



Eden Area

Community Profile

2013

A guide to the unincorporated communities of Alameda County
Ashland, Castro Valley, Cherryland, Fairview and San Lorenzo

Eden Area Livability Initiative Phase II

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Prepared by Urban Strategies Council



Urban Strategies Council

Is a social impact organization that uses research, policy, innovation and collaboration to achieve equity and social justice. The Council's mission is to eliminate persistent poverty by working with partners to transform low-income neighborhoods into vibrant, healthy communities.

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Report Authors:

John Garvey
Nic Aulston
Sarah Marxer
Steve Spiker

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Executive Summary

The Eden Area Community Profile 2013 was commissioned by Alameda County Supervisor Nate Miley to provide both a new baseline for understanding the five diverse communities in the Eden Area and to evaluate the changes since the initial profile was prepared. It is intended to support the work of Phase II of the Eden Area Livability Initiative (EALI) which commenced in 2012.

This profile gives a detailed overview of the area as a whole as well as the five communities contained within the area: Ashland, Castro Valley, Cherryland, Fairview and San Lorenzo.

This profile provides essential community context for the planning and decision making of the EALI Phase II work and paints a broad picture of this area as well as providing detailed data on smaller communities within the larger area. Community planning processes should always be based in a firm understanding of a community's complex reality. The support of data-driven decision making was the key driver to the structure and content of this report. Rather than long tables and dense statistics, we chose to focus on the questions that residents had been asking and portrayed the results in a way that will support a community planning process.

Urban Strategies Council gathered data from numerous state, county, and private sources, and wherever possible broke the data down to allow readers to understand how each indicator varies across the Eden Area. While we have provided many area-level statistics, we remind readers that no small neighborhood is unique and will not match the average experience of the entire area.

Due to many unfortunate changes in the way the US Census Bureau collects data, many indicators are no longer reliable at a neighborhood level due to large margins of error. To compensate for some of these limitations, we chose to use more innovative measures from new sources. For example, to accommodate for unreliable poverty measures, we chose to include data on the food stamp (CalFresh) and MediCal populations that allows for a more detailed understanding of poverty across the area.

Highlights

The Eden Area is 25.2 square miles of land in central Alameda County. This area has seen a 25% increase in population since 1990 and a great increase in diversity. The income inequality that has been increasing across the USA is also visible within the Eden Area.

While the area's total population of 131,496 is growing and the school-age population is also growing, the proportion of school-aged children is dropping. School districts are facing increases in enrollment, unlike nearby districts in Oakland where school population has dropped this past decade. When you take into account the varying birth rates across the area, by ethnicity and by age, the school population will face further changes in the next decade. The birth rate for Latina mothers is more than double that of White mothers and the rate of births in Cherryland itself was over double the county-wide rate (67.9 compared to 26.5 births per 1,000 women aged 18-44).

The area saw increases of around 50% in the population of Asian and Latino people since 2000 and an increase in the Black population of 22% with the White population dropping by 24% in this time period. The biggest change by geography is the increase in the Asian population in the hill communities of Castro Valley and Fairview, growing from 8,721 in 2000 to 14,665 in 2010. These changes will have an impact on local school districts, likely adding to the population of 2,000 new English Learners served since 2000.

The housing crisis has made housing indicators very complicated: while housing vacancy was high in 2010 at 4.8%, the foreclosure crisis pushed many thousands of families out of homes and frequently into shared living arrangements. From 2006 to 2012, 2,879 homes (6%) were foreclosed upon within the Eden Area. At the same time, new housing units were being constructed increasing the cumulative vacancy rates. The rate of home ownership in 2010 of 53% is likely to be changing with the number of foreclosures since the Census date. Likewise, the average household size of 3.15 people per house is likely increased for the same reasons.

While estimates of poverty rates are very unreliable now due to the large margins of error in the American Community Survey, we know that one in three children in the Eden Area was enrolled in MediCal and 60% qualified for the free and reduced price lunch program. One in six children benefit from food stamps (CalFresh).

Ashland and Cherryland have mortality rates well above the county average and Ashland holds the dubious title of lowest life expectancy in the county at only 79.1 years, tied with Oakland. Cancer and heart disease are the two leading causes of death in the area (accounting for 23% and 22% of deaths, respectively for Ashland and Cherryland), while injury, respiratory disease and diabetes are the top three causes of emergency department visits.

Crime rates for each place vary widely, with robbery rates as low as 40 per 100,000 people in Fairview and as high as 483 in Ashland, comparing with Oakland at 851 per 100,000 people. The Sheriff's agency took almost 20,000 crime reports in 2012, with most being informational, followed by drug crimes (1,309 reports). There is a significant reentry population in the area with approximately 1,300 people under parole or probation supervision in 2010.

To measure the levels of economic activity related to the housing sector we obtained building permit data from the county. Of the 1,335 permits for work issued or finished in 2013 by the end of May, approximately \$45.5 million dollars of work was reported. Almost half of this was in Castro Valley alone. Over \$6 million was for remodels and repairs to residential units with another \$3.5 million for commercial remodels and repairs. With a labor force of 64,100 residents, unemployment rates averaging around 8% across all five communities and only 22,094 jobs in the area itself, most of the area's workers are commuting to jobs across the region. Most of them commute to Oakland (8,200 people) or Hayward (5,600 people), or San Francisco (5,000 people). Most of this commuting workforce uses single-occupant vehicles as the primary mode of transport (73%) with 10% using carpools and only 9.5% using public transit.

Health care and social assistance account for 36% of jobs located in the Eden Area, with educational services (15%) and retail trade (10%) following. The areas of job growth in the area were educational and health care along with public administration and accommodation/food services. Given the sectors most in decline in the past decade- construction, manufacturing, retail and wholesale trade – and the large number of adult residents with less than a high school diploma (from 9% in Fairview/Castro Valley to 31% in Cherryland), there is a clear need for stronger adult education services in the area.

According to the Employment Development Department, the two largest future growth sectors in the county are technology-related or food service-related jobs – sectors with a difference in average expected earnings of approximately \$80,000 per year. The need to correct the imbalance in education levels in our community has never been more critical if we are to arrest the growing wealth gap.

There are many more valuable findings and indicators throughout this report that different groups will find of importance. As we compiled all the available data we were intimately aware that many questions remain unanswered in this profile. In many cases the data do not fully explain the complexity of a community and are at times not aligned with how the community members perceive their own community. We welcome the chance to engage with the residents to improve our joint understanding of this rich, diverse community.

In closing I wish to thank our Research Associate John Garvey for the hard work of compiling and making sense of such an enormous amount of data, Nic Aulston, for his work managing these data and developing many of the maps contained herein, and Sarah Marxer for her editing and synthesis contributions.

Steve Spiker
Director of Research & Technology
Urban Strategies Council

Three Trends in the Eden Area

Three key themes thread through each section of this profile: growth, diversity, and disparity. These themes provide an important framework for understanding the changes over the past two decades in the Eden Area and indicate the direction that the Area is moving towards in the future.

Growth

Between 1990 and 2010, the Eden Area grew rapidly. In 2010, an additional 26,167 people resided in the Eden Area – representing a 25% increase since 1990. This growth equates to more than the current population of San Lorenzo—the second most populous community in the Eden Area. This growth can also be seen in the built environment with 5,436 housing units being constructed over the same time period; the expansion of transportation infrastructure like interstate 238; and the development of formerly open spaces like Five Canyons and along Palomares Ridge.

It is projected that Alameda County’s population will continue to grow in the coming decades. The pattern of the past two decades indicates that the Eden Area will continue to grow as well.

Diversity

Eden Area residents have become increasingly diverse in race and ethnicity. For the first time, the Area has a majority of residents who identified as people of color. This change is not only driven by the increased number of Asian and Hispanic or Latino residents, more than 20,000 people, but also by the significant decrease in the number of residents who identified as White, 15,512 people. This ethnic and racial diversity change affects several aspects of the community from the number of students who are English-learners to the composition of BART ridership.

Disparity

There are significant disparities among the different communities and neighborhoods in the Eden Area. Whether it is household incomes, the safety of neighborhoods, educational attainment or public health data there is no single description of the Eden Area. This gap between Eden Area’s communities grew in the past two decades. For example, household incomes in Castro Valley were 59% higher than those in Ashland in 2000. In 2010, the difference was 72%. Employment projections suggest that this trend will continue in the coming decade.

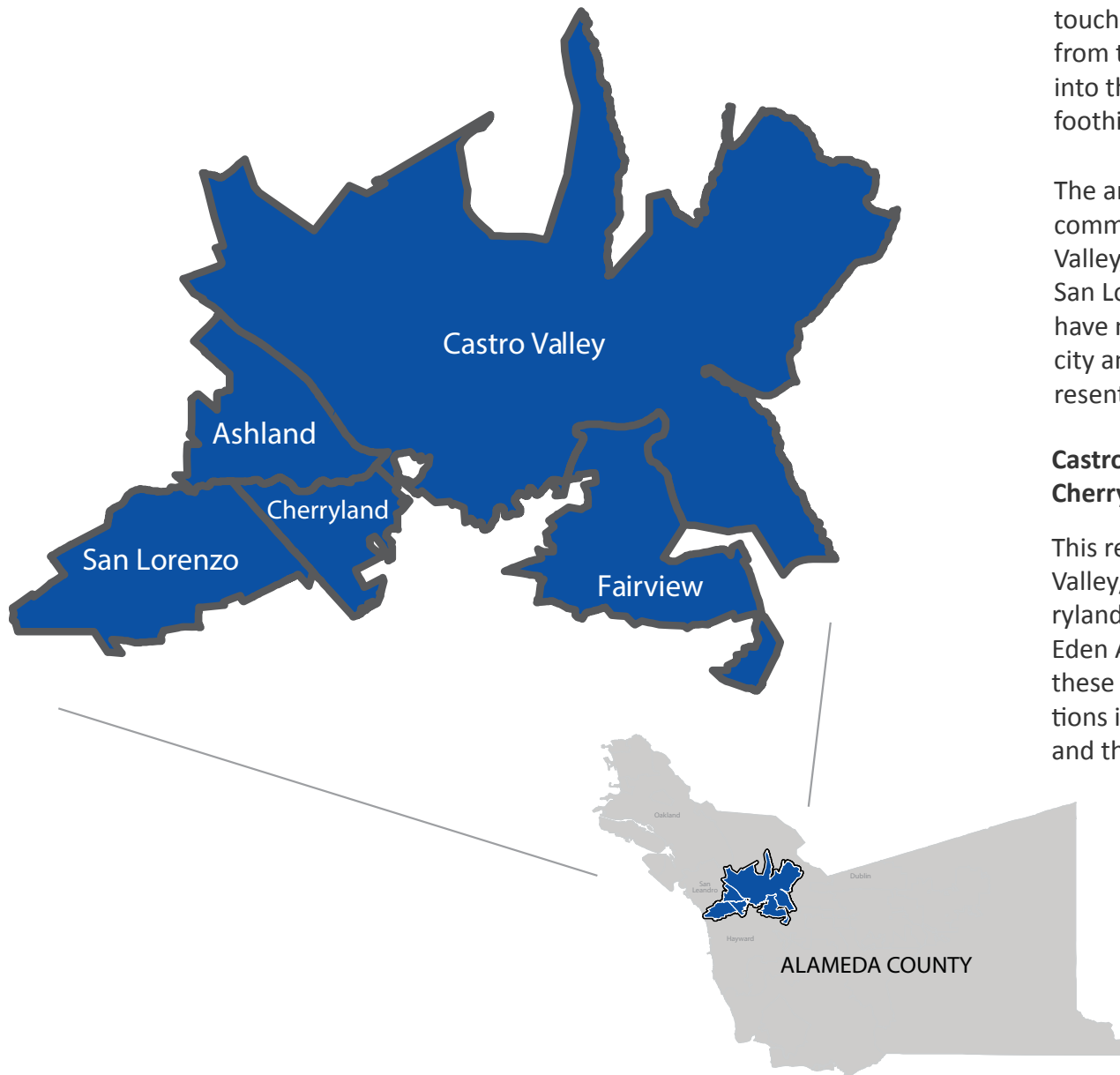
What is the Eden Area?

The Eden Area is a roughly 25.2 square mile region in Alameda County that on its western edge touches the San Francisco Bay and from there extends about 8 miles into the canyons of the coastal foothills.

The area consists of five distinct communities -- Ashland, Castro Valley, Cherryland, Fairview, and San Lorenzo. The communities have not been incorporated as a city and receive services and representation from Alameda County.

Castro Valley/Fairview Area and Ashland/Cherryland/San Lorenzo Area

This report will use these terms Castro Valley/Fairview Area and Ashland/Cherryland Area to define two regions in the Eden Area. These areas are defined in these terms based on both the designations in the Castro Valley General Plan and the Eden Area General Plan.



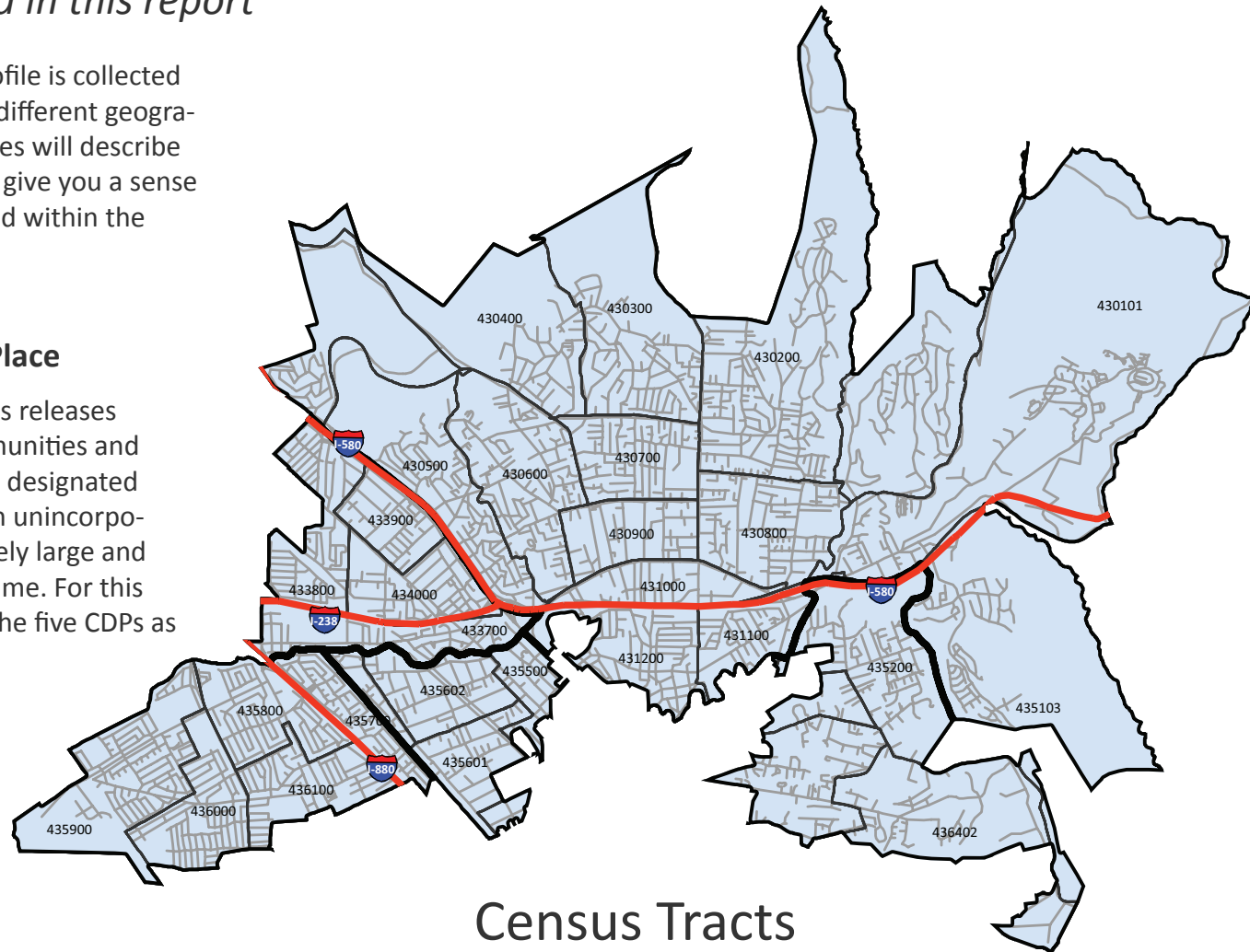
Geographies used in this report

The data used in this profile is collected and reported at several different geographies. The following pages will describe some of these units and give you a sense of where they are located within the Eden Area.

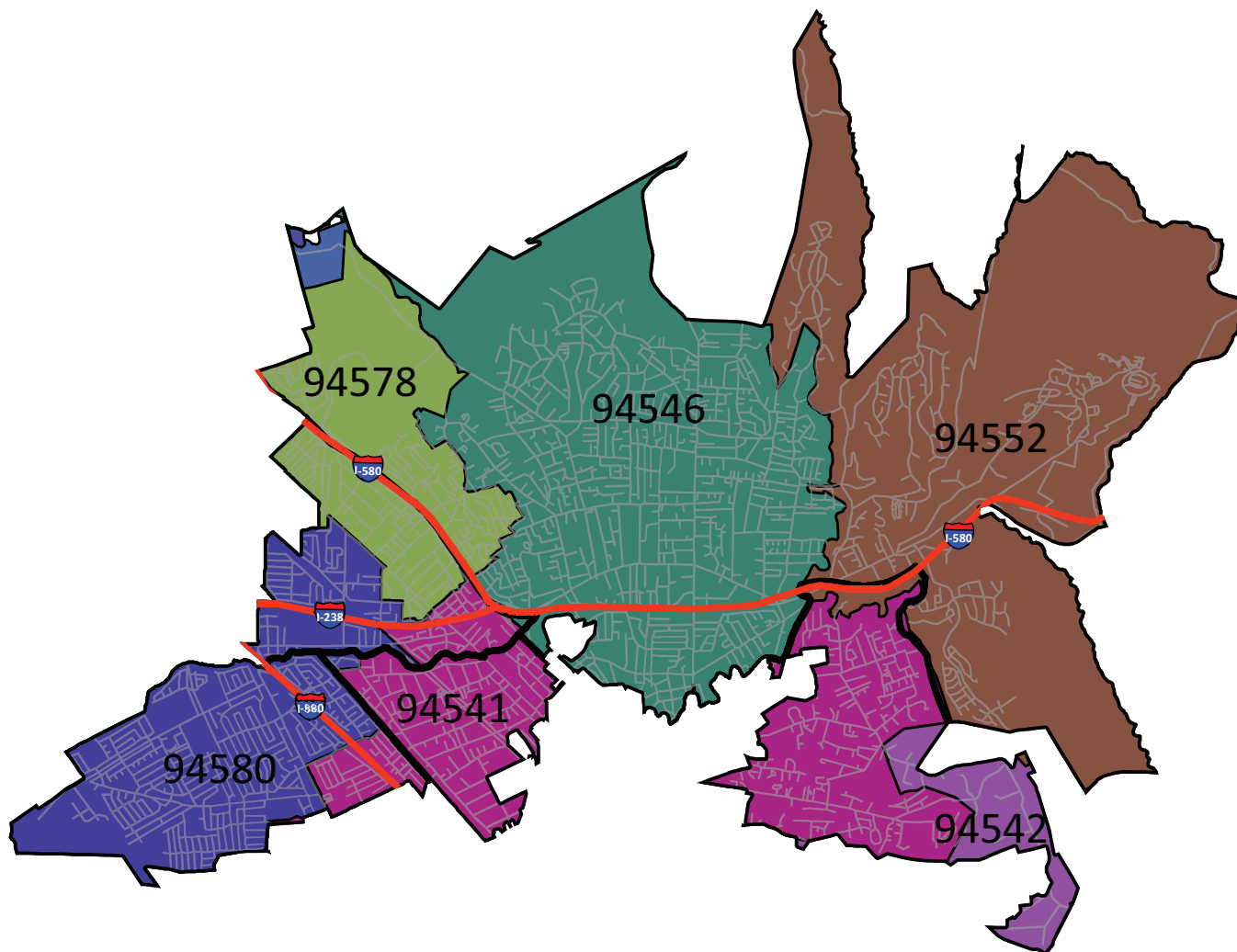
Term you will see:

Census Designated Place

The United States Census releases statistics for these communities and refers to them as census designated places (CDP). A CDP is an unincorporated area that is relatively large and can be identified by a name. For this profile, we will refer to the five CDPs as places or communities.

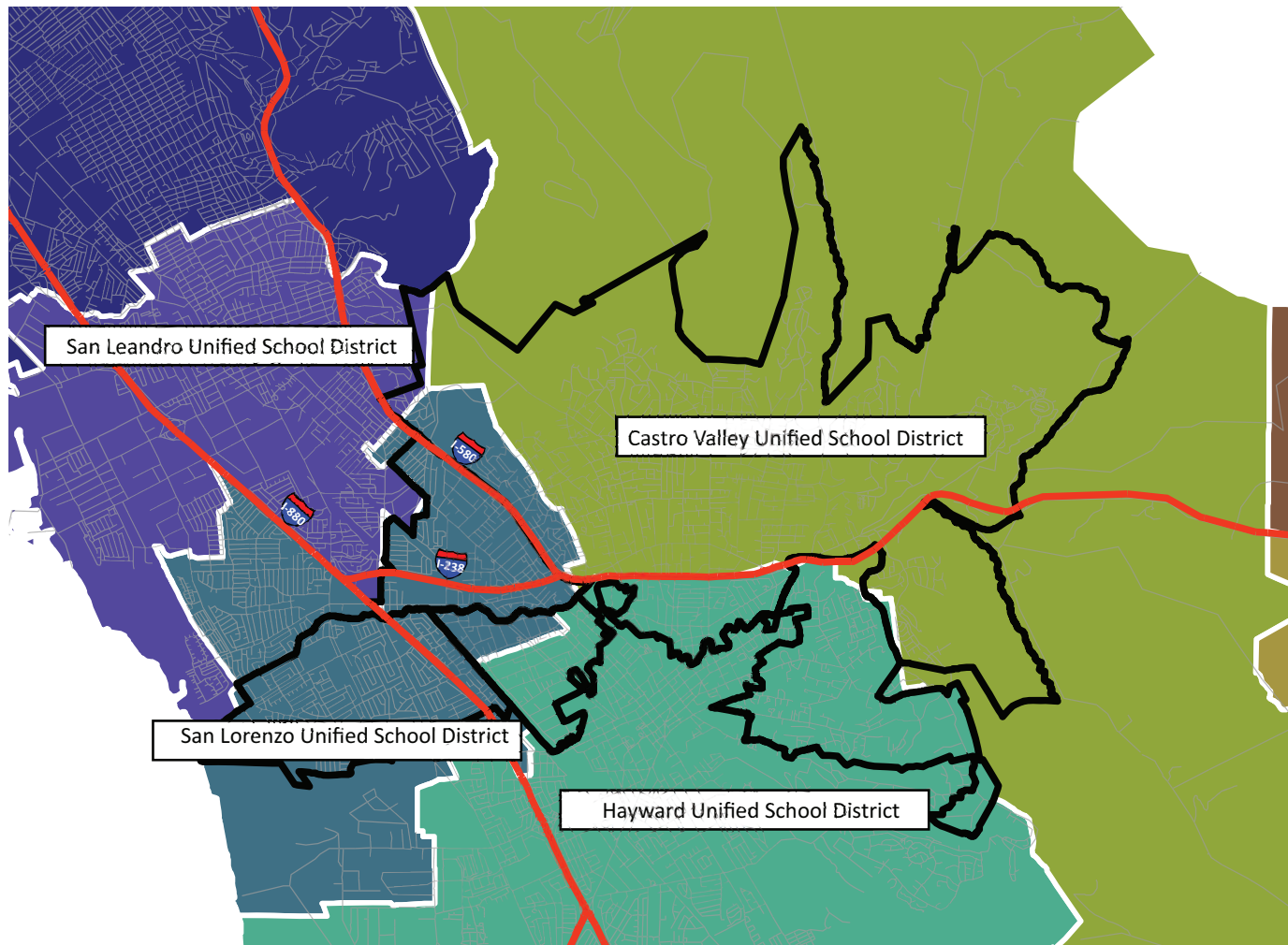


A census tract, census area, or census district is a geographic region defined for the purpose of taking a census. Usually these coincide with the limits of cities, towns or other administrative areas and several tracts commonly exist within a county. On average, a census tract contains 4,000 people. Thirty-one census tracts are either entirely contained within or overlap the Eden Area.



Zip Codes

Zip Codes are commonly used to report data from County agencies like the Public Health department and probation department. There are eight zip codes that overlap the Eden Area. Most of these cross place boundaries and extend into the surrounding cities. This makes it difficult to describe the Eden Area exclusively using zip codes.



School Districts

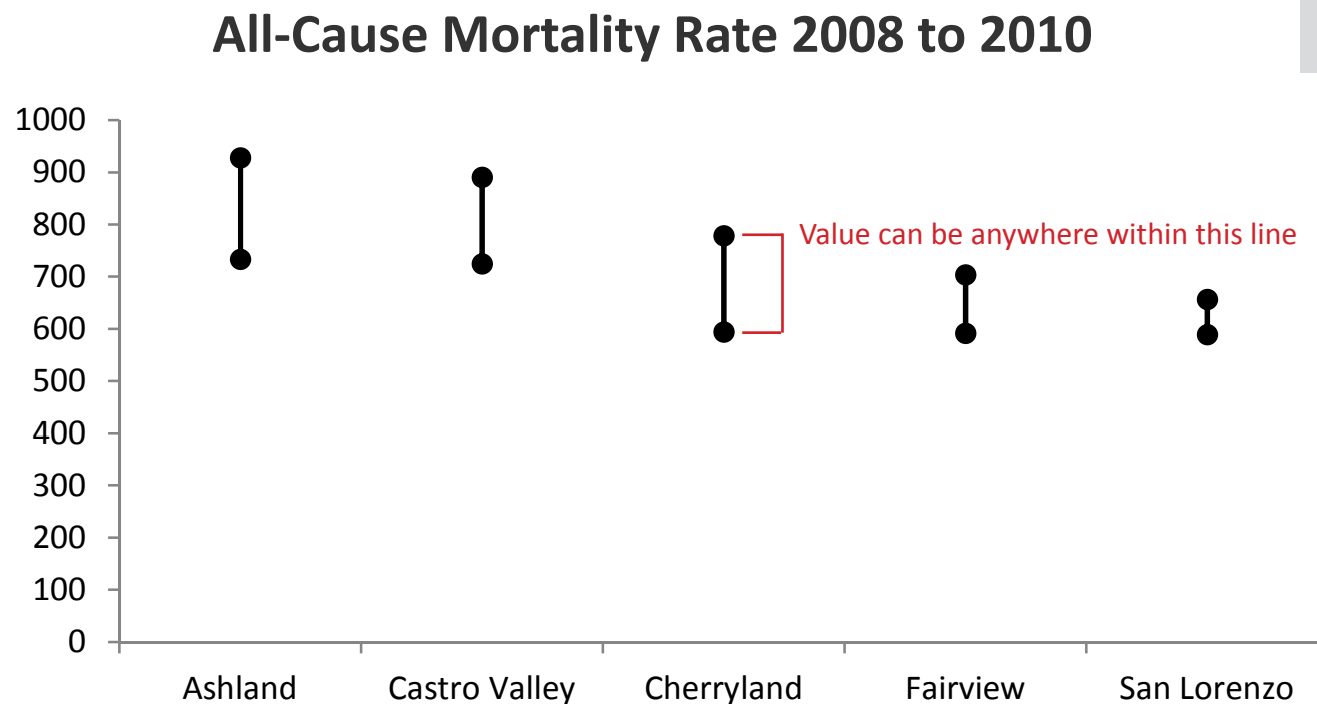
Public schools provide a rich set of data relating to their students and families. The Eden Area is served by four districts: San Leandro Unified School District, Castro Valley Unified School District, San Lorenzo Unified School District, and Hayward Unified School District. Because the boundaries of these districts extend outside of the Eden Area, data gathered by school districts does not exclusively describe Eden Area residents.

About the Data

The principle sources of data for this profile are the United States Census and various administrative data sets from County departments and school districts. This combination of data provides a rich set of information from basic demographics to more nuanced data sets like county benefit enrollments.

As with all data, there are issues with accuracy that must be addressed. In this profile, every effort has been made to ensure the accuracy of how the data is presented. This is especially true with the American Community Survey (ACS)-- a rich set of census variables that are the back bone of many reports. Unfortunately, the ACS has fairly large margins of error that makes absolute comparisons between places and time periods impossible. For example, the chart below depicts mortality rates in the 5 communities in the Eden Area. Due to this being an estimate, the rate in Ashland could be 30% higher than Cherryland or equally probable, exactly the same.

Displaying Estimates With Error



Data that is estimated from a sample, like health data or the American Community Survey, will always contain some level of error. This error increases with smaller sample sizes and smaller populations. To represent this error, this profile uses a type of graph that uses vertical lines to represent the range of possible values.

To read this graph, the estimated value is not a “known” point, rather it is a range of values that are all equally probable. On the graph, this range is represented by vertical lines.

Chapter:1 People

SECTION INCLUDES: population counts, age, gender, race/ethnicity, language spoken, political affiliation, parole & probation

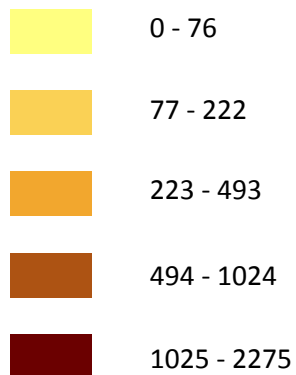
1.1 How many people live in the Eden Area?

In 2010, the census counted **131,496** people living in the Eden Area. Nearly half of these people reside in Castro Valley, the largest community in the area.

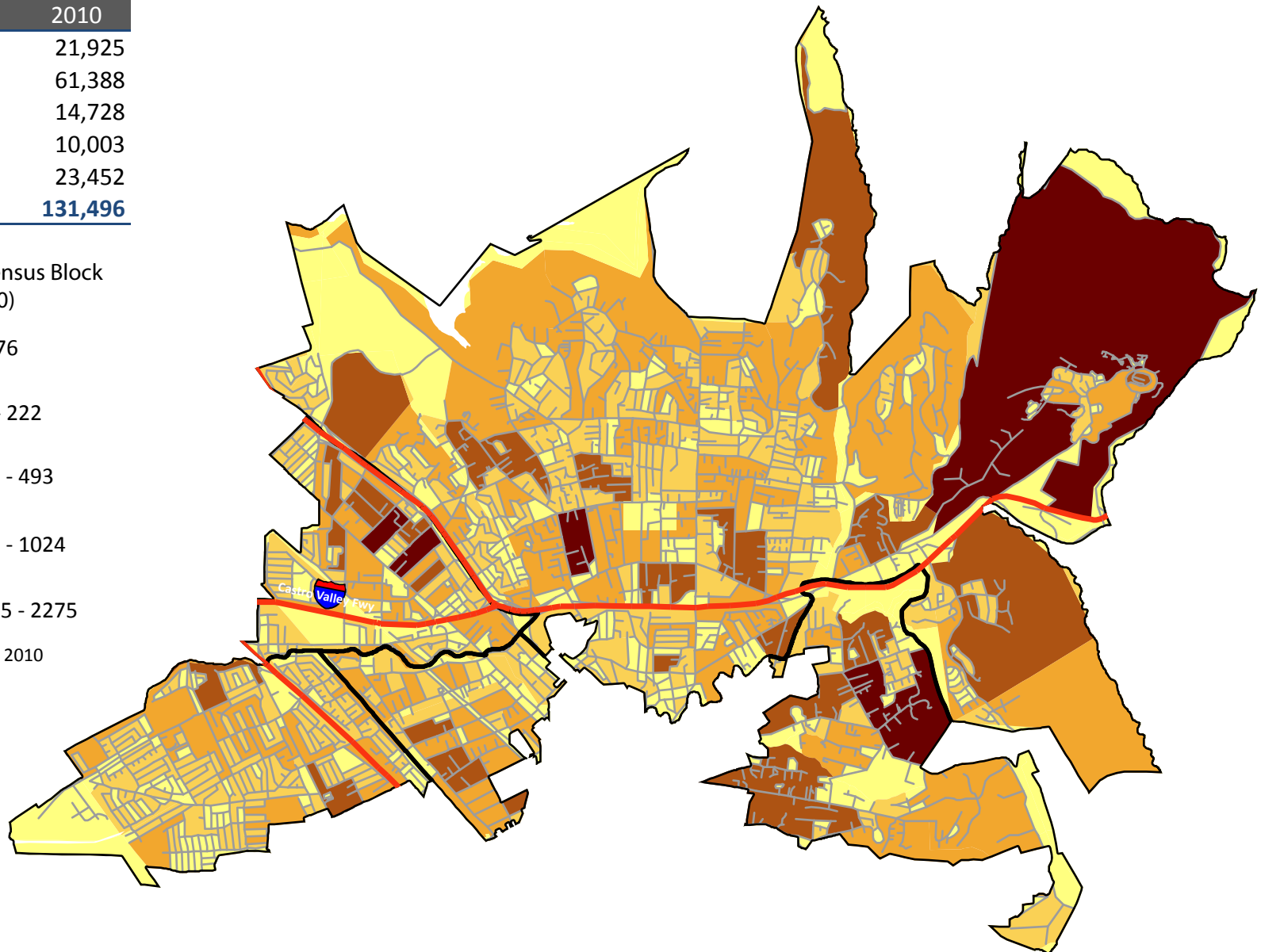
NUMBER OF RESIDENTS BY PLACE IN 2010

Place	2010
Ashland	21,925
Castro Valley	61,388
Cherryland	14,728
Fairview	10,003
San Lorenzo	23,452
Eden Area	131,496

People per Census Block (2010)



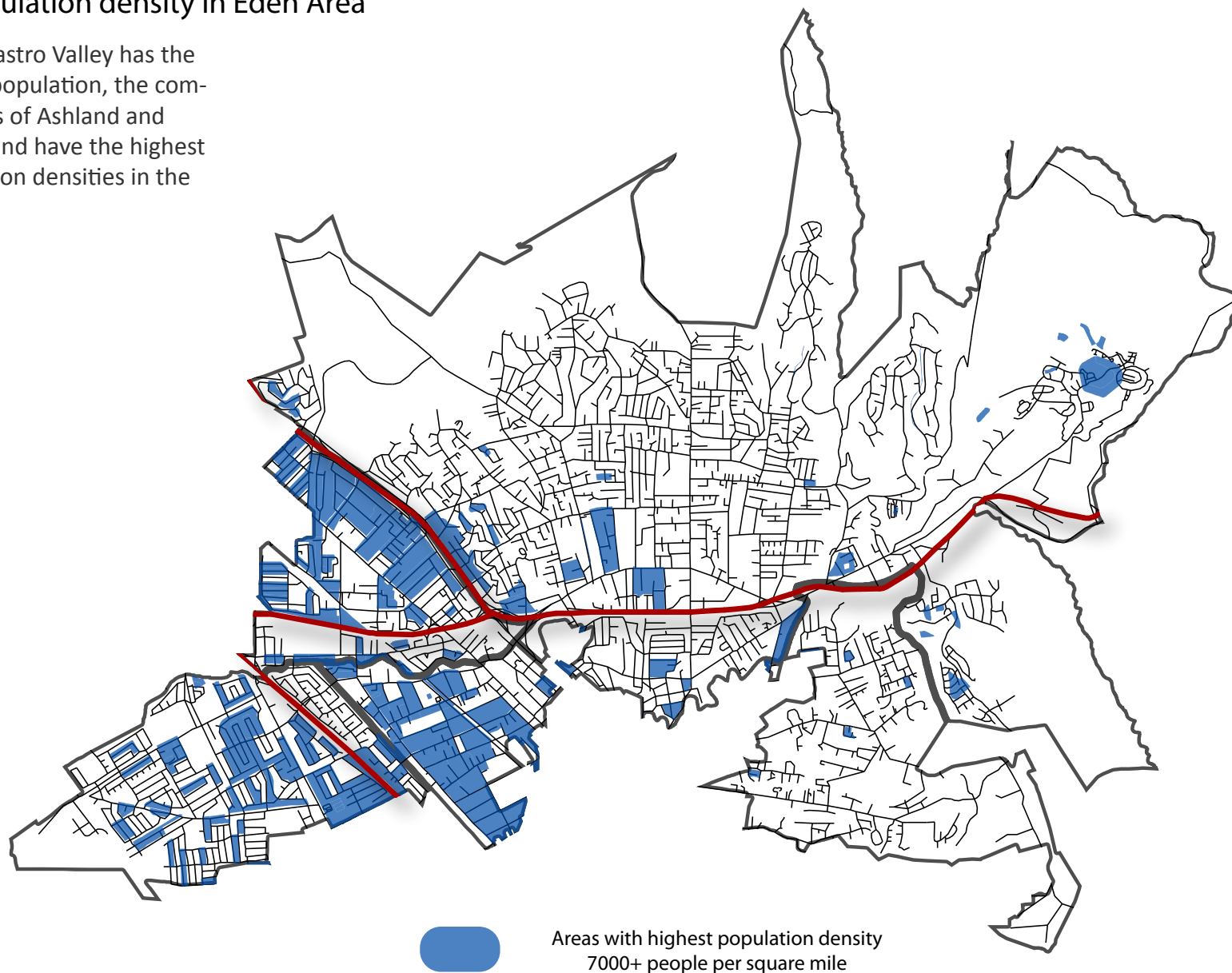
*US Census 2010



1.2 Where are the neighborhoods with the highest population density?

Population density in Eden Area

While Castro Valley has the largest population, the communities of Ashland and Cherryland have the highest population densities in the area.



1.3 How has the population changed?

RATES OF GROWTH

Overall, the population in Eden Area grew at a faster rate between 2000 and 2010 than Alameda County; seven percent compared to a countywide rate of five percent. Although the area grew rapidly between 2000 and 2010, the rate of growth was significantly slower than the 17 percent growth rate between 1990 and 2000.

POPULATION CHANGE 1990 - 2000 AND 2000 - 2010

Place	2000	2010
Ashland	25%	5%
Castro Valley	18%	7%
Cherryland	25%	6%
Fairview	5%	6%
San Lorenzo	10%	7%
Eden Area	17%	7%
Alameda County	13%	5%

source US Census

Since 1990, the Eden Area's population increased by 26,617 residents, a 25% increase from 1990. The majority of this increase, 17,961 people or 17%, occurred between 1990 and 2000.

This trend of rapid growth between 1990 and 2000 followed by a period of more moderate growth is consistent with Alameda County which grew by 13% between 1990 and 2000 and then by 5 percent the following decade.

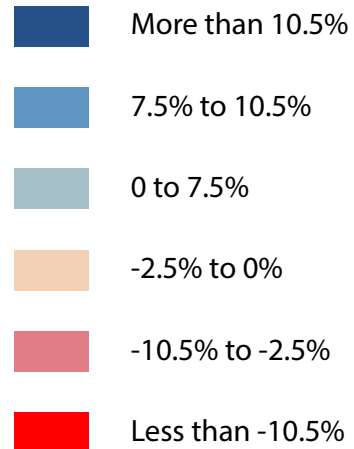
POPULATION CHANGE FOR ALAMEDA COUNTY PLACES BETWEEN 2000 AND 2010

Place	2000	2010	Change (%)	Change (#)
Dublin	29,973	46,036	54%	16,063
Emeryville	6,882	10,080	46%	3,198
Albany	16,444	18,539	13%	2,095
Pleasanton	63,654	70,285	10%	6,631
Livermore	73,345	80,968	10%	7,623
Berkeley	102,743	112,580	10%	9,837
Castro Valley	57,292	61,388	7%	4,096
San Lorenzo	21,898	23,452	7%	1,554
San Leandro	79,452	84,950	7%	5,498
Eden Area	123,290	131,496	7%	8,206
Cherryland	13,837	14,728	6%	891
Fairview	9,470	10,003	6%	533
Ashland	20,793	21,925	5%	1,132
Fremont	203,413	214,089	5%	10,676
Alameda County	1,443,741	1,510,271	5%	66,530
Union City	66,869	69,516	4%	2,647
Hayward	140,030	144,186	3%	4,156
Alameda	72,259	73,812	2%	1,553
Newark	42,471	42,573	0%	102
Oakland	399,484	390,724	-2%	(8,760)
Piedmont	10,952	10,667	-3%	(285)
Sunol	1,332	913	-31%	(419)

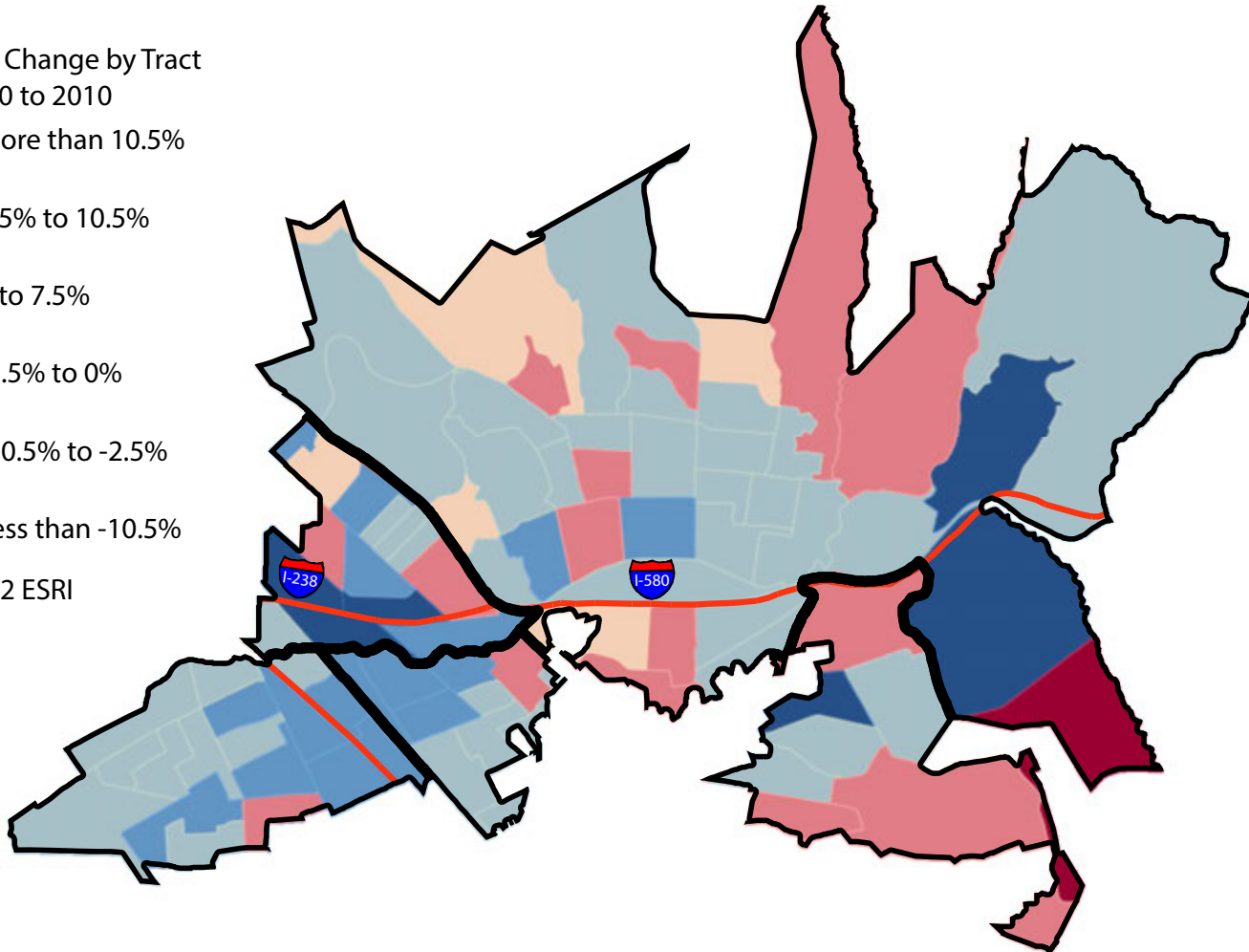
source US Census

POPULATION CHANGE BY CENSUS TRACT 2000 to 2010

Population Change by Tract
2000 to 2010



source 2012 ESRI



Between 2000 and 2010, the number of residents in the Eden Area overall increased, but the distribution of this growth was uneven across the area with some neighborhoods having large increases while others decreased. The largest percent increases occurred in the canyons in eastern Castro Valley and in southwestern Ashland around interstate 238.

1.4 What are the ages of the Eden Area residents?

The profile of ages of Eden Area residents is fairly consistent with that of Alameda County. The majority of residents are of working age (18 to 65 years-old) and the proportion of working age residents has increased between 2000 and 2010 in all five communities. Like the County, the proportion of residents who are children (younger than 18 years old) has decreased. The Eden Area is different than the County in that the proportion of residents who are older than 65 years-old has decreased as compared to the County.

PERCENTAGE OF RESIDENTS BY AGE GROUP

Place	Over 65		Under 18		Working Age	
	2000	2010	2000	2010	2000	2010
Ashland	9.1	7.6	28.5	27.8	62.4	64.6
Castro Valley	14.7	13.4	23.7	23.3	61.6	63.3
Cherryland	9.5	8.5	27	26.9	63.5	64.6
Fairview	11.8	12.8	24.1	20.7	64.1	66.5
San Lorenzo	16	12.7	25.2	24.1	58.8	63.2
Alameda County	10.2	11.1	24.5	22.6	65.3	66.3

*US Census 2010

MEDIAN AGE 2000 AND 2010

Place	2000	2010	Change
Ashland	30.9	30.6	-0.3
Castro Valley	39.4	41.2	1.8
Cherryland	31.6	32.3	0.7
Fairview	39	41	2
San Lorenzo	37.7	37.9	0.2
Alameda County	34.5	36.6	2.1

Like with Alameda County, the median age in the Area increased between 2000 and 2010. This increase was driven in large part by the large cohort of people (Baby Boomers) who are approaching retirement age. Interestingly, although the Area's median age increased, the proportion of the population who are retirement age (over 65 years old) decreased. This is contrary to countywide trends where the percentage of retirement-aged people increased.

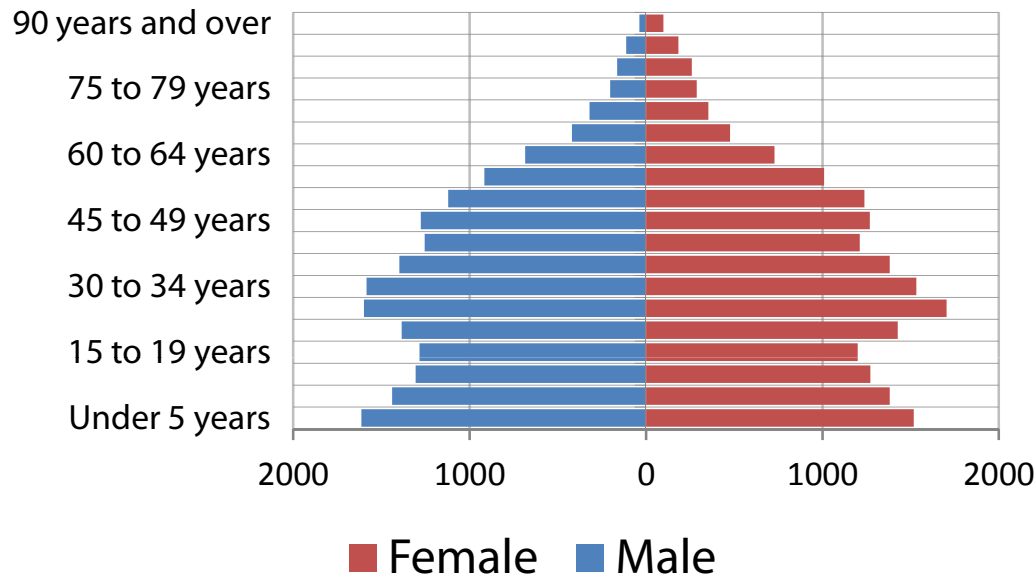
1.5 What are changes the in children's age?

According to the 2010 Census, there were 1,124 more children in the area than in 2000. Eight hundred and fifty-nine of these children were of school age, between 5 and 17 years old. This growing number of school-aged children is reflected in the increased enrollments in the school districts that serve the area. San Lorenzo Unified School District increased by 510 students and Castro Valley Unified by 423 between school year 2005-2006 to school year 2011-2012.

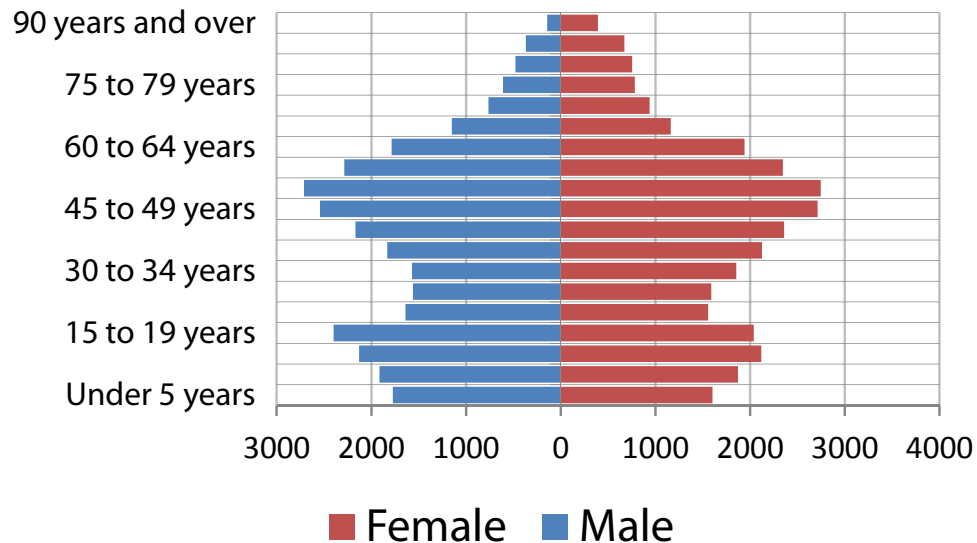
Place	Age under 5				Age 5 to 17			
	2000	2010	Change	Change(%)	2000	2010	Change	Change(%)
Ashland	1,832	1,907	75	4.1%	4,085	4,190	105	2.6%
Castro Valley	3,266	3,374	108	3.3%	10,328	10,980	652	6.3%
Cherryland	1,237	1,225	-12	-1.0%	2,496	2,731	235	9.4%
Fairview	531	562	31	5.8%	1,753	1,505	-248	-14.1%
San Lorenzo	1,336	1,399	63	4.7%	4,172	4,287	115	2.8%

1.6 What are the different age profiles for communities in the Eden Area?

ASHLAND & CHERRYLAND COMBINED AGE PROFILE
2010



CASTRO VALLEY AGE PROFILE
2010



WHAT IS AN AGE PYRAMID?

Age pyramids are a visual way to explore the number of people within each age group by gender. The columns represent different age groups and the bars represent the count of males (blue) and females (red) that fall within these age ranges

The Eden Area communities have two distinct age profiles with one represented by Ashland and Cherryland and the other by Castro Valley.

In Ashland and Cherryland (who are combined on the age pyramid), the largest proportions of residents are young adults in their early thirties and children under the age of five. This is different than the profile of Castro Valley where the majority of residents are approaching retirement age in their mid to late 50s and teenagers.

Baby Boom Generation

Baby boomers are people born between 1946 and 1964 which would make them between the ages of 49 and 67 in 2013. They are referred to as 'boomers' due to the high birth rates which followed World War II.

The aging of this large group of people presents several challenges from providing health care to the loss of large numbers of skilled workers from the labor force. The response to these challenges is already visible with the expansion of the County's hospitals and the spike in employment in health care occupations.

1.7 How many babies were born?

In 2010, 2,539 babies were born in the zip codes that include the Eden Area. The largest number of births was in 94541 which includes nearly all of Cherryland, parts of Ashland and San Lorenzo as well as parts of unincorporated north Hayward. Nearly half of all babies born, 1,076 babies, were born to mothers who identified as Hispanic or Latino. This number is

BIRTHS BY ZIP CODE		
Zip	BIRTHS	%
94541	975	38%
94542	133	5%
94546	433	17%
94552	116	5%
94578	552	22%
94580	330	13%
Total	2,539	100%

source CA Vital Statistics

twice as high as the number of babies born to mothers who identified as White(483), the next highest race/ethnicity.

Compared to 2000, the average age of mothers in 2010 changed in the Eden Area. In California, there has been a decline in the proportion of children being born to teenage women between 1990 and 2010; 12 percent to 8 percent of all births. There has been an increase in the proportion of all births to mothers aged 40 to 44 years-old, 9 percent to 15 percent.

BIRTH RATES

According to an Alameda County Public Health Department study, Ashland and Cherryland in data collected between 2006 and 2008, had the highest birth rates in Alameda County for women aged between 15 and 19. In Cherryland, the birth rate for mothers aged 15 to 19 was more than double the countywide rate, 67.9 births per 1,000 women compared to 26.5 for the County. Within Cherryland, women who identified as Hispanic and Latino had the highest birth rates, 82.2 per 1,000 women aged 18 to 44.

In Focus: Changing Ages of Mothers

Nearly half of babies born in the zip codes that include the Eden area in 2010 had mothers in their 20s. There was significant difference though between the different zip codes. In 94552, which includes eastern Castro Valley, only a quarter of babies were born to mothers in their 20s, while more than 40 percent had mothers over the age of 35. In contrast, only 16% of babies born to mothers in 94541, which includes Cherryland, were over 35 years old.

PERCENTAGE OF MOTHERS BY AGE
2010

	Under 20	20-29	30-34	35+
94541	8%	49%	27%	16%
94542	2%	35%	33%	31%
94546	4%	39%	33%	24%
94552	0%	23%	34%	42%
94578	7%	50%	27%	17%
94580	5%	49%	27%	19%
Total	6%	46%	29%	20%

source CA Vital Statistics

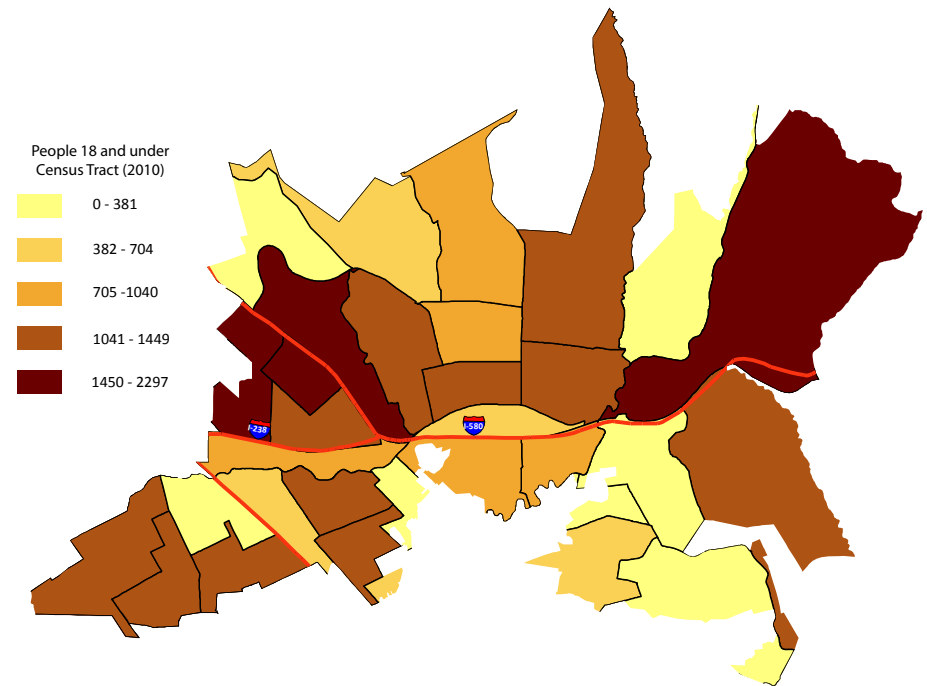
1.8 Where do children live in the Eden Area?

With the exception of Fairview, children account for nearly a quarter of the Area's population. These children were concentrated in particular neighborhoods. These neighborhoods, especially along interstate 580, had the highest population densities in the area (see page 15) and were also the most ethnically diverse (see page 23) neighborhoods in the area.

PERCENTAGE OF POPULATION UNDER 18

Place	2000	2010	Change
Ashland	29%	28%	-1%
Castro Valley	24%	23%	0%
Cherryland	27%	27%	0%
Fairview	24%	21%	-3%
San Lorenzo	25%	24%	-1%
Alameda County	25%	23%	-2%

source US Census



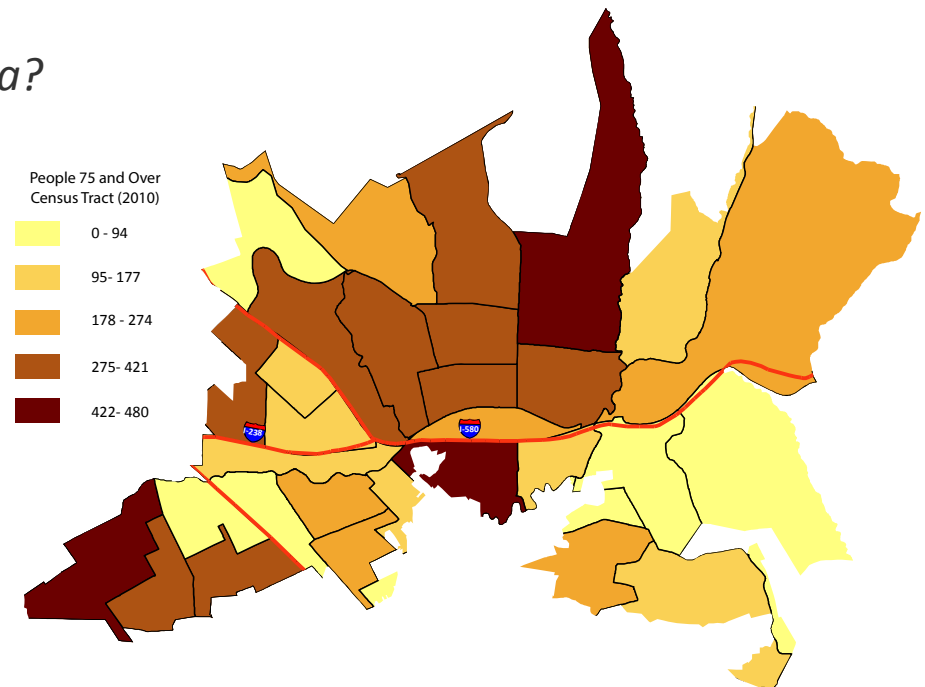
1.9 Where are senior residents in the Eden area?

Unlike the County, the proportion of the residents who were 65 years old and over in the Eden Area decreased in 2010 compared to 2000.

PERCENTAGE OF POPULATION 65 AND OVER

Place	2000	2010	Change
Ashland	9%	8%	-2%
Castro Valley	15%	13%	-1%
Cherryland	10%	9%	-1%
Fairview	12%	13%	1%
San Lorenzo	16%	13%	-3%
Alameda County	10%	11%	1%

source US Census



1.10 What is the racial and ethnic composition of residents?

In 2010, the majority of Eden Area residents identified as people of color. This was due to the increase of 21,512 residents who identified as Latino or Hispanic or Asian and the large decline in the number of residents who identified as White, a decrease of 15,512 people between 2000 and 2010. The magnitude of these trends is different in Ashland/Cherryland/San Lorenzo Area than in the Castro Valley/Fairview Area. In the Ashland/Cherryland/San Lorenzo Area, the decrease in people who identified as White was 36%, twice the 18% decrease in the Castro Valley/Fairview. The increase in people who identified as Black or African American, Asian, or Hispanic or Latino was larger in Castro Valley/Fairview Area, 54% compared to 38% in Ashland/Cherryland/San Lorenzo Area.

Eden Area Total

2000

2010

Ashland/Cherryland/San Lorenzo Area Ethnic or Race Change

21,991 White

7,631 Asian

17,925 Latino or Hispanic

6,162 Black or African-American



14,706 White

10,489 Asian

26,192 Latino or Hispanic

7,103 Black or African-American

Castro Valley/Fairview Ethnic or Race Change

41,613 White

8,721 Asian

8,417 Latino or Hispanic

4,885 Black or African-American



34,016 White

14,665 Asian

12,860 Latino or Hispanic

6,365 Black or African-American

Asian
+53.8%
(+8,802) ↑

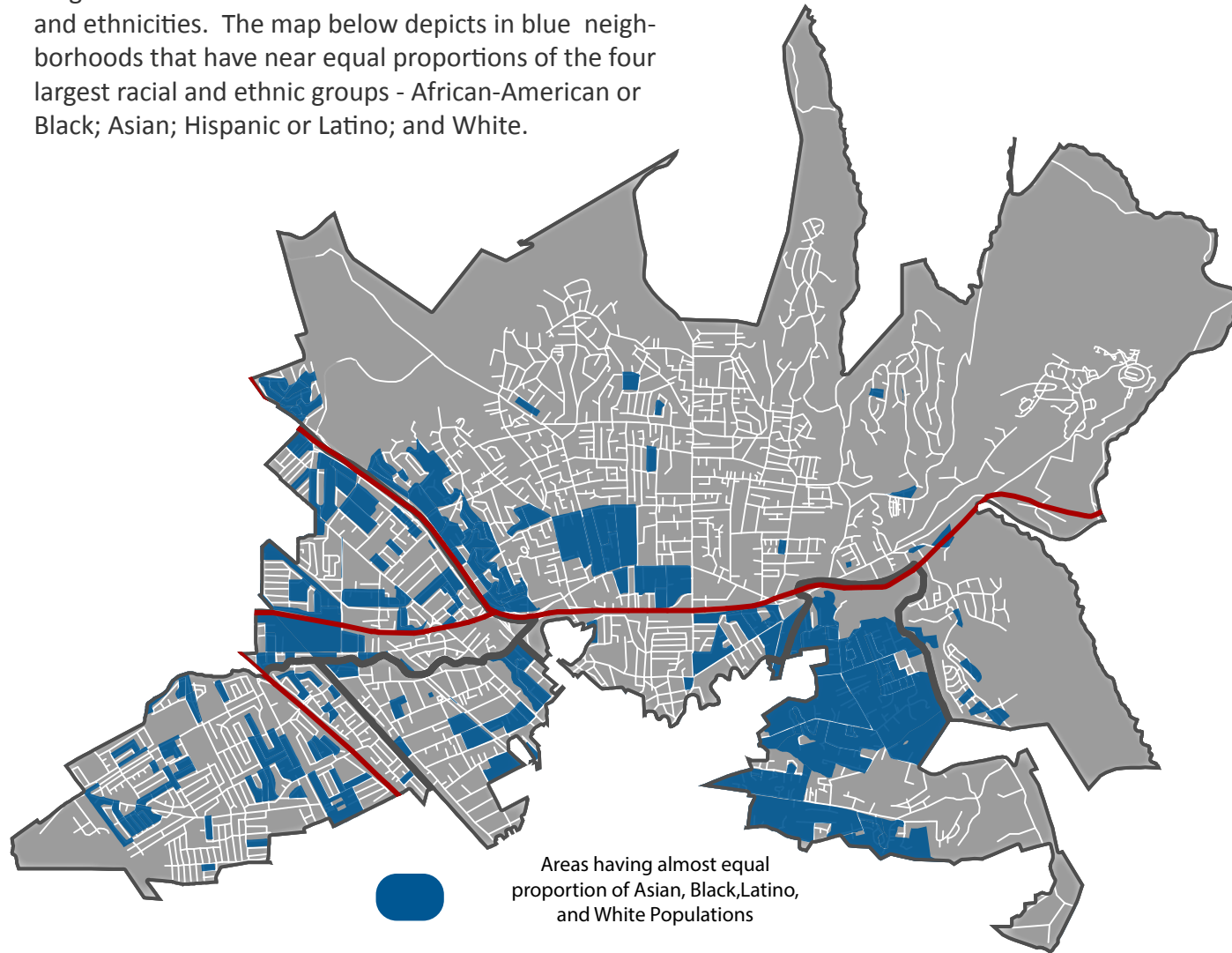
Black or
African American
+21.9%
(+2,421) ↑

Latino or
Hispanic
+48.2%
(+12,710) ↑

White
-24.4%
(-15,512) ↓

1.11 Where are the most diverse neighborhoods in the Eden Area?

Although the majority of residents in the Eden Area identified as a person of color, there were particular neighborhoods that have a richer mix of different races and ethnicities. The map below depicts in blue neighborhoods that have near equal proportions of the four largest racial and ethnic groups - African-American or Black; Asian; Hispanic or Latino; and White.



Measuring Diversity

The proportionality of the different ethnic/race groups was determined using the Simpson Diversity Index. This index used population data obtained from Census 2010 at the census block level (100). The index ranges between 0 and 1. A zero indicates equal proportions while a 1 signifies one group accounting for the entire population.

Impacts of Diversity

According to the 2010 Census, people who identify as a person of color represent the majority of residents in the Eden Area. This change in the ethnic/racial composition of residents detected by the Census may seem abstract but it is realized in the community in places like student enrollment or public transit ridership.

Public Education

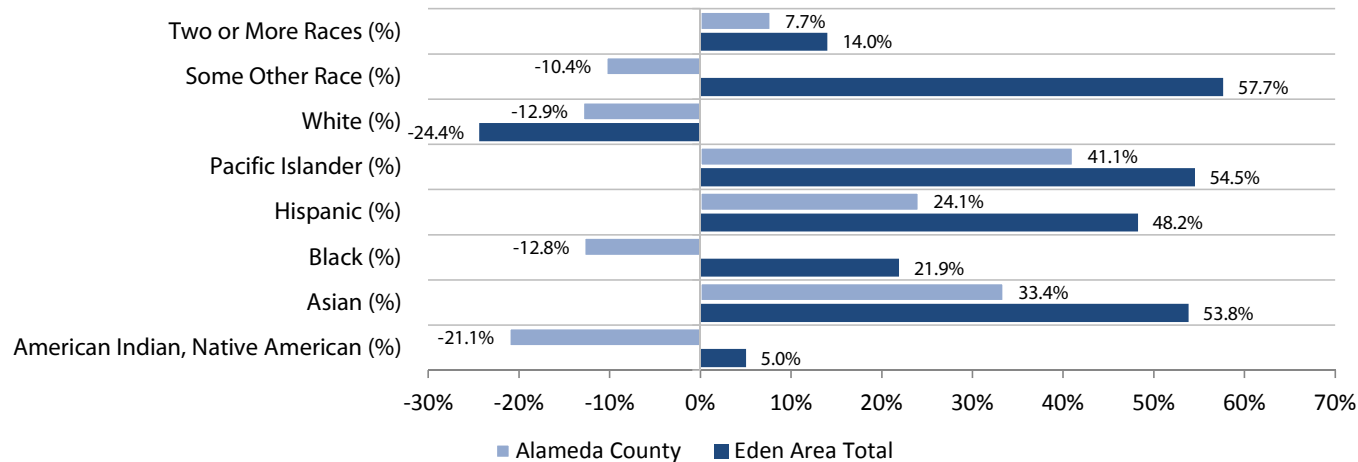
Within the school districts that serve the Eden Area, there were 2,000 more English Learners in 2010 than in 2000. Three quarters of these students identify Spanish as their native language at home.

Transit Ridership

Bay Area Rapid Transit (BART) surveys indicate that ridership at stations serving the Eden area consists primarily of people of color.

1.12 How do the ethnic/racial changes in the Eden Area compare to Alameda County?

CHANGE IN RACE & ETHNICITY BETWEEN 2000 AND 2010



Demographic change in Alameda County from 2000 to 2010 was similar to change in the Eden Area, though on a smaller scale. The decrease in the White population in the Eden Area was nearly double that of the county (24.4% compared to 12.9%). Similarly, the increase in the population of people of color was greater in the Eden Area than in Alameda County. The Asian population in the Eden Area increased by 54% in the Eden Area compared to 33% for the County. The Eden Area Hispanic/Latino population grew by 48% compared to 24% countywide. While the African American/Black population of Alameda County decreased countywide by 13%, the Eden Area saw an increase of 22%.

CHANGE IN POPULATION BY PLACE AND RACE/ETHNICITY BETWEEN 2000 AND 2010

Place	Black or African American		White		Asian		Hispanic or Latino	
	Change (#)	Change (%)	Change (#)	Change (%)	Change (#)	Change (%)	Change (#)	Change (%)
Ashland	83	2%	-2,170	-39%	940	30.4%	2,641	39%
Cherryland	338	25%	-1,862	-38%	253	22.0%	2,181	38%
San Lorenzo	520	84%	-3,883	-34%	1,665	49.1%	3,445	64%
Subtotal	941	15%	-7,915	-36%	2,858	37.5%	8,267	46%
Castro Valley	1,314	45%	-6,594	-18%	5,383	69.4%	3,705	53%
Fairview	166	9%	-1,003	-22%	561	58.2%	738	52%
Subtotal	1,480	30%	-7,597	-18%	5,944	68.2%	4,443	53%
Eden Area Total	4,842	22%	-31,024	-24%	17,604	53.8%	25,420	48%

source US Census

1.13 What is the composition of the Asian population in the Area and how has that changed?

Residents who identified as Asian to the 2010 Census significantly increased between 2000 and 2010 and now Asian residents constitute 20%, 25,154 residents, of the Area's population. The race Asian though masks much of the diversity within this group and some of the differences between communities.

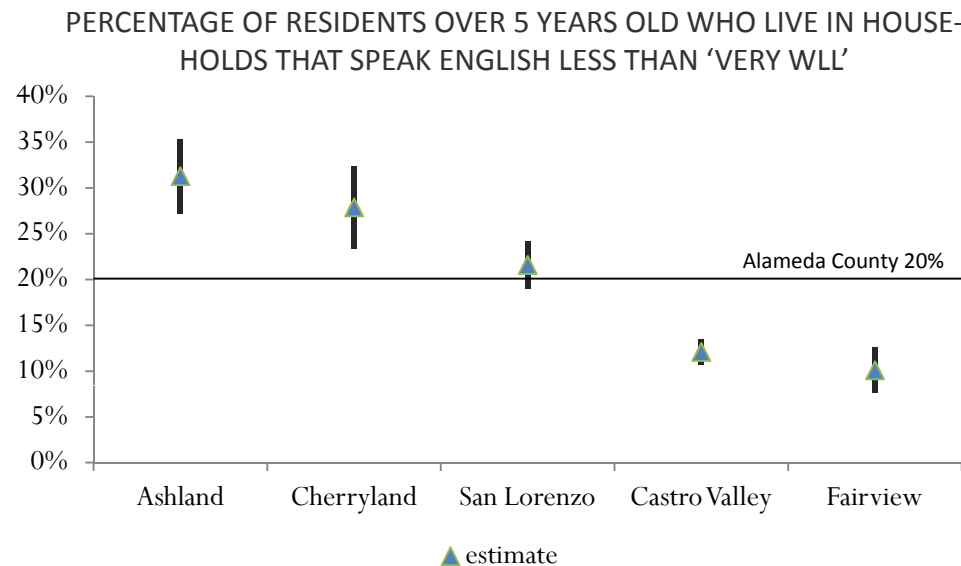
The two largest Asian nationalities were Chinese and Filipino which account for 71% of all Asian residents--11,045 and 6,727 respectively. The proportion of these groups has grown since 2000 as they account for 76% of all new Asian residents in the Eden Area between 2000 and 2010. Even though Chinese residents account for 44% of all Asian residents, Filipino residents are the largest Asian nationality in three out of the five communities – Cherryland, Fairview, and San Lorenzo. This is due to the large number of Chinese residents concentrated in Castro Valley, 7,067 people or 64% of all Chinese residents.

While having smaller populations, there have been significant changes in other Asian nationalities. Vietnamese are the fastest growing Asian nationality adding 911 new residents. The majority of this growth occurred in Castro Valley and San Lorenzo. There were also small decreases in Asian populations in the Eden Area. Ashland reported 50% fewer Asian Indians than the previous census and the Korean population decreased in all areas but Castro Valley. Japanese was the only Asian Ethnicity with an overall decrease in population of 4%.

1.14 What languages are being spoken at home or in the schools?

According to the American Community Survey conducted between 2007 and 2011, an estimated 40% of residents over the age of five in the Eden Area lived in homes who reported as speaking a language other than English at home. Nearly half of these homes reported as speaking English less than "very well". Spanish and Asian or Pacific Islander languages are the two most spoken languages – 53% and 33% of households that spoke a different language than English at home.

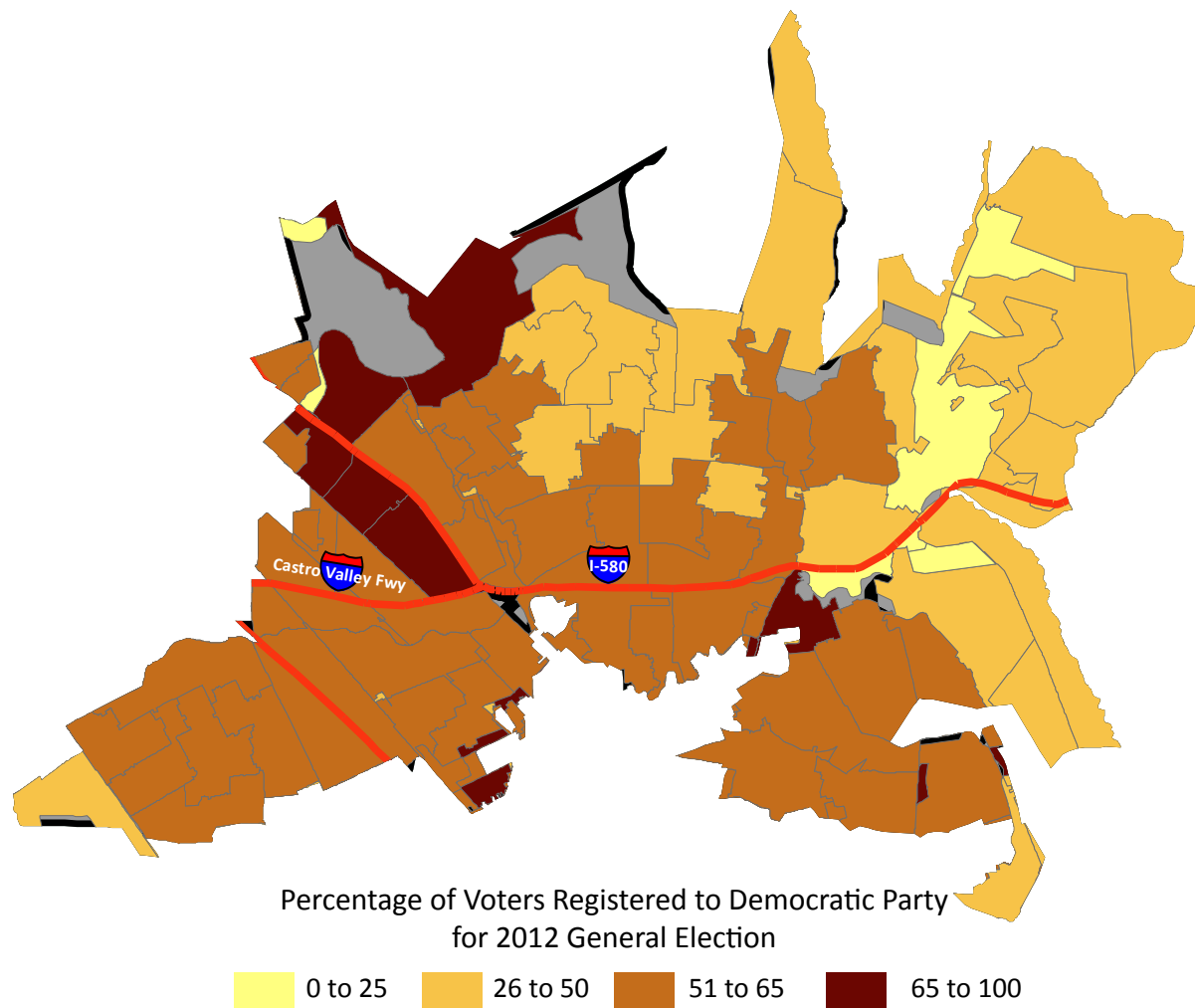
There were significant differences between the five communities with Ashland, Cherryland, and San Lorenzo having nearly 50% of homes reporting as speaking a language other than English at home compared to Castro Valley and Fairview which were 30%.



source American Community Survey 2007 to 2011

1.15 What are the political affiliations of Eden Area registered voters?

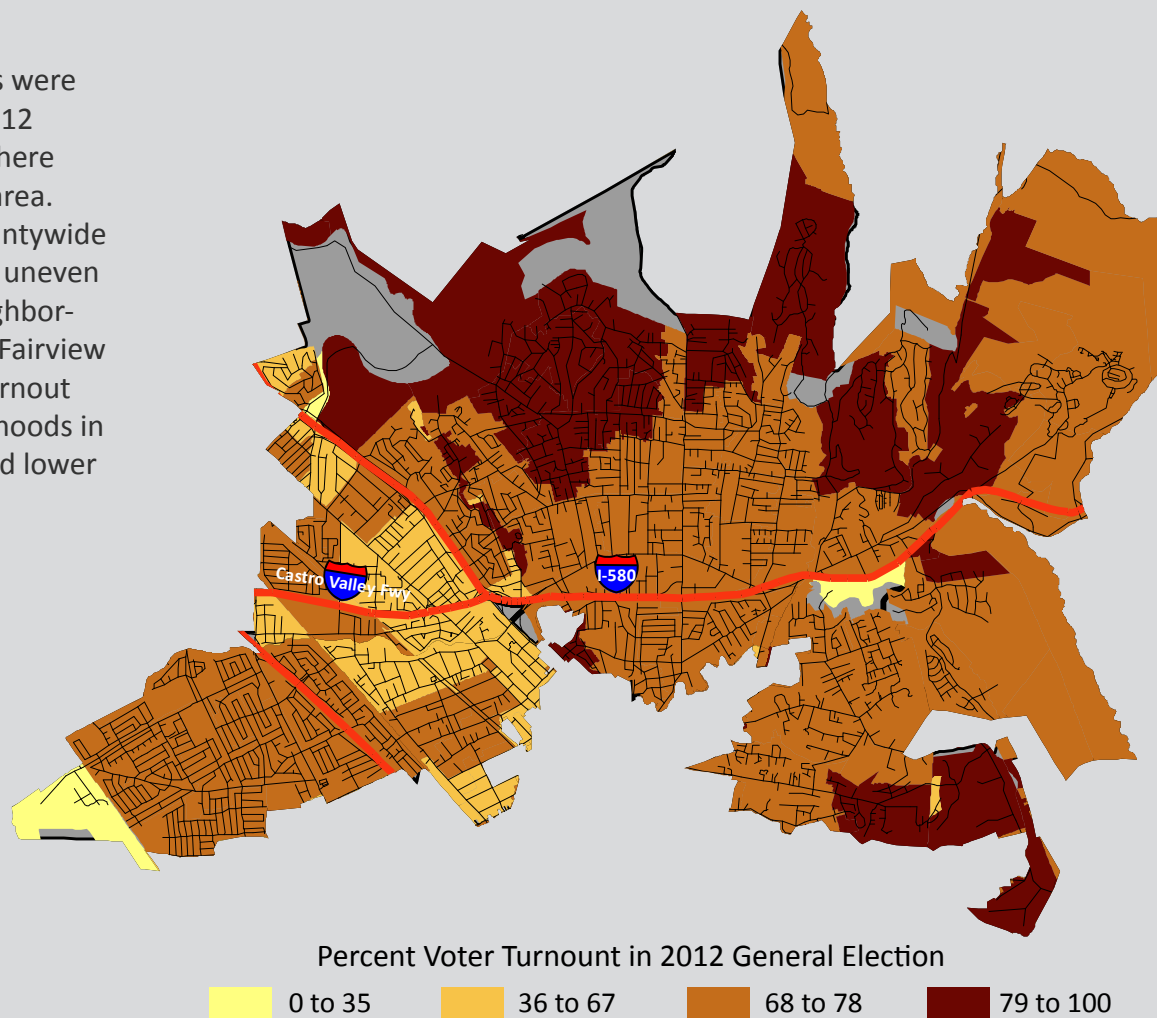
Political affiliation of registered voters in the Eden Area mirrors that of the County. In 2012, the area was primarily registered as Democrats, 55%. The next largest group were voters who declined to state, around 20%. One difference between the Eden Area and the County was that more voters registered Republican in the area, 18% compared to the countywide rate of 14%.



source Alameda Registrar of Voters

In Focus: What was voter turnout in the 2012 General Election?

86,362 Eden Area residents were registered to vote in the 2012 General Election. Overall, there was a 73 % turnout in the area. This is roughly equal to countywide turnout rates. Turnout was uneven across the area. Some neighborhoods in Castro Valley and Fairview had higher than average turnout rates while some neighborhoods in Ashland and Cherryland had lower rates.



source Alameda County Registrar of Voters

1.16 How many residents are under criminal justice supervision?

In July of 2010, 755 residents were on probation. During the same year in October, 559 people in the zip codes that include the Eden Area were on parole. Ashland and Cherryland have two of the highest rates of people under supervision compared to their population in Alameda County

Probation

In July of 2010, there were 755 residents of the Eden Area who were on probation. Cherryland has the highest proportion of their population on probation with a rate of 1,202 per 100,000. This rate is comparable to Oakland at 1,246 which has the highest rate in the county.

PROBATIONERS IN JULY 2010

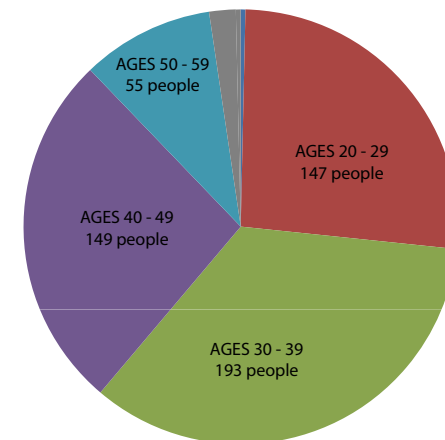
Place	Probationers	per 100,000
Ashland	211	962
Castro Valley	208	339
Cherryland	177	1,202
San Lorenzo	111	473
Fairview	48	480

Parole

On October 4th, 2010, 559 residents in the zip codes that include the Eden Area were on parole. More than half of these people were under the age of 40.

Zip Code	Parolees
94541	245
94542	15
94545	138
94552	4
94578	127
94580	30
Total	559

PAROLE POPULATION BY AGE IN OCTOBER 2010 FOR EDEN ZIP CODES



source California Department of Corrections

In Focus: State prisoners supervised by County probation

In 2011, as part of Public Safety Realignment, California shifted the responsibility for supervising state prisoners convicted of non-serious, non-violent or non-sex offenses to the county where they reside. This is called realignment. According to a March 2013 Alameda County Probation Department report, there were 632 active Post-Release Community Supervision clients in Alameda County.

Chapter:2 Houses & Family

SECTION INCLUDES: basic count of houses; homeownership rates; household size; household composition; household incomes, poverty;

2.1 How many houses are there in the Eden Area?

In 2010, there were 47,441 housing units in the Eden Area. This was an increase of 2,328 new housing units, a five percent increase since 2000 and a 13% increase from 1990. Like with population growth, housing unit production was faster between 1990 and 2000, 7.4 percent and then slowed to 5.2 percent between 2000 to 2010.

Of the 47,441 housing units in the Eden Area, the majority of homes were single family homes. According to the County Assessor, 3 out of 4 parcels were classified as single family homes. In some areas, like San Lorenzo, 93% of parcels were single family homes.

2.2 How many houses are occupied?

Of the housing units, 45,176 were occupied (about 95%). The Census refers to occupied housing units as “households.” Household growth between 2000 and 2010 was 908 households or two percent. Because of the differential growth rate between population (+8,206 people); housing unit development (+2,328 houses); and household formation (+908 households), there were more people living in each household. Household sizes in the area increased from 2.72 in 2000 to 2.86 in 2010. This is in contrast to the County where the household size remained at 2.7.

San Lorenzo is where this trend of faster population growth than household formation is most apparent. Between 2000 and 2010, San Lorenzo added 1,554 residents but only built an additional 65 housing units. In addition, San Lorenzo had 75 fewer households. Because of these trends, San Lorenzo had the largest increase in household size, 2.92 in 2000 to 3.12 in 2010.

CHANGING VACANCY RATE

Adding to the deficit in household formation in 2010 was the large number of foreclosures during the most recent economic crisis. Even as new residents were moving into the area, the vacancy rate more than doubled, 4.8 percent (2,277 vacant housing units) in 2010 compared to 1.9 percent in 2000. Vacancy rates were highest in Ashland (488 units) and Cherryland (332 units), 6.3 and 6.7 percent respectively.

Fastest Growing Communities by Housing Unit 2000 to 2010

Although the supply of housing units in the Eden Area is growing, it is lagging behind the pace of population growth in the area. For example, in San Lorenzo, the population grew by 1,554 residents, but housing units only increased by 65.

CHANGE IN HOUSING UNITS BY PLACE (2000 TO 2010)

Place	2000	2010	% Change
Dublin	9,872	15,782	37%
Emeryville	4,274	6,646	36%
Livermore	26,610	30,342	12%
Union City	18,877	21,258	11%
Albany	7,248	7,889	8%
Pleasanton	23,968	26,053	8%
Fairview	3,351	3,642	8%
Alameda County	540,183	582,549	7%
Oakland	157,508	169,710	7%
Fremont	69,452	73,989	6%
Castro Valley	22,003	23,392	6%
Ashland	7,327	7,758	6%
Berkeley	46,875	49,454	5%
Hayward	45,922	48,296	5%
Eden Area	12,432	12,649	2%
San Leandro	31,334	32,419	3%
Cherryland	4,823	4,975	3%
Alameda	31,644	32,351	2%
Newark	13,150	13,414	2%
Piedmont	3,859	3,924	2%
San Lorenzo	7,609	7,674	1%
Sunol	503	394	-28%

2.3 What are the homeownership rates?

In Alameda County in 2010, there was roughly an even split of homes that were occupied by owners (53%) and homes lived in by renters (47%). The Eden Area had significantly higher owner-occupied households, 61% and 39% renter-occupied.

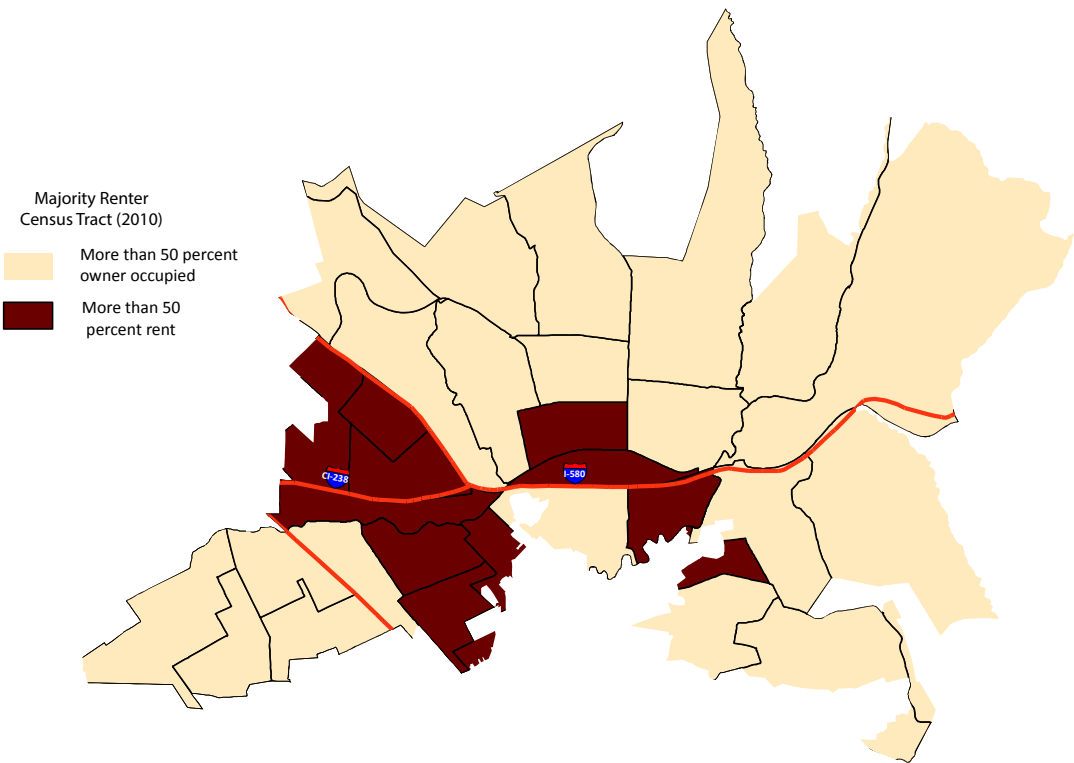
DIFFERENCES BETWEEN NEIGHBORHOODS

There was a large difference in homeownership rates within the Eden Area. In some neighborhoods, the percent of homes occupied by owners was greater than 90%. Conversely, in some low-income neighborhoods the majority of homes were occupied by renters -- greater than 70% in some neighborhoods.

DIFFERENCES BETWEEN RACE AND ETHNIC GROUPS

There were significant differences that exist in home ownership between the different ethnic and racial groups. Thirty-one percent of households with a head of householder who identified as Black or African American and 46% of Hispanic or Latino were owner-occupied. This is compared to households headed by people who identified as White or Asian which had owner-occupancy rates of 68% and 76% respectively. Although there are discrepancies in owner-occupancy between different racial and ethnic groups, these disparities are less than in the County. Households headed by an Asian person had significantly higher owner-occupancy rates, 76% for the Area compared to 58% for the County.

OWNER OR RENTER OCCUPANCY BY CENSUS TRACT IN 2010



OWNER OR RENTER OCCUPANCY BY RACE/ETHNICITY IN 2010

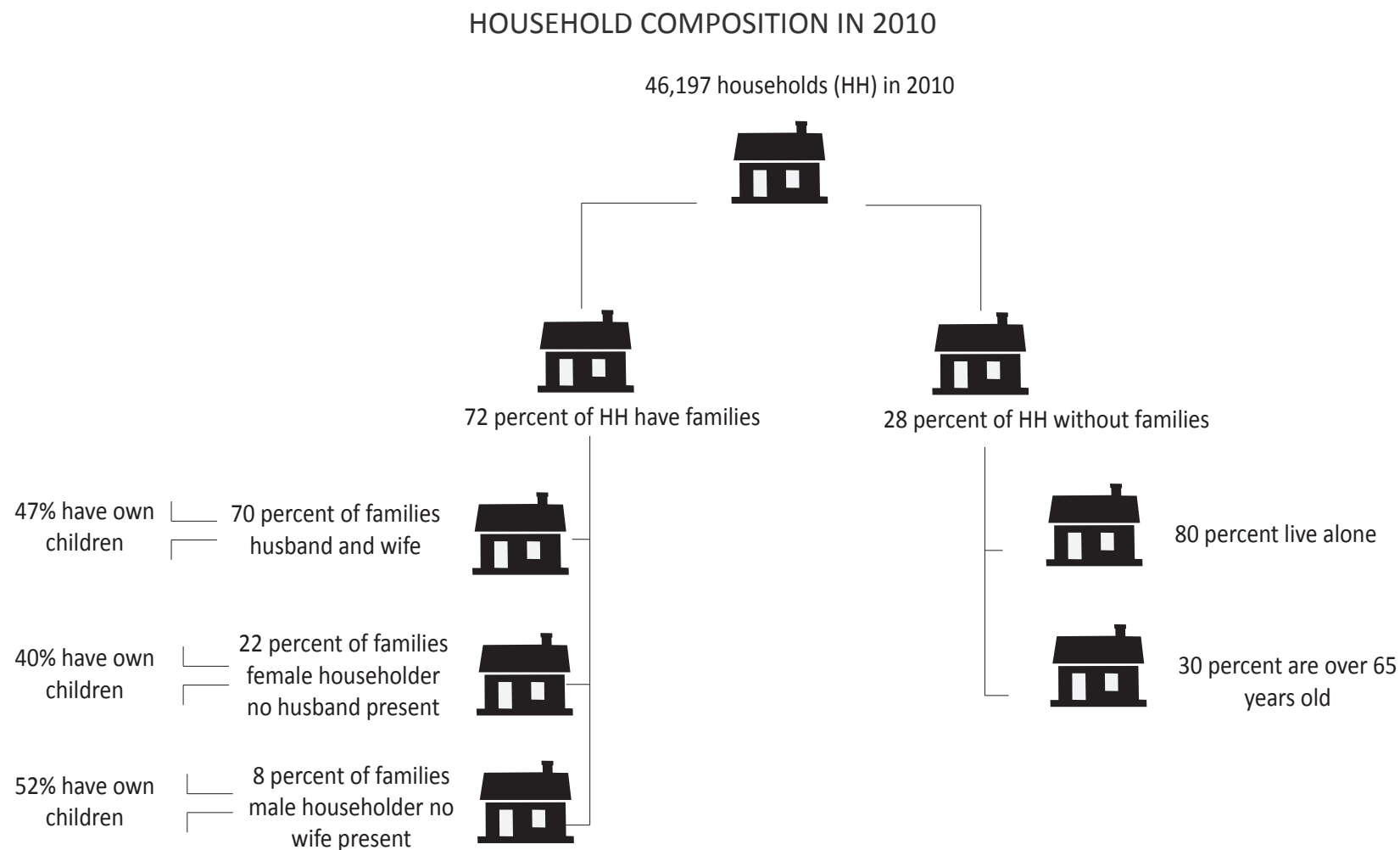
	ASIAN		BLACK OR AFRICAN AMERICAN		HISPANIC OR LATINO		WHITE	
	Alameda County	Eden Area	Alameda County	Eden Area	Alameda County	Eden Area	Alameda County	Eden Area
Owner Occupied	58%	76%	33%	31%	41%	46%	60%	68%
Renter Occupied	42%	24%	67%	69%	59%	54%	40%	47%

Source US Census 2010

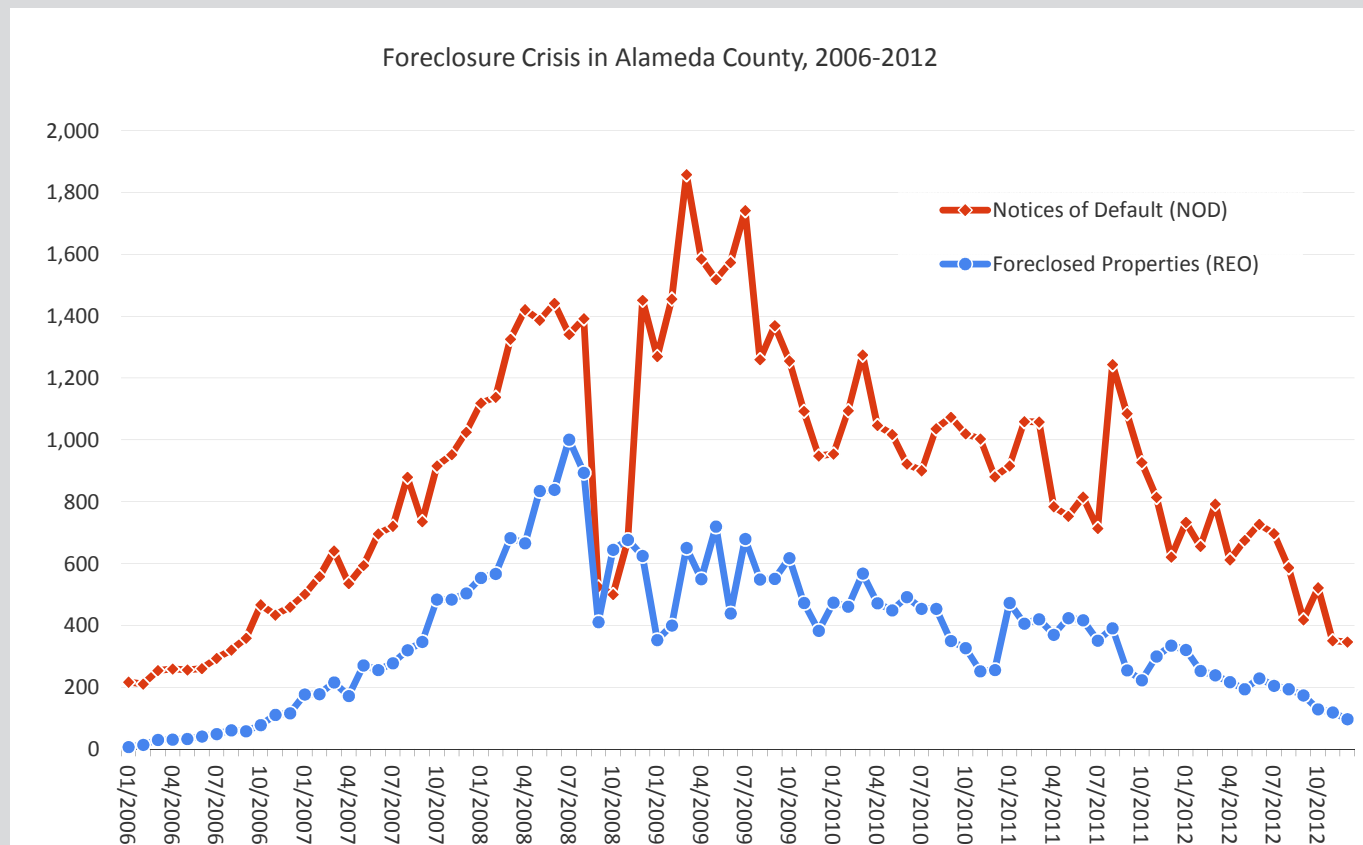
2.4 What is the composition of households?

In 2010, 32,511 households were occupied by families (two or more related individuals) in the Eden Area - 72% of all households. This is higher than the countywide percentage of 65%. Family sizes are generally larger than for non-family households and like with households the average family size in the Eden Area increased while countywide family sizes have remained the same between 2000 and 2010. The flatland communities had the largest family sizes peaking at 3.64 people per family in Cherryland. Conversely, the hill communities had an average family size lower than the County average. For example, Castro Valley's average family size in 2010 was 3.15 compared to 3.3 for the County.

In Alameda County, there has been a large decrease in the number of households with children, 33% in 2000 to 28% in 2010. This trend is true in the Eden Area but to a smaller degree, 35% to 34%.



Impact Section: Foreclosure Crisis in Alameda County and the Eden Area



2010 housing data reflect the economic recession where unemployment rates skyrocketed (California reached 12.4% in 2010) and thousands of homeowners went into foreclosure. In Alameda County, during the six-year time period 2006 to 2012, 7,000 notices of default were mailed to homes and 2,879 homes went into foreclosure.

In the Eden Area, vacancy rates jumped. In Ashland, the vacancy rate increased by 450% between 2000 and 2010, from 1.4 to 6.3 percent. Even though houses were being foreclosed upon and left vacant, the Eden Area continued to grow in population adding 8,206 new residents. These new residents were housed by the formation of 908 new households and the increases in household and family sizes.

HOUSEHOLD INCOME 2007 TO 2011

INCOME AND BENEFITS (IN 2011 INFLATION- ADJUSTED DOLLARS)	Ashland		Castro Valley		Cherryland		Fairview		San Lorenzo	
	%	Margin of Error	%	Margin of Error	%	Margin of Error	%	Margin of Error	%	Margin of Error
Total households	7,099	(X)	22,066	(X)	4,369	(X)	3,304	(X)	7,473	(X)
Less than \$10,000	7.70%	+/-2.6	2.30%	+/-0.6	6.20%	+/-2.8	6.80%	+/-3.6	2.10%	+/-1.1
\$10,000 to \$14,999	5.80%	+/-1.9	4.10%	+/-1.0	5.70%	+/-2.4	0.70%	+/-0.9	4.80%	+/-1.6
\$15,000 to \$24,999	11.30%	+/-2.9	5.00%	+/-1.1	12.80%	+/-4.0	2.80%	+/-1.9	6.70%	+/-1.8
\$25,000 to \$34,999	10.20%	+/-2.8	7.20%	+/-1.3	8.40%	+/-3.5	4.20%	+/-2.3	7.10%	+/-1.9
\$35,000 to \$49,999	16.60%	+/-3.0	11.40%	+/-1.6	16.30%	+/-4.9	9.00%	+/-3.4	11.80%	+/-2.5
\$50,000 to \$74,999	21.80%	+/-3.1	16.00%	+/-1.9	23.90%	+/-5.1	19.20%	+/-4.8	19.60%	+/-3.4
\$75,000 to \$99,999	9.90%	+/-3.0	12.80%	+/-1.6	13.20%	+/-3.9	13.00%	+/-3.4	17.60%	+/-2.8
\$100,000 to \$149,999	11.40%	+/-2.6	18.10%	+/-1.9	9.10%	+/-3.1	20.70%	+/-4.0	21.90%	+/-3.0
\$150,000 to \$199,999	3.60%	+/-1.8	12.40%	+/-1.6	2.60%	+/-2.1	8.30%	+/-2.2	6.30%	+/-1.7
\$200,000 or more	1.70%	+/-1.4	10.60%	+/-1.3	1.60%	+/-1.7	15.30%	+/-4.6	2.20%	+/-1.1
Median household income (dollars)	\$48,026	+/-4,438	\$82,370	+/-4,172	\$50,987	+/-6,863	\$85,288	+/-9,166	\$73,053	+/-5,793
Mean household income (dollars)	\$59,263	+/-4,130	\$103,705	+/-3,493	\$59,361	+/-4,999	\$106,473	+/-8,288	\$78,129	+/-3,602

*Source: American Community Survey 5-year 2007-2011

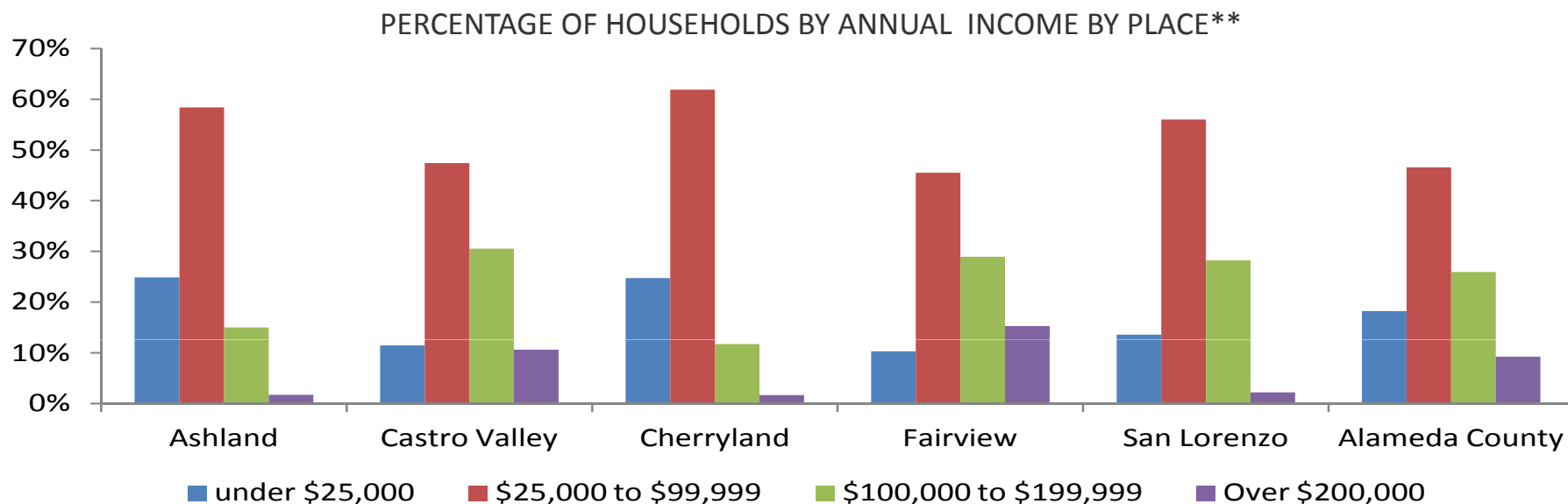


Top three income brackets with largest portion of population

2.5 What are household incomes?

The average of annual median incomes for the communities in the Eden Area was higher than the County's median income -- \$70,821 in the Eden Area compared to \$69,384 for the County. The Area's highest incomes were in Fairview and Castro Valley whose median incomes were 15% higher than the County, \$85,288 and \$82,370 respectively.

Although the Area had higher incomes overall, there were stark differences between the different communities within the Area. In Ashland and Cherryland, the median income was more than \$30,000 a year less than in Fairview, respectively \$48,026 and \$50,987. This disparity in income was also evident in the percentage of people within different income categories. In Fairview, around 10% of the households earn less than \$25,000 a year compared to Ashland and Cherryland where an estimated quarter of households persist on less than \$25,000 a year. In addition to smaller household incomes, household sizes in the poorer communities are larger.



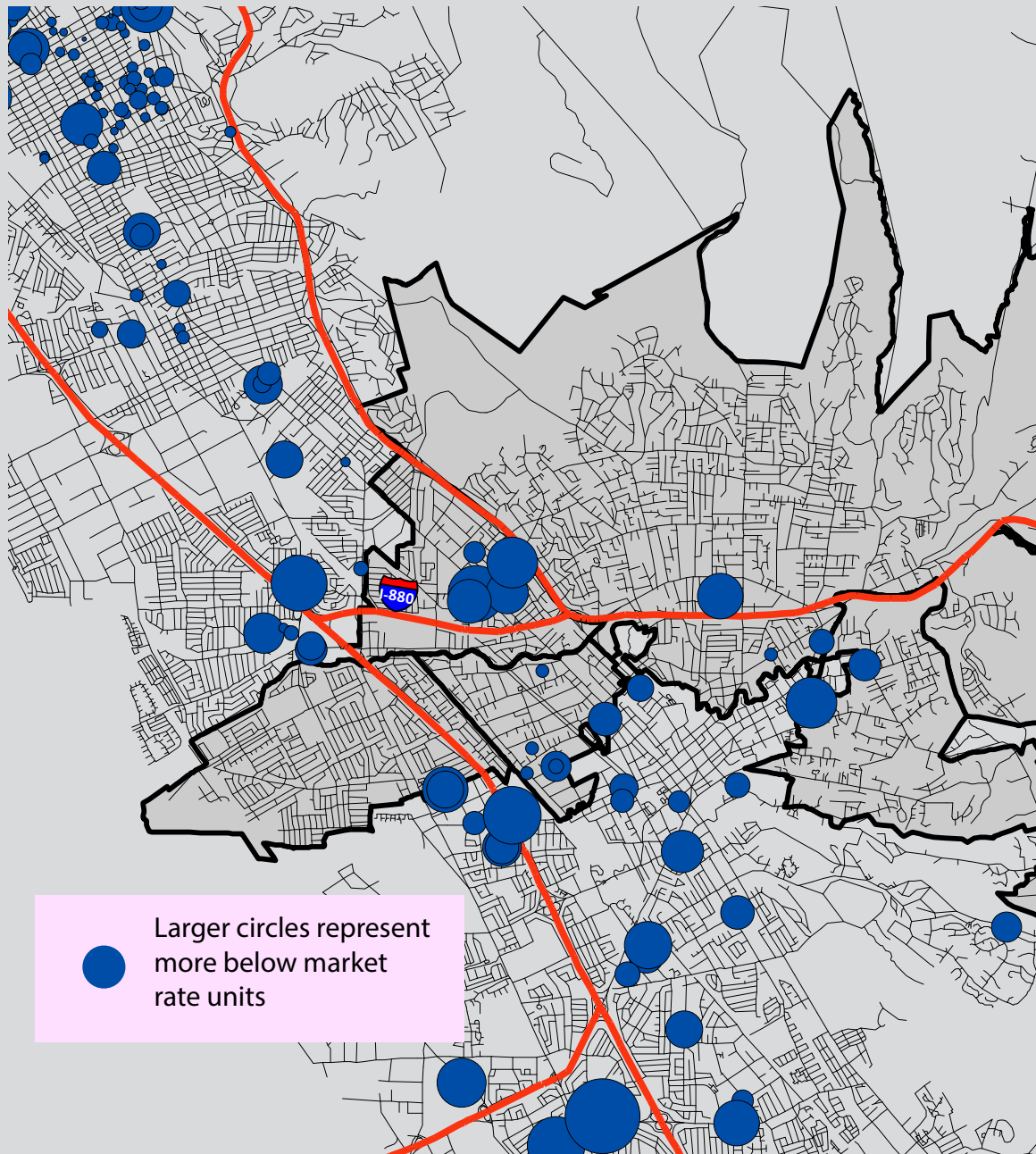
	Ashland			Castro Valley			Cherryland			Fairview			San Lorenzo			Alameda County		
	%	MOE		%	MOE		%	MOE		%	MOE		%	MOE		%	MOE	
under \$25,000	25%	4%		11%	2%		25%	5%		10%	4%		14%	3%		18%	0%	
\$25,000 to \$99,999	58%	6%		47%	3%		62%	8%		45%	7%		56%	5%		47%	1%	
\$100,000 to \$199,999	15%	3%		31%	3%		12%	4%		29%	4%		28%	3%		26%	0%	
Over \$200,000	2%	1%		11%	1%		2%	2%		15%	5%		2%	1%		9%	0%	

25% Community with highest percentage of residents in income category

*Source: American Community Survey 5-year 2007-2011

**Chart does not include margin of error. See table

In Focus: Affordable housing in the Eden Area?



AFFORDABLE HOUSING IN THE EDEN AREA: BELOW MARKET RATE UNITS (2007)

Housing remains the most expensive single budget item for many families. The provision of affordable housing is especially important in the Eden Area considering that there were more than 6,000 households that make less than \$25,000 in annual income. This map depicts subsidized affordable housing units in the Eden Area. The majority of these below market rate units (51 percent) were located in Ashland.

BELOW MARKET RATE UNITS IN 2007

Place	Units	Percent of Total
Ashland	443	51%
Castro Valley	132	15%
Cherryland	16	2%
Fairview	114	13%
San Lorenzo	165	19%
<u>Eden Area</u>	<u>870</u>	<u>100%</u>

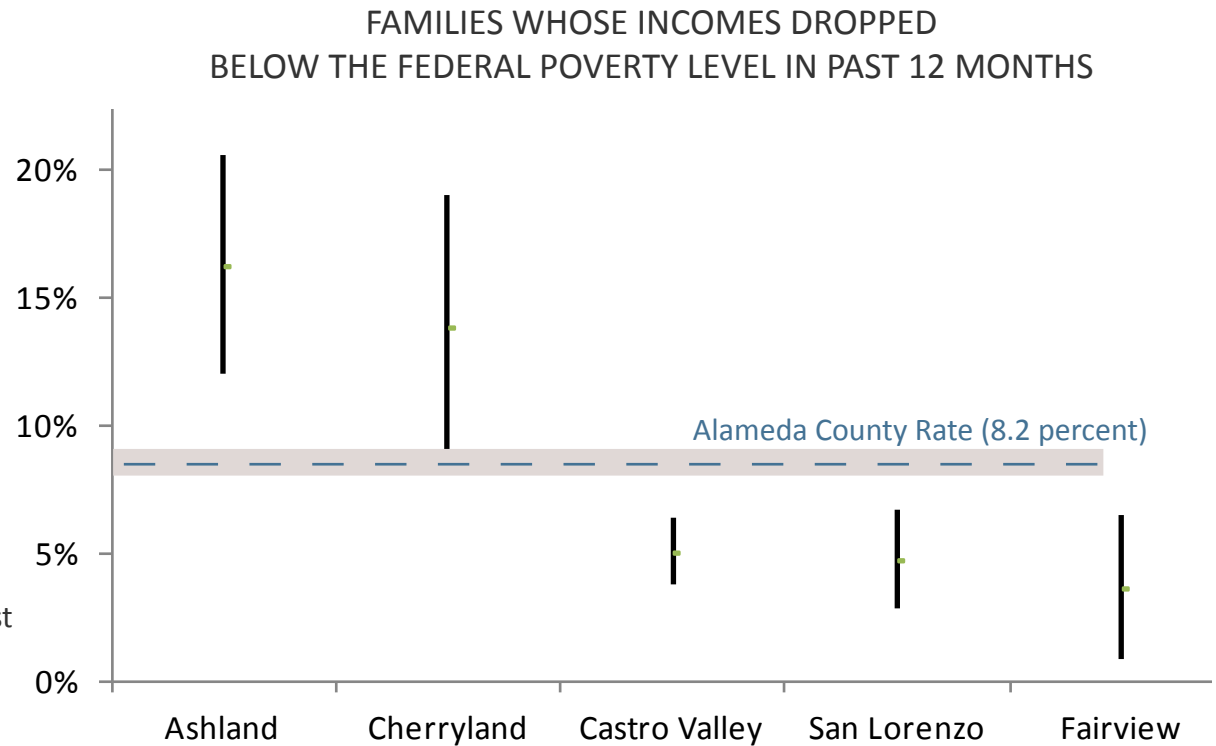
source Alameda County HCD

Even though the majority of below market rate units were in Ashland, this number (443 units) does not match the estimated need in Ashland -- current census data estimates 1,765 households in Ashland whose annual income was less than \$25,000 per year.

2.6 What are the poverty rates in the Eden Area?

Although median incomes in the Area and region increased and are higher than in Alameda County as a whole, certain communities and neighborhoods had high rates of poverty. Depending on the census estimate used, poverty rates in Ashland and Cherryland could be more than double than the County rate of 8.2%. Again, depending on the estimate, Ashland could have the highest poverty rates in the County.

The federal poverty level is a coarse measure that does not take into account the expense of living in the Bay Area. Studies indicate that the real cost of self-sufficiency in Alameda County was much higher. The Self-Sufficiency Index, developed by the insight center, determined that a family of two adults and two school-aged children required \$58,308 a year to be self sufficient. Using the most recent census estimates to determine the number of homes not reaching self-sufficiency levels, 35% of households in the Eden Area have annual incomes of less than \$50,000.



*American Community Survey 5-year 2007 - 2011

Two Ways to Understand Poverty

The Federal Poverty Level

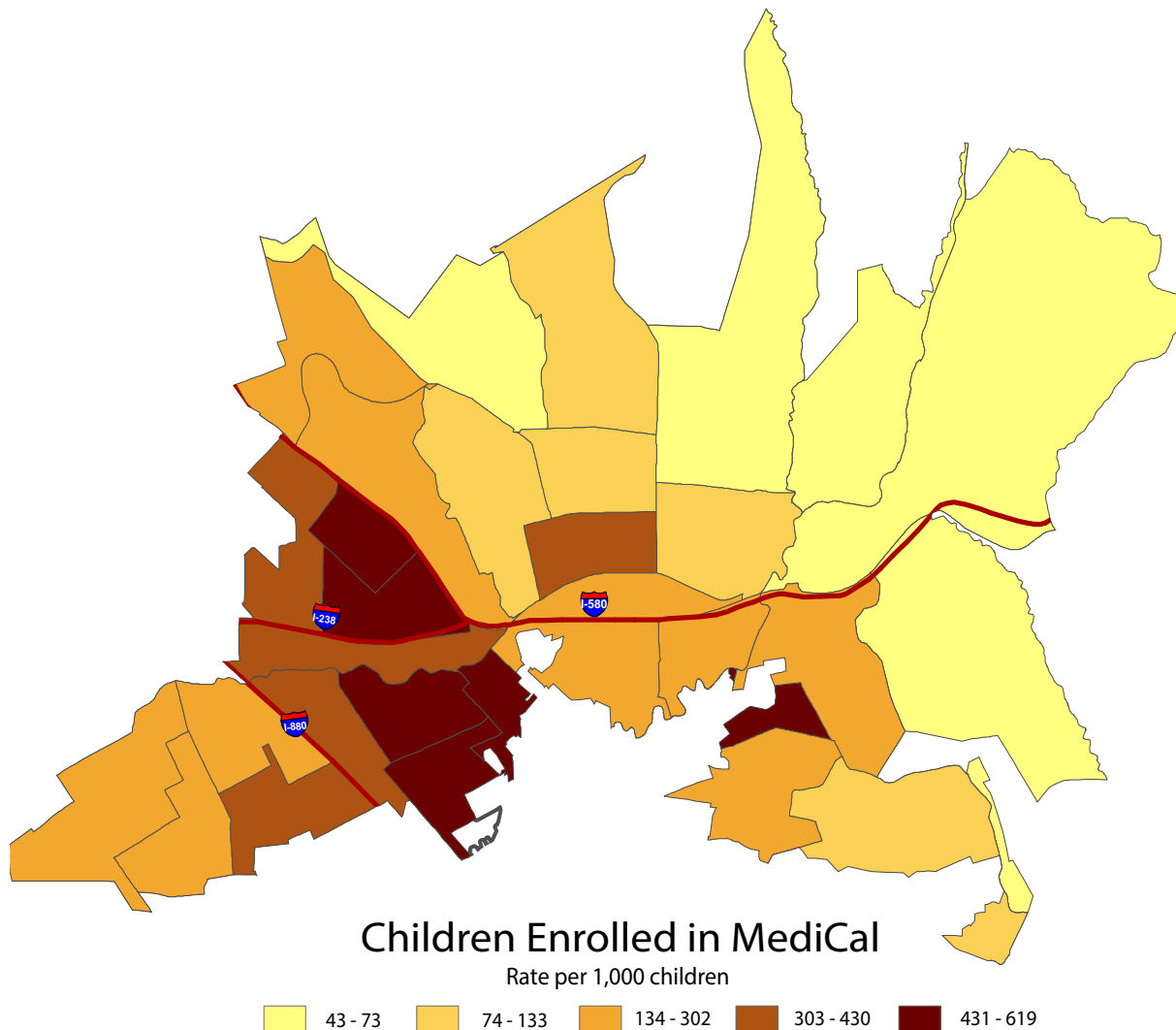
The Federal Poverty Level (FPL) is a measure developed in the 1960s to measure the ability to obtain basic goods and services. In the Bay Area, the FPL for a family of four is \$22,113 annually.

Self-Sufficiency Index

Although the federal poverty level is \$22,113 for a family of four, studies indicate that the self sufficiency standards in Alameda County for two adults and two school-aged children is \$58,308.

2.8 Where do children in poverty live?

Children are more likely to live in poverty than adults. Enrollment data into social services bear out this point as 1 in 3 children in the Eden Area were enrolled in Medical and 60% qualified for free or reduced priced lunches at their school. Although the rates of enrollment into these programs for the Eden Area was high, these children were heavily concentrated in Ashland and Cherryland neighborhoods.



Children in Poverty

Medi-Cal

1 in 3 children

10,519 children in 2010 were enrolled in MediCal.

CalFresh

1 in 6 children

5,939 children in 2010 received food stamps.

CalWorks

1 in 10 children

3,693 children in 2010 were enrolled in Cal Works.

Free or Reduced Priced School Lunches

60 percent of students in the school districts that serve the Eden Area in SY 2011 were eligible for free or reduced priced school lunches

Chapter:3 Health

SECTION INCLUDES: emergency department visits; mortality; crime; probationers and parolees; traffic collisions; pollutants; park space; natural hazards

3.1 How many Emergency Department Visits are from the Eden Area?

EMERGENCY DEPARTMENT VISITS BY CONDITION BY ZIPCODE
2009 TO 2011

	94541	94546	94578	94580	Total
Assault	869	373	651	288	2,181
Asthma	1,522	606	827	489	3,444
Childhood Asthma*	204	55	103	52	414
Congestive Heart Failure	130	69	81	57	337
Coronary Heart Disease	100	70	58	49	277
Diabetes	6,291	2,555	2,955	1,892	13,693
Mental Health	2,664	1,506	1,655	853	6,678
Motor Vehicle Accidents	1,727	849	1,042	575	4,193
Obese	1,015	447	544	395	2,401
Respiratory	8,422	3,080	4,515	2,380	18,397
Self Harm	203	126	143	72	544
Stroke	138	112	90	59	399
Substance	1,084	592	682	366	2,724
Unintentional Injuries	14,066	8,328	7,910	5,160	35,464

*Children under 5 years old

Source: Alameda County Public Health Department

In Focus: What is the cost of Emergency Department visits?

According to the U.S. Department of Health and Human Services, the average cost of an emergency room visit in the United States was \$1,349 in 2010. Taking this rate and multiplying it by the number of ED visits by residents of zip codes in the Eden Area would put the total cost of emergency department visits between 2009 and 2011 at over \$122 million dollars.

The zip codes covering the Eden Area generated 91,146 Emergency Department (ED) visits between 2009 and 2011. This area averaged 83 ED visits each day.

39% of ED visits are for unintentional injuries

Unintentional injuries are any injury that is unintended and include: poisoning, motor vehicle crashes, and falling. This category accounts for more than two-thirds of all deaths caused by injury in Alameda County. The categories in the chart on the right break out motor vehicle accidents, but motor vehicle accidents are also counted within unintentional injury category.

20% of ED visits are for chronic lower respiratory diseases

Chronic respiratory diseases include all diseases that affect the lungs, including chronic bronchitis and emphysema. From 2006 to 2008, these diseases accounted for 4.6% of all deaths in Alameda County and 5.2% of deaths in the Eden Area. During this same time period, Ashland and Cherryland had the highest rates of mortality due to chronic lower respiratory diseases, 7.8% and 5.8%, respectively.

15% of ED visits are due to diabetes

According to a 2010 Alameda County Public Health Department report, 7.1% of Alameda County residents had diabetes. Rates of diabetes are two-thirds higher among African-Americans (11.8%) than the overall county's prevalence rate. With the exception of Hayward, San Lorenzo, Cherryland, and Ashland had the highest rates of mortality due to diabetes in Alameda County.

3.2 Are there gender differences in Emergency Department visits?

EMERGENCY DEPARTMENT VISITS BY REASON
2009 TO 2011

	94541	94546	94578	94580	Total
Assault	869	373	651	288	2,181
Asthma	1,522	606	827	489	3,444
Childhood Asthma <5 Years Old	204	55	103	52	414
Congestive Heart Failure	130	69	81	57	337
Coronary Heart Disease	100	70	58	49	277
Diabetes	6,291	2,555	2,955	1,892	13,693
Mental Health	2,664	1,506	1,655	853	6,678
Motor Vehicle Accidents	1,727	849	1,042	575	4,193
Obesity	1,015	447	544	395	2,401
Respiratory Illness	8,422	3,080	4,515	2,380	18,397
Self Harm	203	126	143	72	544
Stroke	138	112	90	59	399
Substance Abuse	1,084	592	682	366	2,724
Unintentional Injuries	14,066	8,328	7,910	5,160	35,464
Grand Total	38,435	18,768	21,256	12,687	91,146

Source: Alameda County Public Health Department

Top three reasons for Emergency Department visits by gender

MEN

41% of visits due to unintentional injuries

18% of visits due to chronic lower respiratory diseases

14% of visits due to diabetes

WOMEN

37% of visits due to unintentional injuries

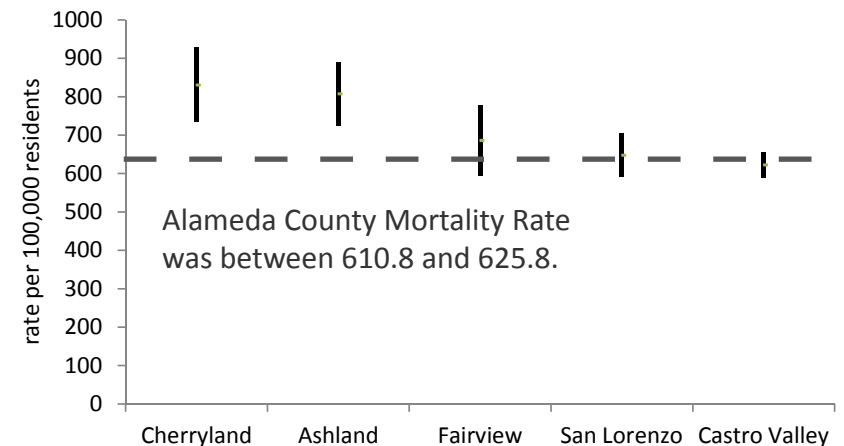
22% of visits due to chronic lower respiratory diseases

16% of visits due to diabetes

3.3 What are the mortality rates in the Eden Area?

Mortality rates in the Eden Area between 2009 to 2011 were highly variable depending on the community. In Fairview, San Lorenzo, or Castro Valley, rates were approximately equal to the Countywide rate, while Ashland and Cherryland had significantly higher rates and, depending on the estimate used, could have been some of the highest rates of any place or city in the county.

Mortality Rate 2009 to 2011



3.4 What are the leading causes of death in the Eden Area?

CANCER – 23% of all deaths in 2010

In 2010, 292 residents of Eden Area zip codes died due to cancer. In some zip codes, like 94552 which encompasses eastern Castro Valley, cancer accounted for nearly 40% of all deaths. Conversely, in 94541, approximately 16% of deaths were from cancer.

DISEASES OF THE HEART - 22% of all deaths in 2010

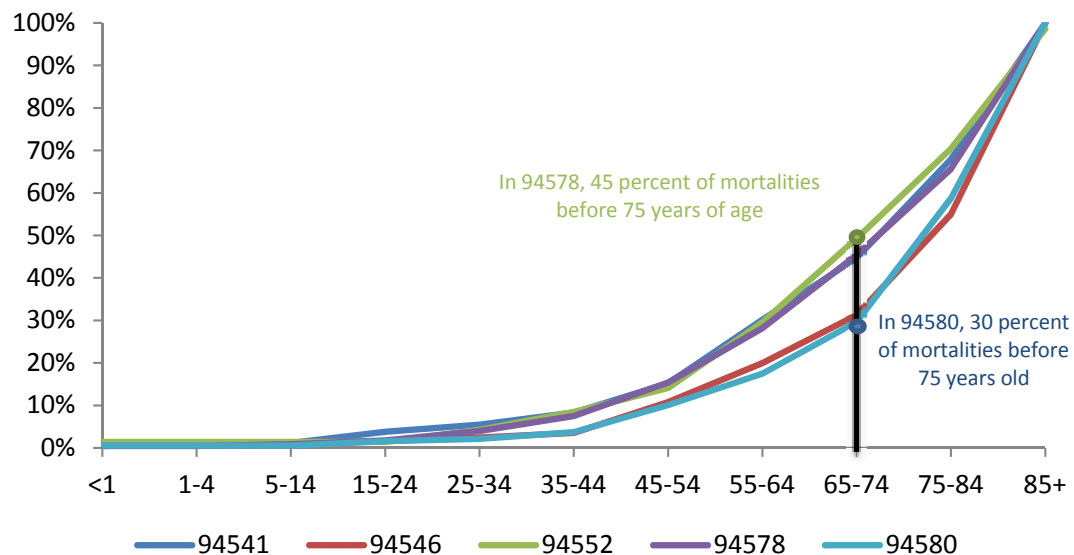
In 2010, 282 residents of Eden Area zip codes died due to heart disease. In some zip code areas such as 94552, which encompasses eastern Castro Valley, 14% of deaths were due to heart disease, whereas in 94541, which includes Cherryland, that percentage is nearly double: 26%.

Life Expectancy

According to a 2010 Alameda County Public Health report, Cherryland (78.2), Fairview (79.0), Oakland (79.1), and Ashland (79.1) had the worst life expectancies in the county between 2006 and 2008.

The county life expectancy for the same time period was 81.4 years. Only Castro Valley (81.5) in the Eden Area had a better life expectancy than the county.

CUMULATIVE PERCENTAGE OF DEATHS BY AGE GROUP
2010



source California Vital Statistics

Were there differences in the ages of people who died across the Eden Area?

In the zip codes that include the Eden Area, there were two distinct patterns for the ages at which people died in 2010. In zip codes that include low-income communities, more the 40% of all deaths occur below age 75, compared to the other zip codes where fewer than a third of deaths occur before age 75.

3.5 How many crimes are reported each year?

In 2012, nearly 20,000 incidents were reported in the Eden Area to the Alameda County Sheriff -- roughly 54 reports per day. Ninety-six per cent of these reports were for non-violent incidents and the majority of these reports were categorized as informational. Informational reports are a catch all category that count any contact with the Sheriff's office that generates a report. The second most prevalent non-violent offense type, were for drug offenses.

MOST REPORTED INCIDENTS BY REPORT TYPE IN 2012

Type of Crime	Ashland	Castro Valley	Cherryland	Fairview	San Lorenzo	Total
Informational	1,234	3,083	882	347	913	6,459
Drug Offense	336	460	252	29	232	1,309
All Other	304	463	226	46	234	1,273
Disorderly Conduct	337	438	189	59	164	1,187
Simple Assault	334	456	190	73	130	1,183
Motor Vehicle Theft	234	383	135	42	131	925
Burglary	192	320	142	42	181	877

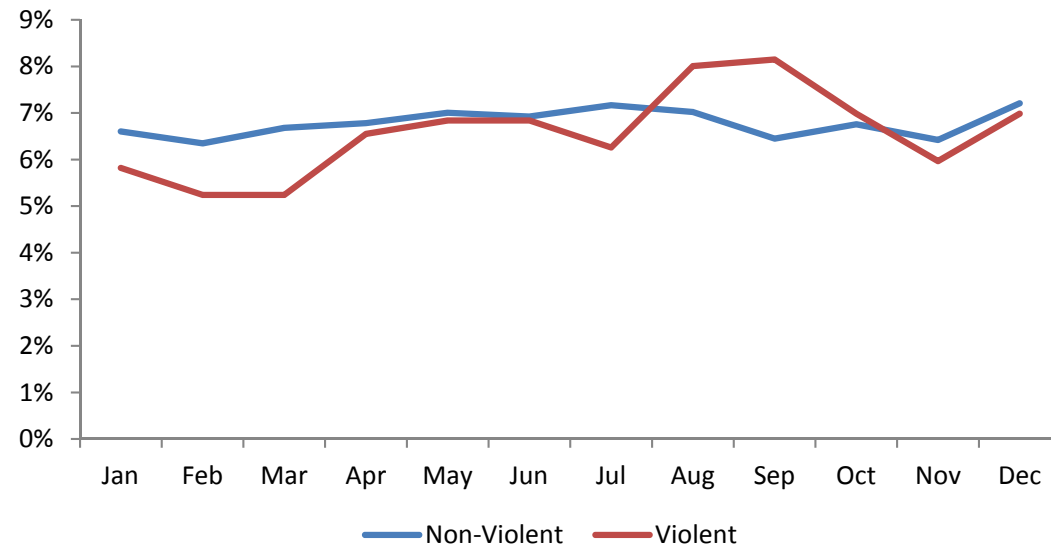
3.6 When do most crimes occur?

Non-violent and violent crimes have distinct patterns of when they occur across the year.

Non-violent crimes which account for 96% of reports did not have a particular set of months of high prevalence. These reports are evenly distributed throughout the year.

In 2012, violent crime reports have a lot of seasonal variations. In January and February the number of reports is low. It then spikes in August and September. This is consistent with general trends reported in other communities within the County.

PERCENTAGE OF CRIME REPORTS BY MONTH IN 2012



source Alameda County Sheriff's Department

3.7 What were the violent crime rates in the Eden Area?

In 2012, 687 violent crimes were reported in the Eden Area. Violent crimes include aggravated assaults, forcible rape, murder, and robbery. It is difficult to determine the rates of crime in these communities without exact population counts, but using the 2010 population count yields a gross estimate of the level of violence in each of the five places. This estimate indicates considerably higher levels of violence in Ashland and Cherryland than the rest of Alameda County.

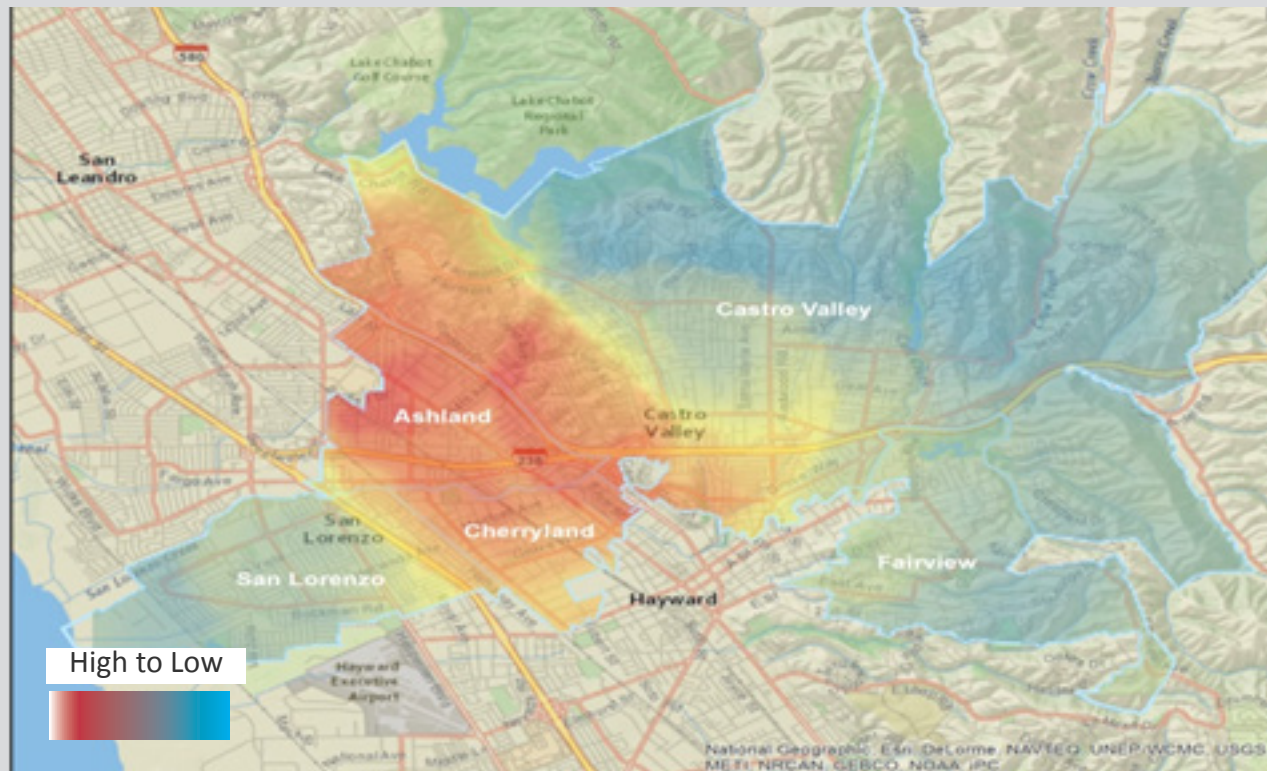
VIOLENT CRIME RATE PER 1,000 (2012)

Violent Crime per 1,000	Ashland	Castro Valley	Cherryland	Fairview	San Lorenzo
Aggravated Assault	5.15	2.39	4.28	1.50	2.90
Forcible Rape	0.23	0.18	0.07	0.10	0.17
Murder-Nonnegligent	0.27	0.11	0.41	0.00	0.00
Homicide					
Robbery	4.83	0.99	1.83	0.40	1.79

source Alameda County Sheriff Department

In Focus: What neighborhoods have the highest rates of violence?

Violent Crime Hot Spots in 2012



source Alameda County sheriff's Department

There were significant differences between the rates of violent crimes from neighborhood to neighborhood.

By community, Ashland and Cherryland had nearly 3 times the rates for assaults and robberies than the other communities in the Eden area. The concentration of robberies was especially acute. Rates of robbery in Ashland were more than double the next highest community, Cherryland and was twelve times higher than Fairview.

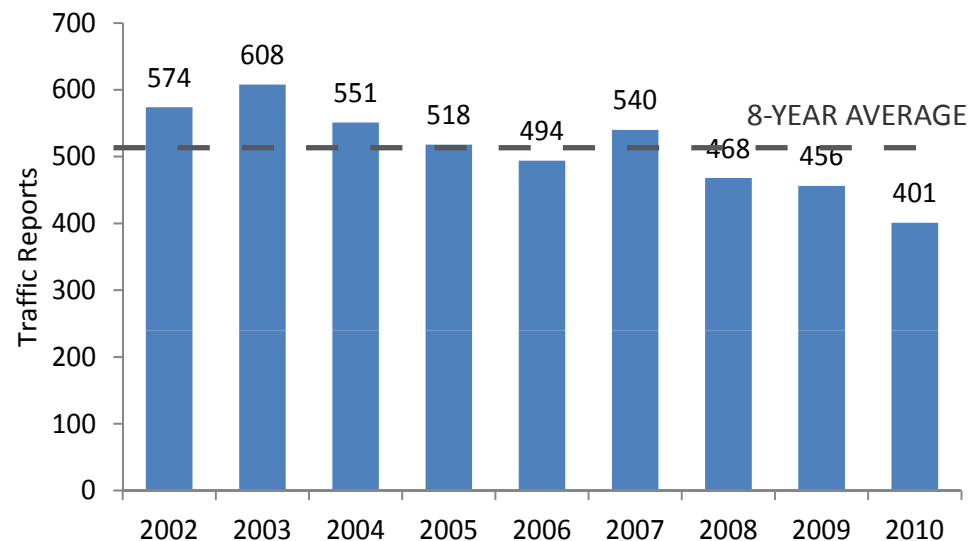
3.9 How many collisions were there on Eden Area roads?

According to the California Highway Patrol, there were nearly one-third fewer traffic incidents in 2010 than in 2002. Over this time period, on average, 512 collisions were reported per year. In total, there were 4,610 collisions between 2002 and 2010, in which, 37 people were reported killed.

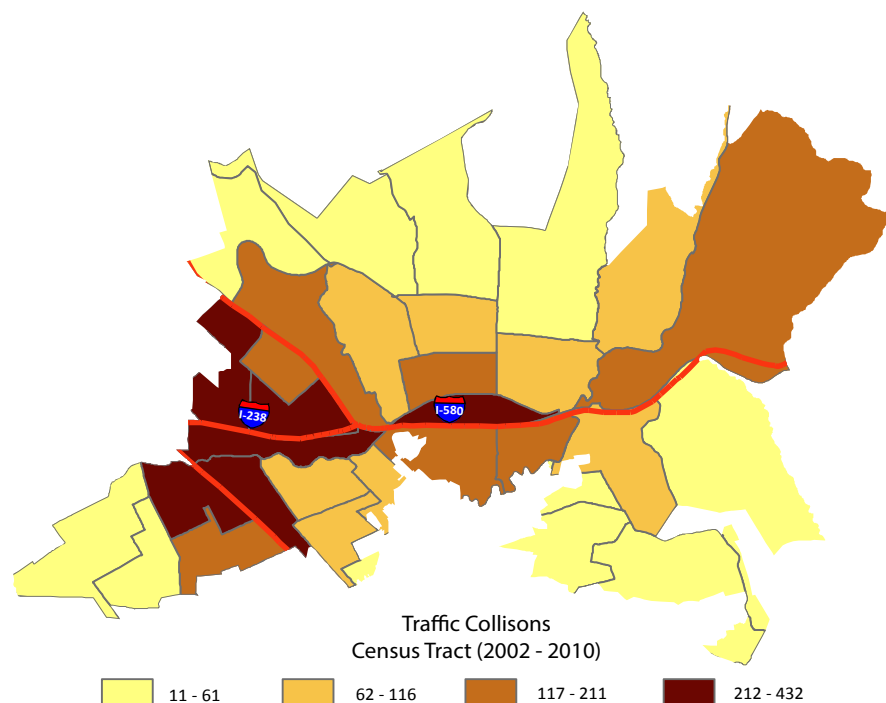
COLLISIONS BY PLACE

Between 2002 and 2010, two-thirds of these collisions were reported in Castro Valley and Ashland. In large part, this is due the large stretches of interstates that cross these two communities.

TRAFFIC COLLISION REPORTS BY YEAR



source California Highway Patrol



TRAFFIC COLLISION REPORTS BY PLACE
2002 TO 2010

Place	# of Traffic Collisions
Castro Valley	1,928
Ashland	1,266
San Lorenzo	927
Cherryland	346
Fairview	143

source California Highway Patrol

3.10 Where are sources of pollutions in the Eden Area?

STATIONARY SOURCE POLLUTANTS

Place	Count
Ashland	21
Castro Valley	41
Cherryland	6
Fairview	2
San Lorenzo	17
Total	87

source Cal EPA

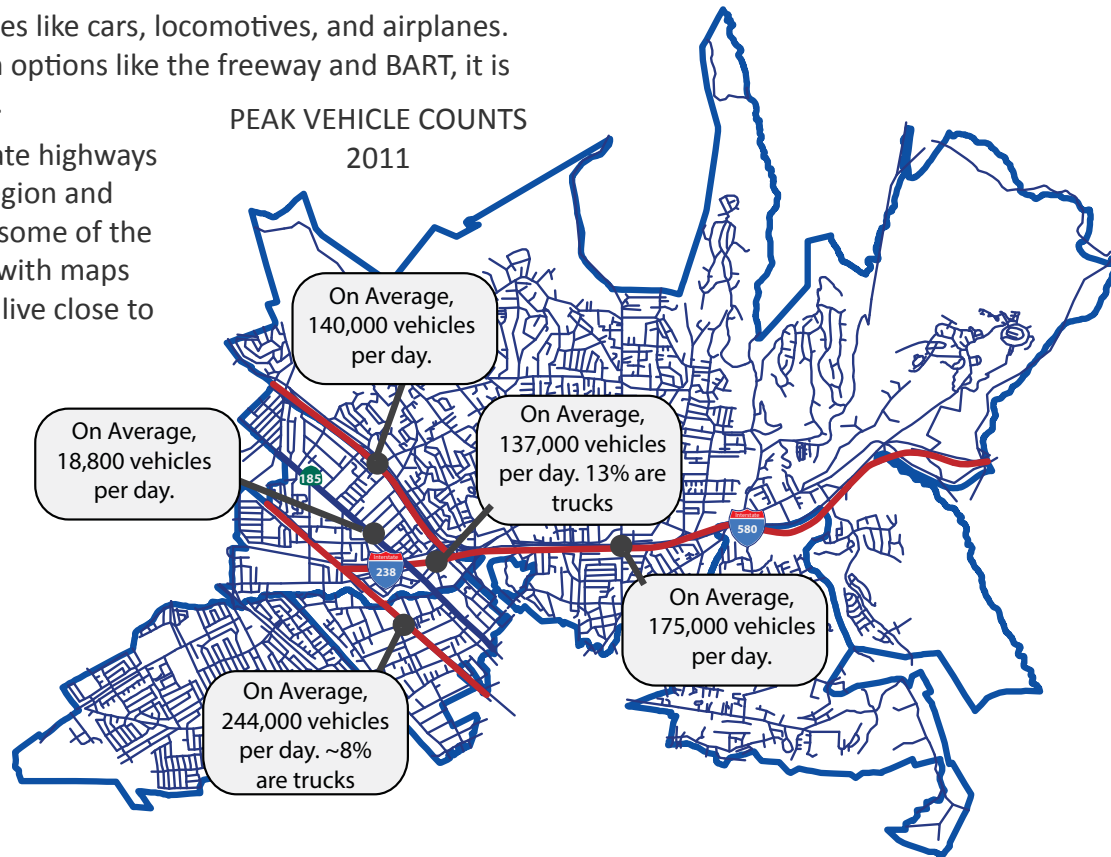
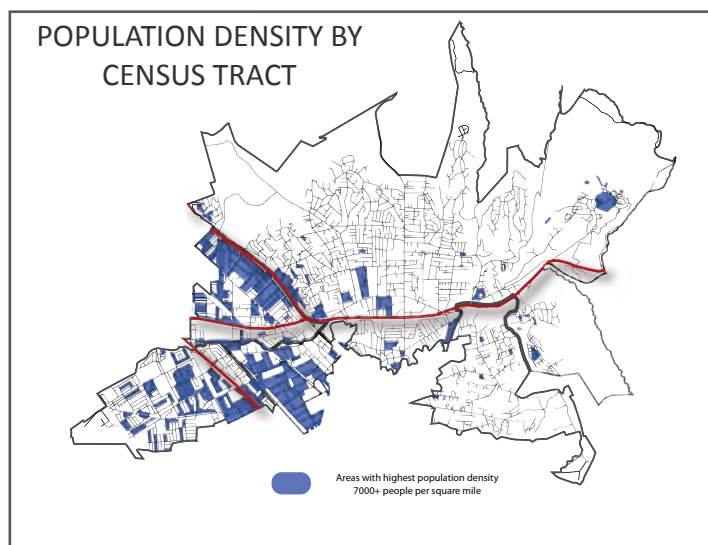
Stationary-source pollutants are fixed locations that emit enough pollutant that they need to get permits. This data is compiled and published by the California Environmental Protection Agency.

In 2011 there were 87 stationary sources in the Eden Area, which were concentrated in the Castro Valley (47%). Additionally, there were 149 other sources located within one mile of the Eden Area. The major stationary sources were cleaners, hospitals, Department of Public Works (13 facilities), and gas stations.

MOBILE-SOURCE POLLUTANTS

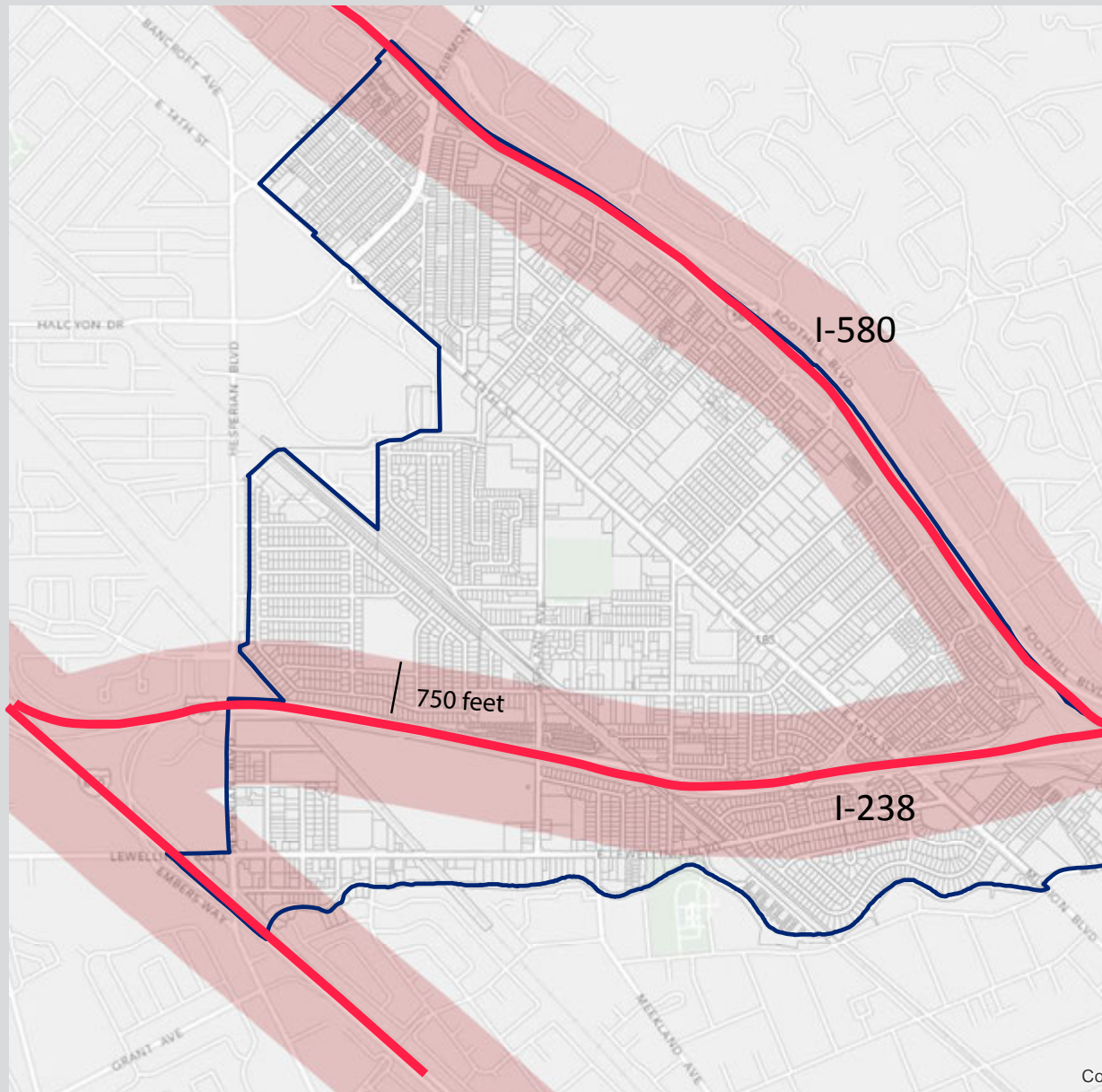
Mobile-source pollutants are emitted from non-fixed sources like cars, locomotives, and airplanes. While the Eden Area is well served by major transportation options like the freeway and BART, it is also impacted by the pollutants emitted from these routes.

As illustrated in the map on the right, a large number of state highways and interstates crisscross the area. They serve the entire region and carry large volumes of traffic each day. The map highlights some of the traffic volumes at peak hours in 2011. A quick comparison with maps of population density (below) illustrates how many people live close to these highways.



source California Department of Transportation

In Focus: Ashland's high health-impact areas near freeways



Studies indicate that people with asthma who live within 750 feet of congested roadways have increased asthma-related trips to the emergency room.

The interstates that surround Ashland have high volumes of traffic including large proportions of truck traffic. On interstate 580, the average daily traffic volume was 140,000 vehicles. On interstate 238, the average daily traffic volume was 137,000 vehicles with 13 percent trucks.

Emergency department visits in the zip codes that include Ashland area were higher than the countywide rate. Alameda County Health Department studies indicate significantly higher rates of emergency department visits for asthma among African-Americans, who were 20% of Ashland's population in 2010.

3.11 How much park space is in the Eden Area?

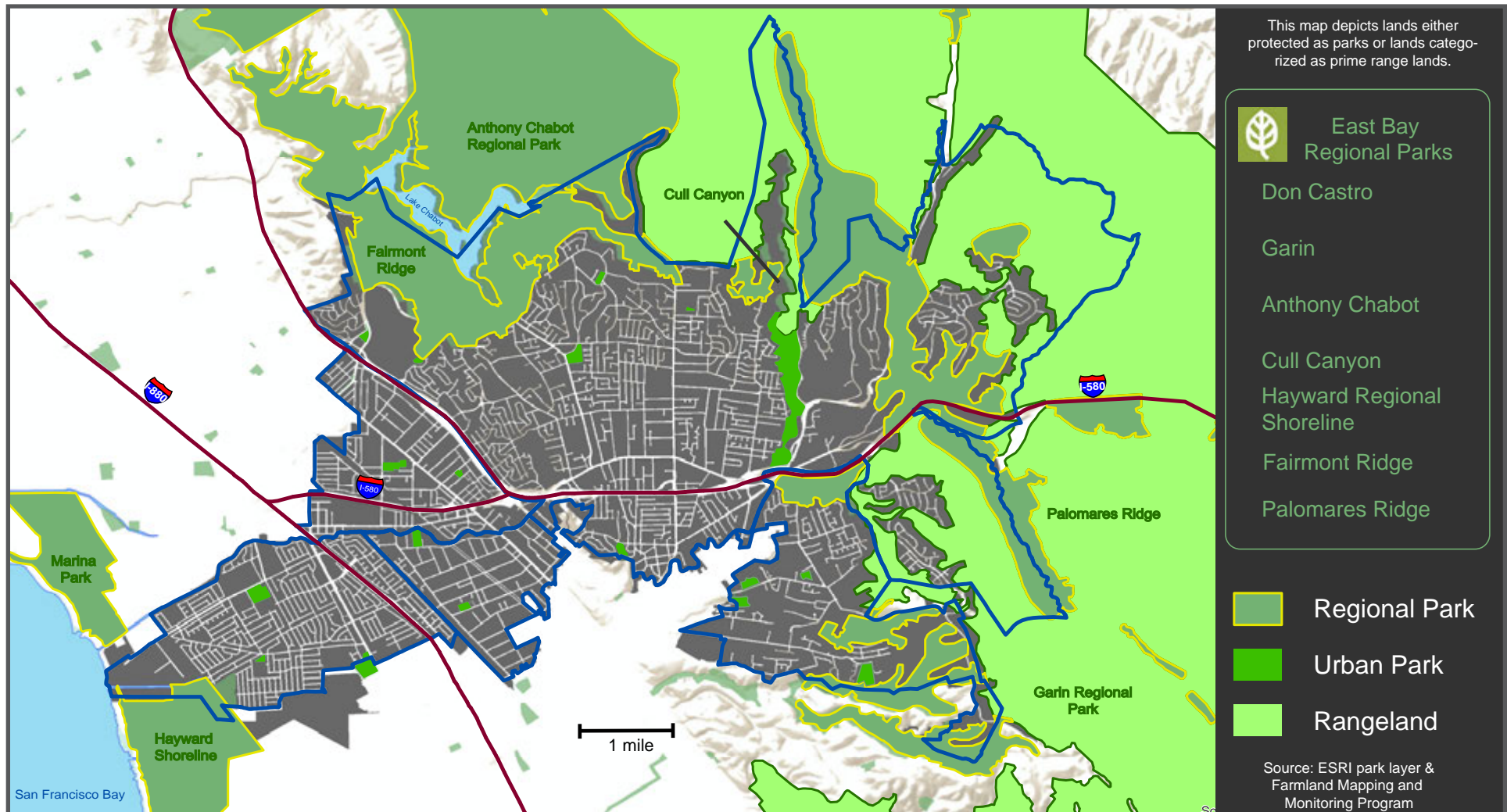
In 1975, California passed the Quimby Act, which requires developers to set aside land for parks and recreation. The act encourages three to five acres of park and recreation space per 1,000 people.

The Eden Area has sufficient park space to meet this standard: nearly 12.6 acres per 1,000 people. The flatland communities, however, contain far fewer acres of parks and fall well below the Quimby Act standard.

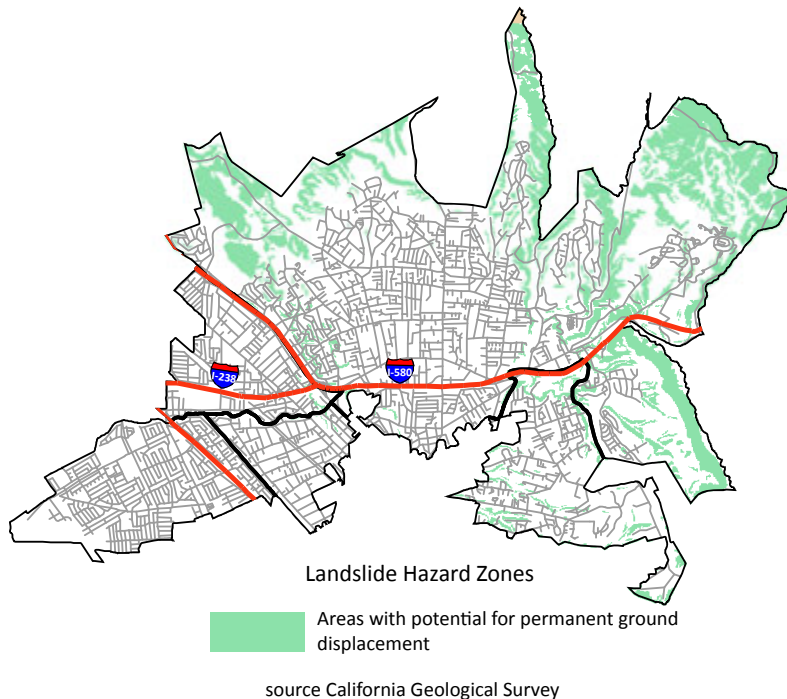
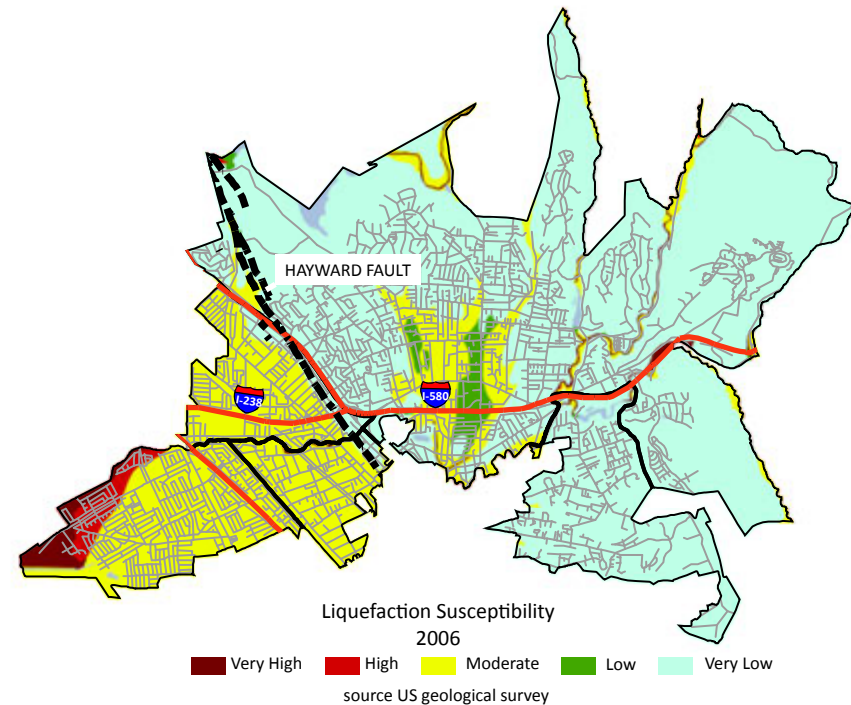
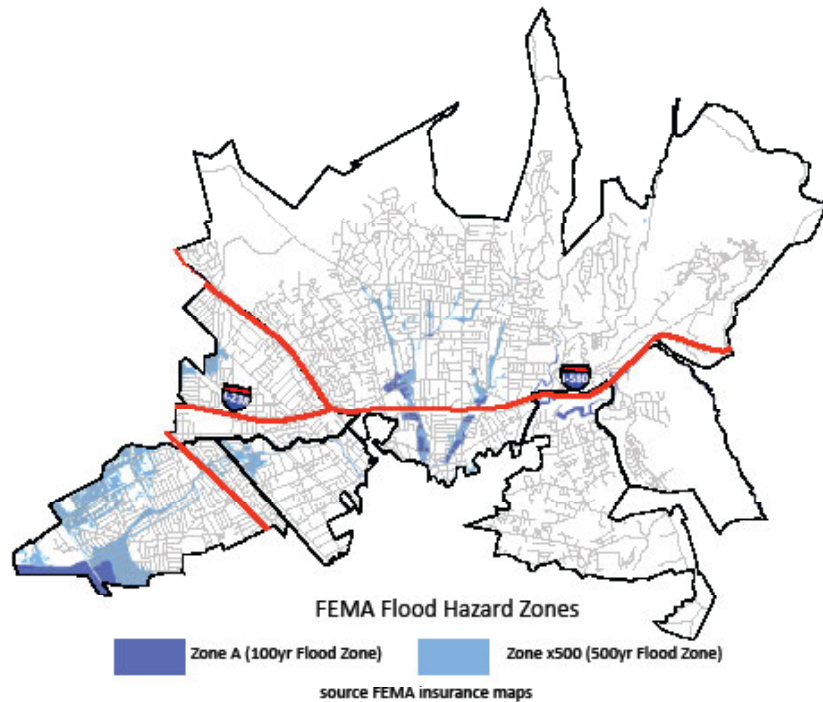
PARK ACREAGE PER PERSON (2012)

Community	Park Acres	Population	Acres Per 1,000 Persons
Ashland	18.62	21,925	0.85
Castro Valley	1450.74	61,388	23.63
Cherryland	23.46	14,728	1.59
Fairview	128.35	10,003	12.83
San Lorenzo	40.1	23,452	1.71
Eden Area	1661.28	131,496	12.63

source Greenbelt Alliance



3.12 What are the natural hazards in the Eden Area?



NATURAL HAZARD ZONES

Earthquakes are a hazard in the Bay Area. Several fault lines crisscross the area, including the Hayward Fault, which runs roughly along the western edge of Castro Valley through the Eden Area. Scientists predict a major earthquake along the Hayward Fault sometime in the next 30 years.

With the exception of the Hayward Fault, the Eden Area has few natural hazard risks. However, parts of San Lorenzo, with its low elevation and bay sediments, are at high risk for liquefaction or flooding.

In the hill areas of Castro Valley and Fairview, the canyon hillsides are potential landslide hazards. The dry grassland in this area is also a wildfire hazard.

Chapter:4 Economics & Employment

SECTION INCLUDES: labor force composition; educational attainment; unemployment; commute patterns; top employment sectors; value of mortgages and real property

4.1 What is the labor force like in the Eden Area?

LABOR FORCE

In 2011, there was a monthly average of 64,100 residents considered by the Employment Development Department as in the laborforce. Of these people, 58,800 were employed while, on average, 5,200 residents were unemployed.

LABOR FORCE COMPOSITION

GENDER

A slim majority of the labor force was women (51.1%) compared to men (48.9%). Since 2002, the percentage of women in the workforce has steadily increased.

AGE

The majority of employed residents (59.2%) were between the ages of 30 and 54. The proportion of workers 55 years and older increased, from 13.4% in 2002 to 20.7 percent in 2011. During this same time period, the proportion of younger workers decreased from 25.3% to 20.2%.

EDUCATIONAL ATTAINMENT

The majority of workers (54%) have at least some college or an associates degree and 29.7% of workers reported having a bachelors degree or higher. Still, more than 10% of workers (6,075 people) reported having less than a high school education.

CHANGE IN EMPLOYMENT SECTORS

Compared to the ten-year average between 2002 and 2011, jobs in most occupational sectors in 2011 were down. There were 209 fewer jobs in the area compared to the ten-year average.

The sector with the largest decrease was construction. Compared to the ten-year average, construction was down 856 jobs, 25%. Following the construction sector, manufacturing was down 693 jobs and retail was down 528 jobs.

CHANGE COMPARED TO TEN-YEAR AVERAGE 2002 - 2011

5 GROWTH SECTORS IN 2011

Sector	Jobs	Increase (%)
Health Care and Social Assistance	931	14.2%
Public Administration	696	34.3%
Educational Services	414	9.6%
Other Services (excluding Public Administration)	359	12.7%
Accommodation and Food Services	202	4.8%

5 MOST DEPRESSED SECTORS IN 2011

Sector	Jobs	Decrease (%)
Construction	-856	-25.4%
Manufacturing	-693	-12.9%
Retail Trade	-528	-8.2%
Wholesale Trade	-292	-9.5%
Finance and Insurance	-256	-11.8%

source Local Employment Dynamics (LED)

4.2 What are the educational attainment levels of adults in the Eden Area?

LESS THAN A HIGH SCHOOL DIPLOMA
(ADULTS 25 AND OLDER)

	High	Low	Estimate
Cherryland	36%	26%	31%
Ashland	30%	23%	27%
San Lorenzo	22%	17%	20%
Castro Valley	10%	8%	9%
Fairview	11%	6%	9%
Alameda County	14%	14%	14%

source ACS 2007-2011 five-year survey

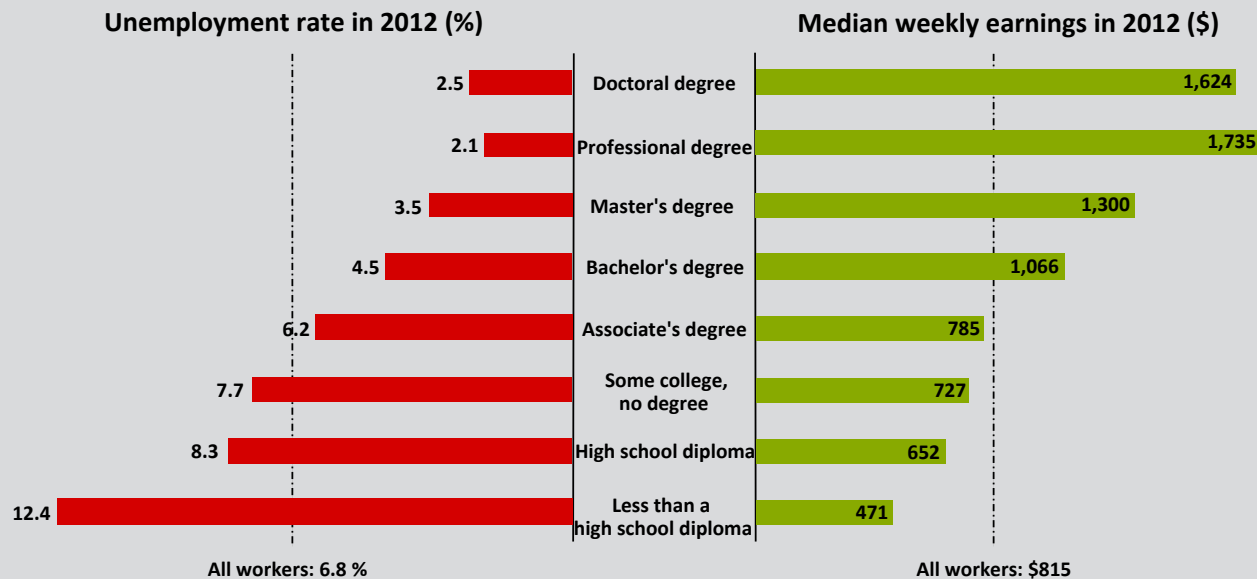
GRADUATE OR PROFESSIONAL DEGREES
(ADULTS 25 AND OLDER)

	High	Low	Estimate
Castro Valley	14%	12%	13%
Fairview	15%	10%	13%
Cherryland	7%	3%	5%
San Lorenzo	4%	3%	4%
Ashland	4%	2%	3%
Alameda County	17%	16%	17%

The residents of the Eden Area had slightly lower levels of education attainment than the county as a whole. This is particularly true for adults with less than a high school diploma and for people who have advanced degrees.

In Focus: How does educational attainment affect income and unemployment?

EDUCATION AND UNEMPLOYMENT RATES FOR THE UNITED STATES BY EDUCATIONAL ATTAINMENT



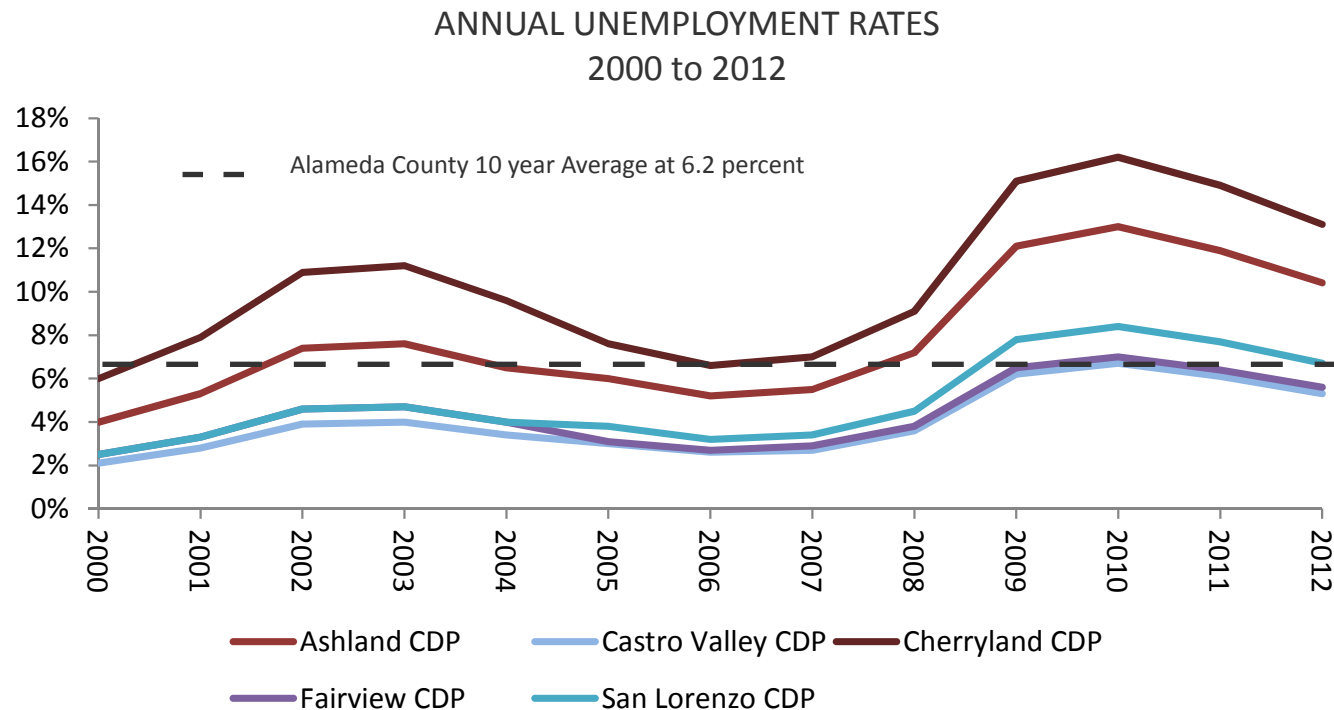
source chart taken from Bureau of Labor Statistics Website (http://www.bls.gov/emp/ep_chart_001.htm)

4.3 What is the unemployment rate in the Eden Area?

On average in 2012, at any moment in the Eden Area, there were 4,700 working-age adults unemployed and looking for work. The average unemployment rate in the county for the ten-year period (2000 to 2012) was 6.2 percent. Compared to the Eden Area's ten-year average, rates of unemployment in 2012 were nearly a one-third higher.

RECENT TRENDS

The historical trend has been a general increase in unemployment rates for these areas. Comparing 2000 and 2012, the unemployment rate at least doubled for all communities in the area. Where in 2000, there were on average in any given moment 1,900 unemployed residents, in 2012 there were 4,700.



4.4 What are the jobs in the Eden Area?

In 2010, there were 20,986 jobs located in the Eden Area.

Three largest job sectors in Eden Area

Health Care and Social Assistance: **36%** of all jobs

Health Care and Social Assistance accounts for one-third of jobs located in the Eden Area. This is especially true in Castro Valley, where nearly half of jobs are in this sector. Eden Township Hospital District and Sutter Health are two large employers in Castro Valley.

Projected growth by 2020: 14.6% (+17,000 jobs) *only private sector

Educational Services: **15%** of all jobs

Jobs in education account for 15.3% of all jobs in the Eden Area. In Ashland and Fairview, more than one-third of jobs are in this sector. Public school districts are some of the largest employers in the county. Of the top fifty employers in Alameda County, eight are unified school districts.(Source:East Bay Economic Development Agency)

Projected growth by 2020: 27.7% (+5,600 jobs) *only private sector

Retail trade: **10%** of all jobs

In 2010, retail trade accounted for 10% of the jobs in the Eden Area, 1,895 jobs. In Ashland, 17% of jobs were in retail. According to the Employment Development Department, the median wage for these jobs in Q1 2013 was \$15.28 per hour. It is projected that retail trade in Alameda and Contra Costa counties will grow by 16% between 2010 and 2020.

Projected growth by 2020: 16.6% (+16,600 jobs)

Top Three Job Sectors (2010)

Alameda County

Health Care and Social Assistance	76,199	13%
Professional, Scientific, and Technical Services	67,040	11%
Manufacturing	62,488	10%

Ashland

Educational Services	780	30%
Retail Trade	444	17%
Other Services (excluding Public Administration)	381	15%

Castro Valley

Health Care and Social Assistance	6,563	49%
Educational Services	1,477	11%
Retail Trade	1,167	9%

Cherryland

Health Care and Social Assistance	447	34%
Other Services (excluding Public Administration)	174	13%
Retail Trade	158	12%

Fairview

Educational Services	276	36%
Health Care and Social Assistance	209	27%
Other Services (excluding Public Administration)	102	13%

San Lorenzo

Manufacturing	982	25%
Retail Trade	751	19%
Accommodation and Food Services	438	11%

source Local Employment Dynamics

In Focus: People employed in, but not living in the Eden Area

In 2011 there were 22,094 jobs located in the Eden Area. Of these jobs, 79% (17,397 jobs) were filled by people living outside of the Eden Area. Corresponding to this inflow of workers into the area, 51,000 residents left the area for work. This section will explore the group of workers that are employed in the Eden Area.

Gender of Employees of Jobs in the Eden Area

Sixty percent of people who work in the Eden Area are women. Each work-day, an estimated 11,000 women work in the Eden Area.

Age of Employees of Jobs in the Eden Area

The majority of people (57%) coming into the area to work are between 30 and 54 years old. Twenty percent of these people were younger than 30 and 22% were older than 54 years old. This is roughly equal to the age profile of Eden residents who leave the area for work.

Educational Attainment

Thirty percent of the jobs in 2011 located in the Eden Area were done by people with a Bachelor's degree or another advanced degree. This is a slightly higher percentage than the educational attainment level of Eden Area residents. According to the American Community Survey, an estimated 20% of residents over 25 years of age have at least a bachelor's degree.

EDUCATIONAL ATTAINMENT OF NON-RESIDENTS WORKING IN THE EDEN AREA 2011

Educational Attainment	Workers(%)
Less than high school	10%
High school or equivalent, no college	15%
Some college or Associate degree	26%
Bachelor's degree or advanced degree	30%
Educational attainment not available (workers aged 29 or younger)	20%

source Local Employment Dynamics

4.5 What are the in and out-flow of workers in the Eden Area?

The Eden Area housed over 55,000 working residents that either worked in the area or in the surrounding region. Between 2002 and 2011, an average of 8.4% were employed in the Eden area. Across this ten-year time period, the percentage has fluctuated reaching as high as 9.3% in 2002. In 2011, the percentage mirrored the ten-year average at 8.4%. In comparison, Oakland's 2011 percentage of live and work residents was 22.5%.

Oakland was the largest job center for Eden Area residents in 2011, with 8,183 residents commuting there to work, followed by Hayward and San Francisco where 5,653 and 5,051 residents worked, respectively.

DESTINATIONS FOR EDEN AREA WORKERS

Place	Count	Percent
Oakland	8,183	15%
Hayward	5,653	10%
San Francisco	5,051	9%
San Leandro	3,186	6%
Castro Valley	2,922	5%
Fremont	2,120	4%
Pleasanton	1,702	3%
San Jose	1,675	3%
San Ramon	1,306	2%
Union City	1,019	2%
All other locations	23,032	41%

In Focus: How many jobs in Castro Valley were filled by residents?

For every Alameda County resident who worked within the county in 2010, another worked somewhere outside the county. In comparison, for every Castro Valley resident who worked in Castro Valley in 2010, 10 residents worked in another community.



source: Local Employment Dynamics

Top Five Places Castro Valley Residents Commute for Work

Oakland	4,045
Hayward	2,574
San Francisco	2,257
Castro Valley	2,224
San Leandro	1,496

4.6 What are the commuting patterns in the Eden Area?

Each day, the majority of employed residents commuted to jobs outside the area. Predominantly, they drove in cars either alone (73%) or in carpools (10%). The Eden Area's share of automobile trips to work (83%) was higher than the countywide figure of 77%.

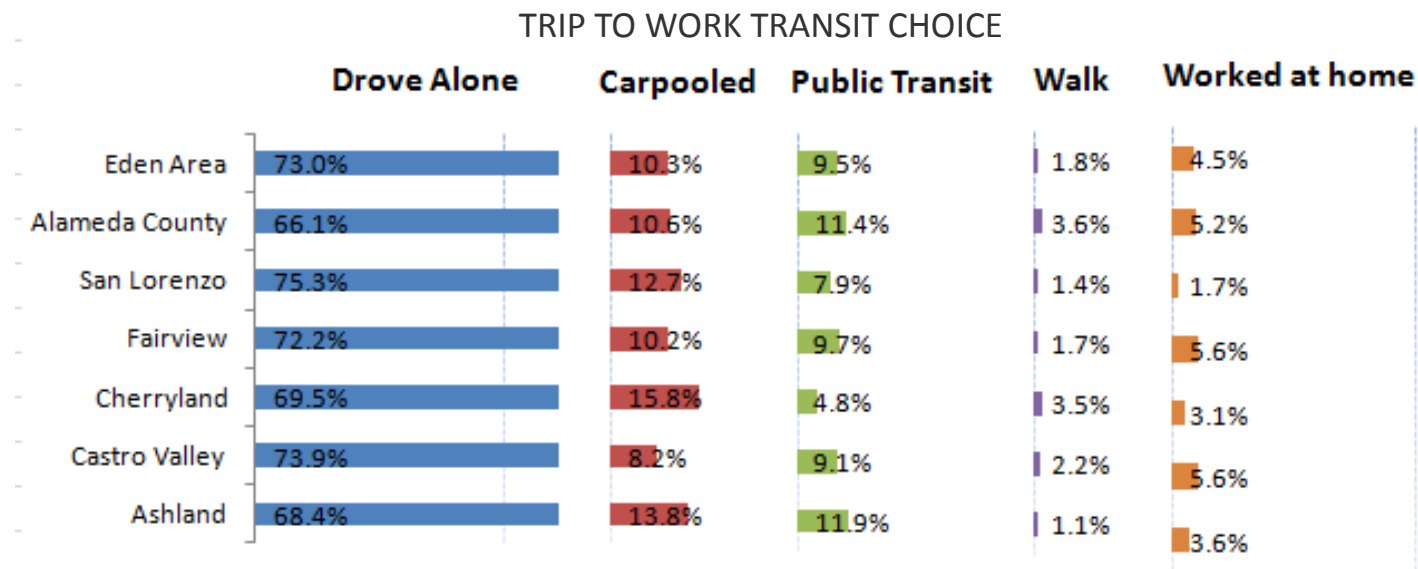
The average commute time in the Eden Area was around 30 minutes, with communities like Cherryland having the lowest commute time, around 25 minutes, and Fairview having the longest, at around 34 minutes.

In Focus: Interstate Traffic Volumes

The traffic flows on the interstates that crisscross the area reflect not only the central location of the Eden Area, but also the strong orientation towards automobile use. According to the California Department of Transportation, during the peak commuting hours, Interstates 580 and 880 had peak traffic counts of over 15,000 vehicles in 2011. Interstate 238, which cuts through Ashland and Cherryland, had peak hourly vehicle counts of approximately 10,000 vehicles.

BAY AREA RAPID TRANSIT SYSTEM USAGE

The inflow and outflow of workers was also evident in the increased usage of the Bay Area Transit System (BART). BART stations that serve the Eden Area have seen increased weekday exits: Castro Valley a 48% increase; Bayfair a 26% increase; and Hayward a 13% increase between 2008 and April 2013.



source American Community Survey 2007 to 2011

4.7 What are the volume of sales?

Unfortunately, the last economic survey conducted and released by the Census was in 2007 and newer data has not been released. This section will analyze this survey data in order to get a sense of the amount of money that was generated by establishments located in the Eden Area. In this survey, 599 establishments generated annual receipts of \$729 million. Forty-five percent of these establishments were in health care and social assistance which employed 5,428 people.

JOB SECTOR SALES AND PAYROLL (2007)

	Establishments	Employees	Sales, Shipments, Receipts, Revenue, or Business Done (\$1,000)	Payroll (\$1000)
Health care and social assistance	274	5,428	\$639,391	\$266,786
Other services (except public administration)	141	231	\$24,859	\$6,294
Professional, scientific, and technical services	141	450	\$54,712	\$16,787
Arts, entertainment, and recreation	28	193	\$10,178	\$3,007
Educational services	15	N/A	N/A	N/A
Total	599	6,302	\$729,140	\$292,874

source US Economic Survey

In Focus: Health Care and Social Assistance Establishments in the Eden Area

Health care and social assistance was one of the largest job sectors in the Eden Area in 2007. There were 274 of these establishments located in the Eden Area, 254 of which were categorized in the survey. Even though the Census combines health care and social assistance jobs, 78% of establishments are in health care. Of these health care establishments, 68% are in ambulatory health care services. This broad category includes physician offices, dentist offices, and other health practitioners.

Seventy percent of social assistance and health care establishments were located in the Castro Valley. Cherryland, although only having 13% of the establishments in this sector, had a large proportion of nursing and residential care facilities, 33% of all establishments in the Area.

	Ashland	Castro Valley	Cherryland	Fairview	San Lorenzo	Eden Area
Ambulatory health care services	14	130	11		14	169
Hospitals		2				2
Nursing and residential care facilities	7	20	17	7		51
Social assistance		26	5			31
Sector Total	21	178	33	7	14	253

In Focus: What are the fastest growing occupations in Alameda and Contra Costa County?

According to the Employment Development Department, projected job growth in the region surrounding the Eden Area will be dominated by technology jobs and service occupations, particularly food service. These occupations have significantly different requirements for entry, with technology jobs commonly requiring a college education and service jobs looking for work experience and skill certifications. This growth pattern is likely to continue the trend of disparities in income. For food service jobs, the median wage hovers at around \$10 an hour with median annual income of \$20,000. In contrast, technology jobs have median wages of around \$50 an hour with median annual incomes of \$100,000.

TOP 10 PROJECTED OCCUPATIONS IN ALAMEDA & CONTRA COSTA COUNTIES COMBINED

Occupation	Annual Average		Employment Change		2012 First Quarter		Education Entry Level Education
	2010	2020	job change (#)	job change (%)	Median Hourly	Median Annual	
Combined Food Preparation and Serving Workers, Including Fast Food	16,740	20,410	3,670	21.9	\$9.39	\$19,535	Less than High School
Waiters and Waitresses	13,010	15,960	2,950	22.7	\$9.03	\$18,786	Less than High School
Software Developers, Applications	7,180	9,560	2,380	33.1	\$49.15	\$102,242	Bachelor's Degree
Cooks, Restaurant	6,300	7,720	1,420	22.5	\$12.16	\$25,286	Less than High School
Management Analysts	5,510	6,850	1,340	24.3	\$45.18	\$93,965	Bachelor's Degree
Computer Systems Analysts	5,720	6,920	1,200	21.0	\$45.43	\$94,495	Bachelor's Degree
Cooks, Fast Food	5,080	6,240	1,160	22.8	\$9.10	\$18,934	Less than High School
First-Line Supervisors of Food Preparation and Serving Workers	5,280	6,400	1,120	21.2	\$13.89	\$28,900	HS Diploma or equivalent
Software Developers, Systems Software	3,940	5,040	1,100	27.9	\$52.03	\$108,211	Bachelor's Degree
Dishwashers	4,890	5,990	1,100	22.5	\$9.29	\$19,315	Less than High School

source California Employment Development Department

4.8 What is the assessed value of real property in the Eden Area?

In addition to the Eden Area, unincorporated Alameda County includes Sunol and the unincorporated lands in eastern Alameda County. In the current assessment cycle of 2012 to 2013, this area included 46,524 parcels with an assessed value of more than \$14.5 billion. This was up 2.4% compared to the prior assessment year. This rate of increase was higher than the overall county which had a 2.14% increase.

Using the unadjusted one percent base rate for property tax set by Proposition 13, this would yield \$145 million dollars in property tax.

In Focus: How much money comes into the Eden Area through tax refunds?

Tax refunds are a major source of revenue flowing into the Eden Area. In 2011, tax refunds through credits totaled more than \$117 million dollars. Two tax credits, the Earned-Income Tax Credit and the Child Tax Credit, bring nearly \$30 million dollars into the community annually.

EARNED INCOME TAX CREDIT

The earned income tax credit is a federal tax credit for low-income filers. In 2011, this credit was claimed by 8,201 residents and brought in \$16.3 million dollars.

Place	EITC Returns	EITC Amount
Ashland	1,704	\$3,521,325
Castro Valley	2,962	\$5,433,520
Cherryland	1,160	\$2,423,136
Fairview	842	\$1,755,778
San Lorenzo	1,633	\$3,244,813
Eden Area	8,301	\$16,378,572

source Internal Revenues Service

CHILD TAX CREDIT

The child tax credit is also a major source of dollars with a total of \$12.2 million dollars in refunds in 2011.

Place	CTC Returns	CTC Amount
Ashland	1,740	2,089,662
Castro Valley	4,172	5,205,529
Cherryland	1,203	1,405,959
Fairview	867	1,007,318
San Lorenzo	2,049	2,590,515
Eden Area	10,031	\$12,298,983

source Internal Revenues Service

4.9 What is the value of mortgages originated in 2010?

According to data provided under the Home Mortgage Disclosure Act (HMDA), 4,825 mortgages were originated in 2010 in the Eden Area. Mortgage originations include loans for new purchases, refinancing, and for renovations. These mortgages totaled more than \$1.3 billion dollars.

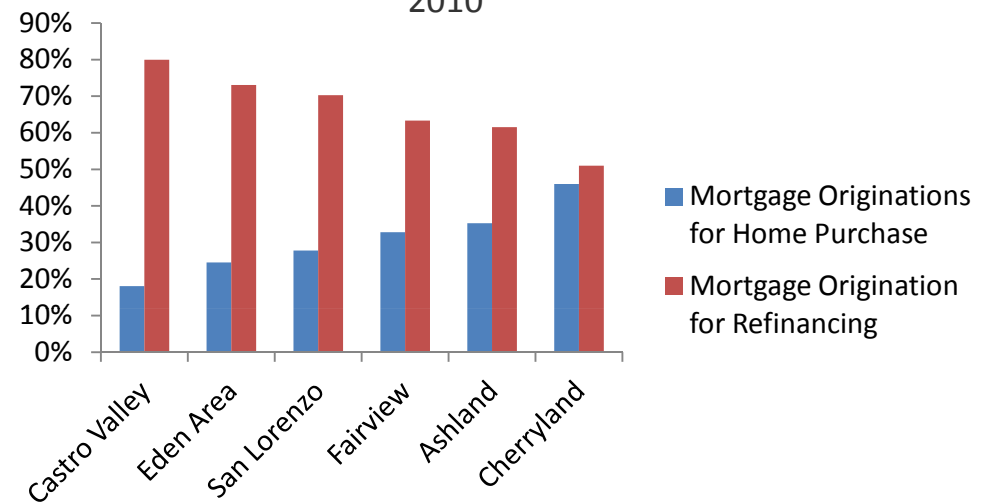
HOME MORTGAGE ORIGINATIONS AND VALUES (2010)

Places	Total First Home Mortgage Originations	Total Mortgage Originations	Percentage Originations for First Home	Mortgage Origination Total Amount
Ashland	200	567	35%	\$107,487,000
Castro Valley	478	2,652	18%	\$830,193,000
Cherryland	46	100	46%	\$21,751,000
Fairview	255	783	33%	\$192,622,000
San Lorenzo	198	723	27%	\$175,066,000
Eden Area	1,177	4,825	24%	\$1,327,119,000

source Home Mortgage Disclosure Act 2010

Twenty-eight percent of mortgage originations were for purchasing a home and around 25 percent of mortgage originations were for first homes. These numbers vary from place to place. In Castro Valley, where the majority of mortgages originated, 18 percent were for home purchases while 80 percent were for refinancing. Conversely, nearly half of the mortgages originated in Cherryland were for new home purchases and the remaining for refinancing.

PERCENTAGE OF MORTGAGE ORIGINATIONS BY TYPE
2010



source Home Mortgage Survey Data (2010)

4.10 How is the built environment being improved?

It is difficult to assess the dollar amount spent on improving the built environment in the area. This section looks at building permits, which are a source of private investment and community development block grants which are public dollars.

BUILDING PERMITS 2013

In the Eden Area as of June 2013, 1,335 projects with building permits were finished with an estimated value of around \$25.5 million dollars. In Castro Valley, almost \$12 million dollars of value was generated from permitted work.

COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG) IN 2001 TO 2011

CDBG grants from the U.S. Department of Housing and Urban Development (HUD) are meant to address issues in low-income communities. According to the county's website, roughly \$5.8 million dollars of CDBG funds were used on a variety of projects between 2001 and 2011.

CAPITAL IMPROVEMENTS PROJECTS

Capital Improvements Projects represent a significant investment by the community into the built environment. These projects range from the installation of electric charging stations for automobiles to the construction of youth centers. In the current 5-year report FY2012 to FY 2017, there are 33 approved projects countywide with an estimated cost of around \$1 billion dollars. Several of these projects are located in the Eden Area.

ASHLAND

REACH-Ashland Youth Center
Streetscaping on E 14th Street
Lewelling Boulevard Streetscape Improvements

CASTRO VALLEY

Construction of a Shared Parking Lot
Castro Valley Boulevard Streetscape Improvements

CHERRYLAND

Cherryland Community Center
New Fire Station
Meekland Avenue Streetscape Improvements

SAN LORENZO

San Lorenzo Library Building Expansion
San Lorenzo Village Plaza and Public Space
Hesperian Boulevard Streetscape Improvements

TOP TEN FINISHED BUILDING PERMITS BY VALUATION (2013)


Rank	Row Labels	Valuation
1	Remodel/Repair Residential	\$6,171,308
2	Addition Residential	\$5,659,781
3	Remodel/Repair Commercial	\$3,510,042
4	Office/Bank/Professional Building	\$3,265,448
5	Single Family Dwelling	\$2,705,161
6	Solar Photovoltaic Residential	\$1,434,943
7	Miscellaneous Commercial	\$527,341
8	Warehouse	\$512,201
9	Cell Site	\$452,000
10	Solar Photovoltaic Commercial	\$377,214

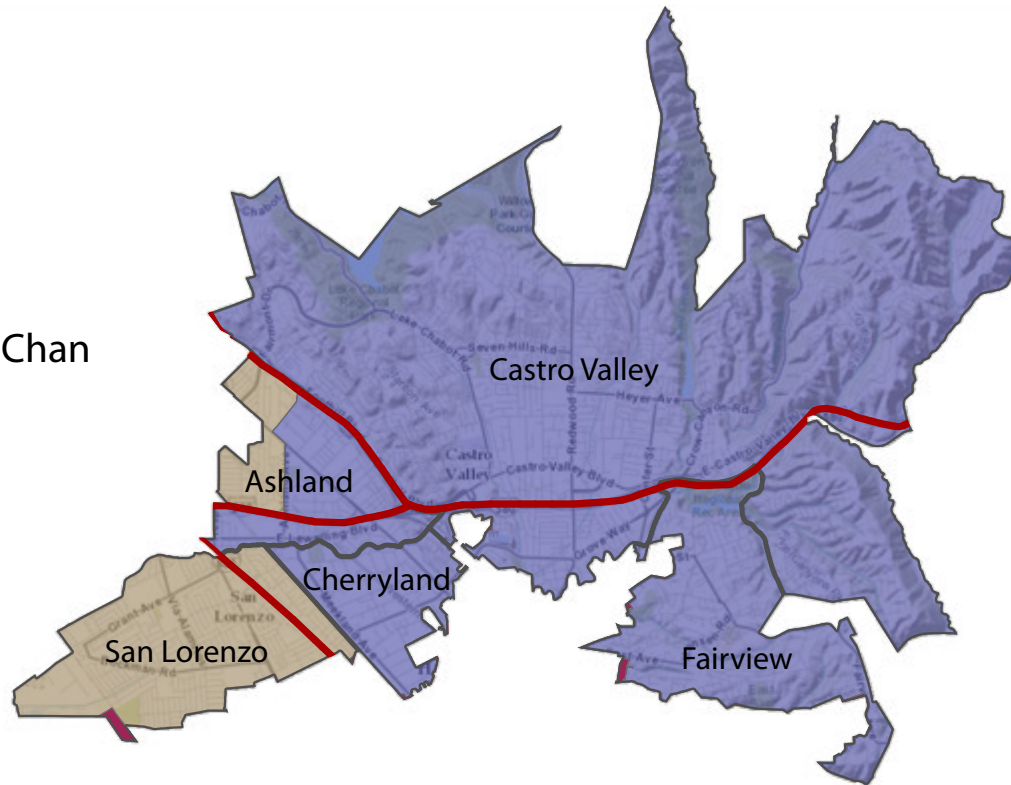
source Alameda County


Appendix A: Elected Representatives



The Eden Area communities are unincorporated and are governed by Alameda County. The majority of the area falls within Supervisorial District 4 which is represented by Supervisor Nate Miley. Sections of Ashland and all of San Lorenzo are in District 3 which is represented by Supervisor Wilma Chan.

 **District 3**
Supervisor Wilma Chan
District Office
15903 Hesperian Blvd
San Lorenzo, CA 94580
Phone: 510.278.0367
Fax: 510.278.0467



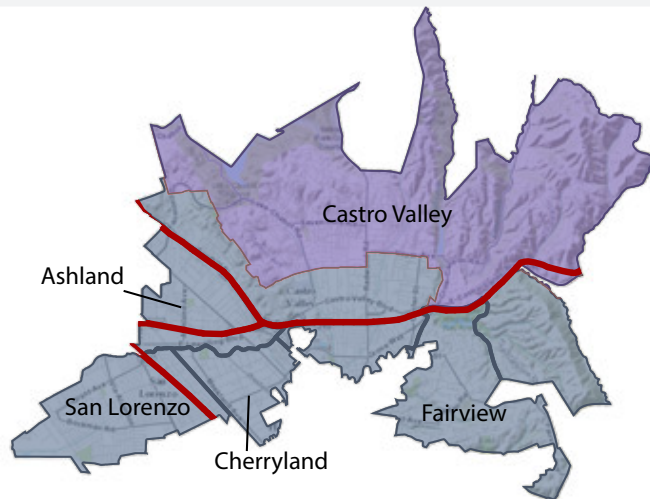
 **District 4**
Supervisor Nate Miley
District Office
20993 Redwood Road
Castro Valley, CA 94546
Phone: 510.670.5717
Fax: 510.537.7289



State legislature

At the state level, the area is split among four representatives, two senators and two assemblymembers.

State Senators



District 10

State Senator Ellen Corbett

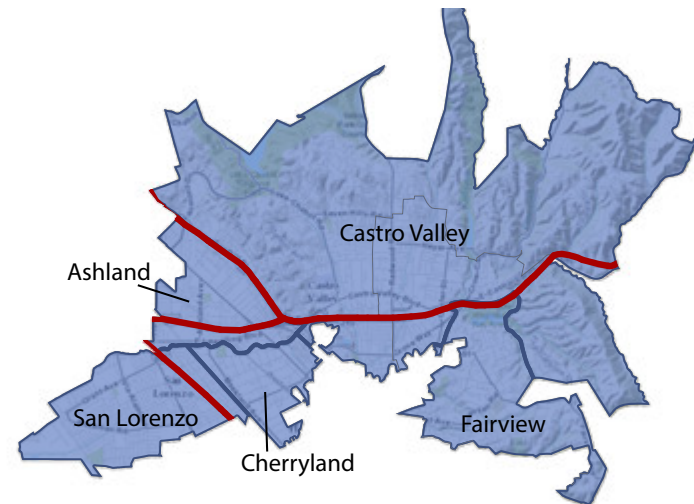
San Leandro District Office
1057 MacArthur Blvd. Suite 206
San Leandro, CA 94577
Phone: (510) 577-2310
Phone: (408) 286-0329

District 09

State Senator Loni Hancock

District Office
1515 Clay Street, Suite 2202
Oakland, CA 94612
Phone: (510) 286-1333
Fax: (510) 286-3885

State Assembly Members



District 20

Assembly Member Bill Quirk

District Office:
22320 Foothill Blvd, Suite 540
Hayward, CA 94541
Tel: (510) 583-8818
Fax: (510) 583-8800

Other Districts

East Bay Municipal Utilities District Directors



WARD 5

Doug Linney
dlinney@ebmud.com

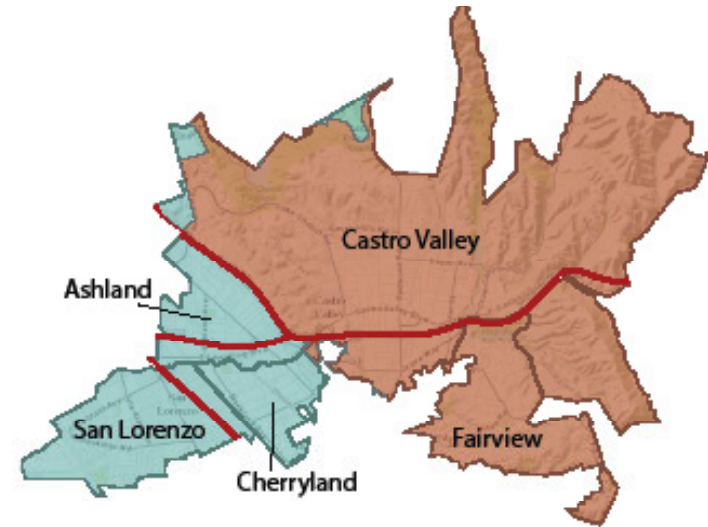
Administrative Office
375 11th Street
Oakland, CA 94607
Phone: 1.866.403.2683

WARD 7

Frank Mellon
fmellon@ebmud.com

Administrative Office
375 11th Street
Oakland, CA 94607
Phone: 1.866.403.2683

Bay Area Rapid Transit Directors



DISTRICT 3

Rebecca Saltzman

boardofdirectors@bart.gov
510.464.6095

Meeting Location

Kaiser Center
20th Street Mall, Third Floor, 344
Oakland, CA

DISTRICT 5

John McPartland

Appendix B: Land Use

Existing Land Use in Ashland, Cherryland, and San Lorenzo 2003

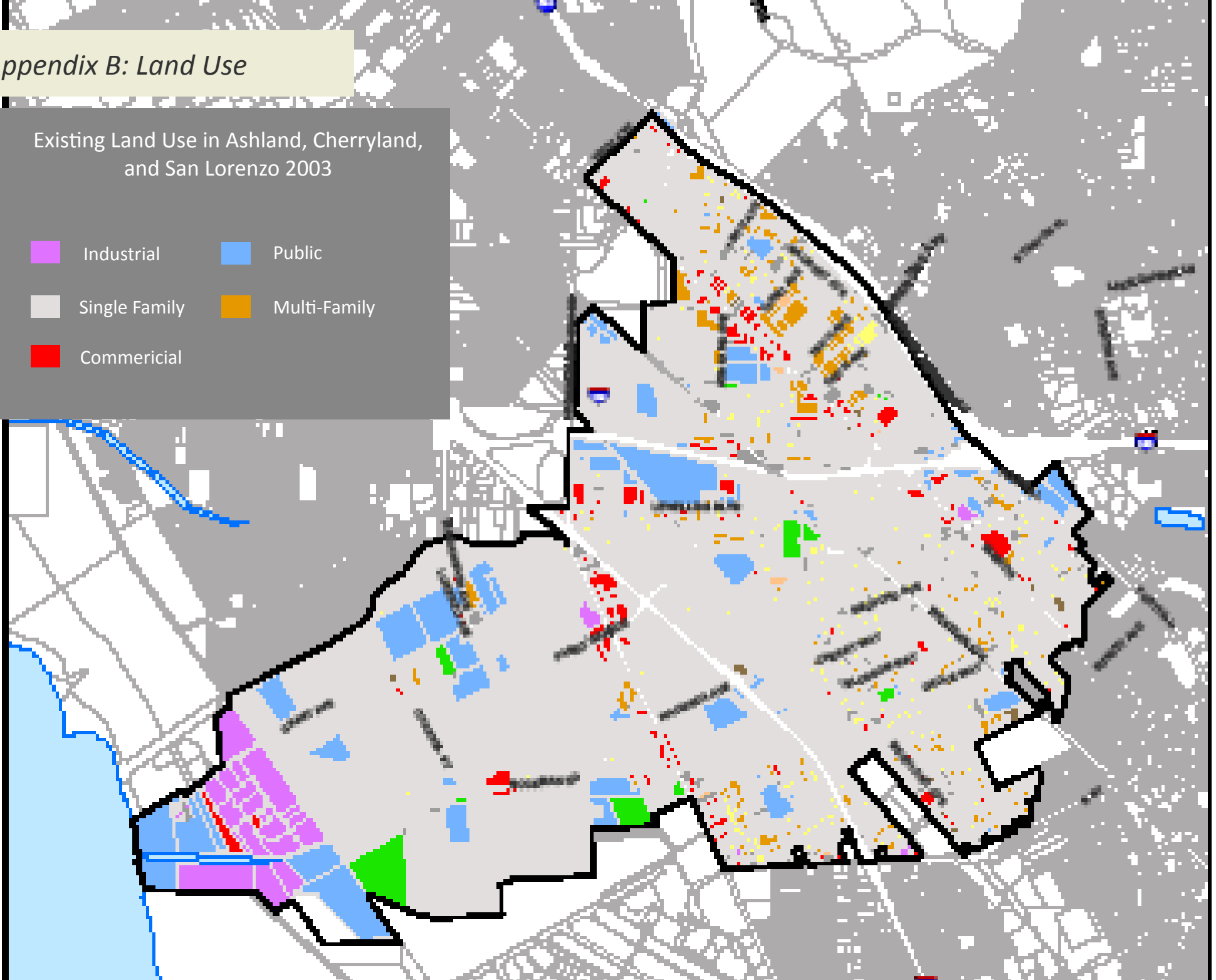
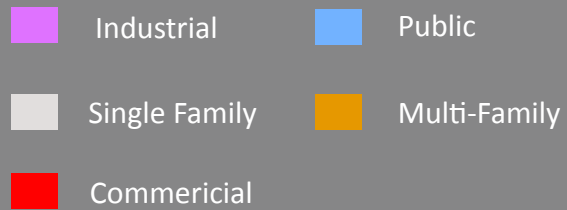


Figure 4-2
Castro Valley General Plan Land Use

