



CITY OF HAYWARD

HEART OF THE BAY

DRAFT FACT SHEET

POPULATION

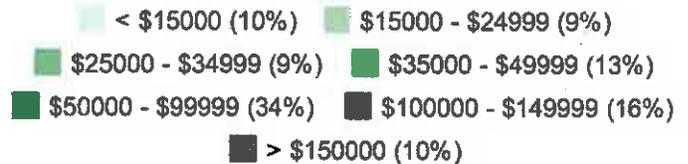
TOTAL POPULATION 151,247

ETHNICITY AND RACE

- White 32.9%
- Asian 21.7%
- African/American 12.0%
- Other 33.4%

Hispanic/Latino: 65,270 people (43.2%)

MEDIAN AGE: 34.9



Total Households: 47,601

Median Household Income: \$62,376

TAX PROFILE

SALES TAX: 9%

TRANSIENT OCCUPANCY TAX: 8.5%

PROPERTY TAX: 1%

UTILITY USERS TAX: 5.5%

Source: Claritas/Nielsen 2014 reports
City of Hayward Finance Department

ECONOMY

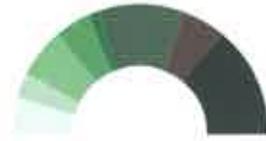
TOTAL HAYWARD BUSINESSES: 8,685

KEY INDUSTRY CLUSTERS:

- Food and Beverage Manufacturing
- Life Sciences
- Manufacturing
- Logistics

DAYTIME POPULATION: 153,048

ANNUAL SALES TAX: \$25.9m



HAYWARD BUSINESSES BY SECTOR

EMPLOYMENT

TOTAL HAYWARD JOBS: 81,860



TOP 10 PRIVATE SECTOR EMPLOYERS

- Berkeley Farms
- Gillig Corp
- IMPAX Laboratories
- Injex Industries
- Kaiser Permanente
- Manheim San Francisco Bay
- Pentagon Technologies
- Pepsi Bottling Company
- Sugar Bowl Bakery
- St Rose Hospital

Source: Claritas/Nielsen 2014 reports
 MuniServices Sales Tax 4Q 2012 Reports
 InfoUSA Oct 2013 data

RETAIL

Hayward has a variety of shopping options. In addition to neighborhood centers and downtown, Hayward is home to Southland Mall. Strategically located next to I-880; the 1.8m square feet mall attracts from a wide trade area.

Top psychographic consumer segments: spend heavily on computer and wireless technology, are mid-scale to up-scale and have an urban mentality.

We are seeking retailers to fill the following leakage categories:

1. Family Clothing Stores
2. Grocery Stores
3. Restaurants
4. Specialty Retail Stores (gift stores, sporting goods, florists, music, office supplies and jewelry)
5. Furniture Stores and
6. Electronics/Appliance Stores



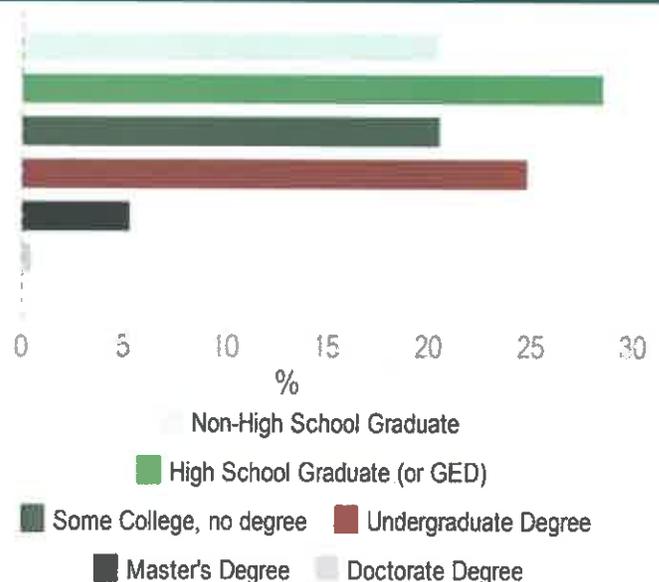
EDUCATION

HAYWARD UNIFIED SCHOOL DISTRICT INCLUDES:

21 Elementary schools,
5 Middle schools,
3 High schools,
Alternative High School,
English Language Center,
Adult Education Center and
child care centers

HIGHER EDUCATION:

California State University	13,160
Chabot College	13,145
Heald College Hayward	1,470
Life Chiropractic	320



Over 30% of the population have a college degree

TRANSPORTATION

Hayward is known as the “Heart of the Bay” because of its central and convenient location in Alameda County – 25 miles southeast of San Francisco, 14 miles south of Oakland, 26 miles north of San Jose and 10 miles west of the valley communities surrounding Pleasanton. Hayward is connected directly to silicon valley by the 7 mile Hayward/San Mateo Bridge.

GROUND

Located along I-880
Over 50 commercial common carriers and over 50 radial carriers Overnight delivery to CA, OR, NV

AIR

Oakland International Airport: 17 miles
San Francisco International Airport: 19 miles
San Jose International Airport: 25 miles
Hayward Executive Airport

RAIL

Union Pacific Freight Service
Capitol Corridor Amtrak train
Port and barge facilities in Oakland & SF

RAPID TRANSIT & BUS SERVICES

2 BART (Bay Area Rapid Transit) Stations – Hayward Station and South Hayward Station
AC Transit, Union City Transit, Dumbarton Express

REAL ESTATE

RESIDENTIAL UNITS: 47,601
OWNER OCCUPIED: 53%
RENTER OCCUPIED: 47%
AVG RENT 2 BEDROOM*: \$1,456 per month
MEDIAN HOME PRICE°: \$395,000

Residential Sales Prices have appreciated 46% in the last 5 years.

INDUSTRIAL REAL ESTATE

Hayward	Inventory (sf)	Average Rental Rate
Warehouse	20,501,161	\$0.39
Manufacturing	16,718,737	\$0.41
R&D	3,426,351	\$0.89
TOTAL	40,646,249	\$0.49



Source: Claritas/Nielsen 2014 reports
°Trulia.com (January 2014)

*Trovit.com (End Dec 2013)