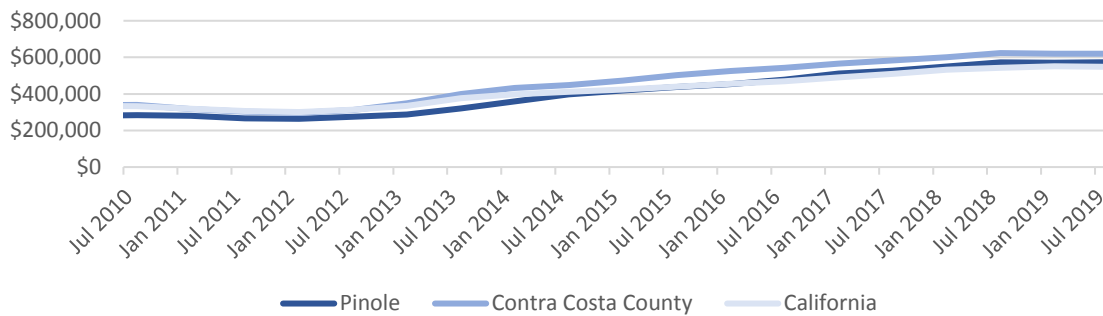
Housing Market Statistics

The City of Pinole's median home value in 2019 is \$573,400. The value of homes in Pinole have gone up 0.1% over the last year. The price of homes are projected to rise 0.1% within the next year.

Median Home Value Comparison



Median Home Value



Trade Area

Consumer Demand

Per a Consumer Demand & Market Supply Assessment combined with a sales tax leakage report, Pinole offers opportunities in these retail categories.

- >Automotive Parts/Accessories/Tire
- >Clothing Stores
- >Full-Service Restaurants
- >Furniture Stores
- >Grocery Stores
- >Shoe Stores

Contact

Hector De La Rosa
 Email: hdelarosa@ci.pinole.ca.us
 Phone: (510) 714.3864

Sources: Demographic Data and Market-Business Information was formulated from several sources including City of Pinole, Employment Development Department, U.S. Bureau of Labor Statistic, HdL, STI PopStats, United States Census Bureau, X-Span Results Inc., and Zillow.