

*The Economics of Land Use*



## Draft Report

# Nexus-Based Affordable Housing Fee Analysis for For-Sale Housing

Prepared for:

City of Santa Rosa

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## *EXECUTIVE SUMMARY*

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Economic & Planning Systems, Inc. (EPS) was retained by the City of Santa Rosa to conduct a nexus study analyzing the impact that development of market-rate housing has on the demand for below-market-rate housing and, based on the results, to determine the defensible nexus-based fee that could be charged to market-rate housing development.

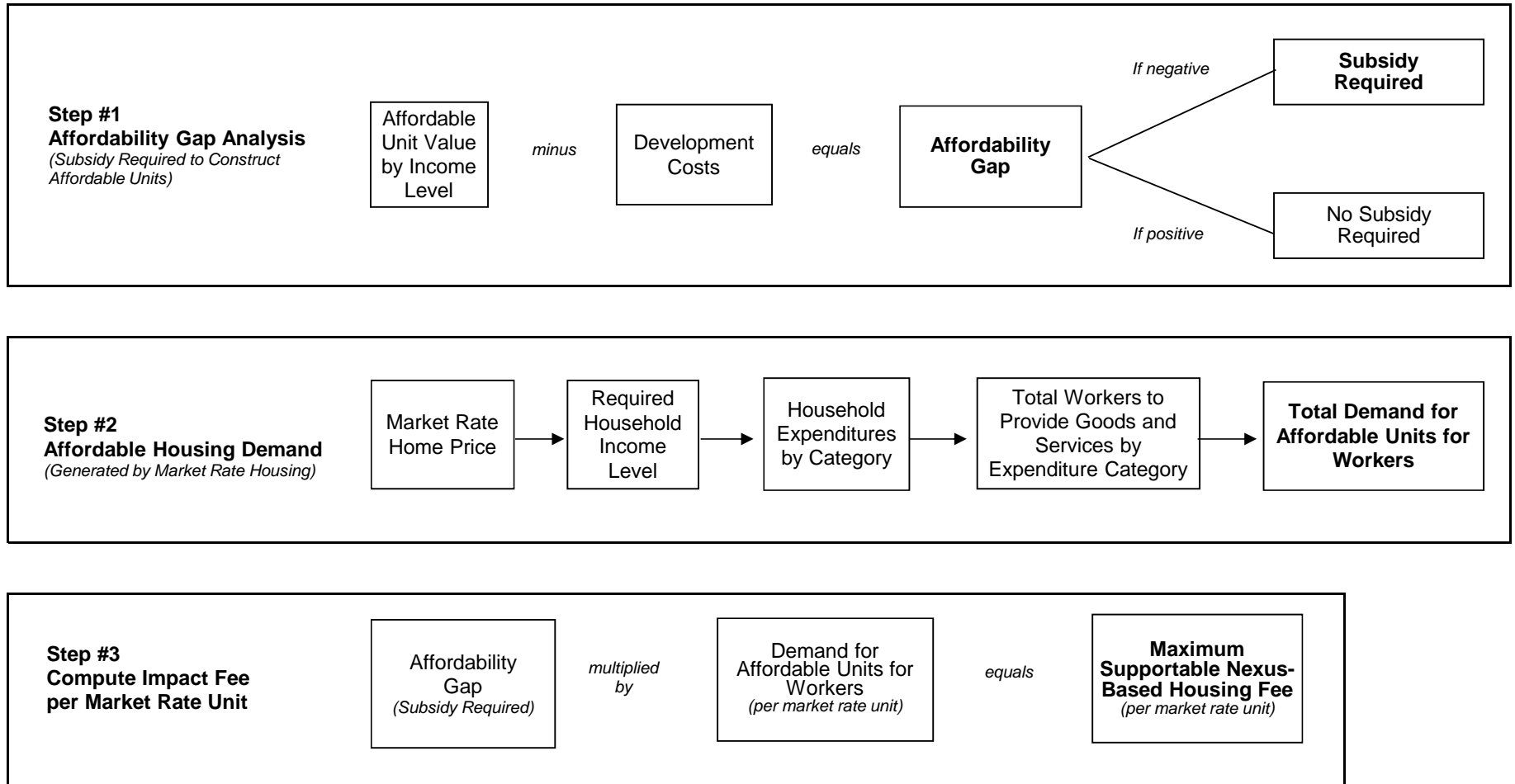
The technical approach used herein quantifies the impacts that the introduction of market-rate units have on the local economy and the demand for additional affordable housing. As new households are added to the community, local employment also will grow to provide the goods and services required by the new households. To the extent that these new jobs do not pay adequate wages for the employees to afford market-rate housing in the community, the new households' spending is creating a need for affordable housing. A nexus-based affordable housing fee is therefore based on the impact of the new market-rate homes on the demand for affordable housing. The fee calculated in this study represents the maximum fee that may be charged to new market-rate housing units to mitigate their impacts on the affordable housing supply. Such fees then may be used by the City to subsidize the production of new affordable units for lower-income households not accommodated by market-rate projects.

Calculating the impact of market-rate development in the City on affordable housing needs, and the fees needed to mitigate those impacts, involves three main analytical steps:

- **Step #1.** Estimate the typical subsidy required to construct units affordable at various income levels (the "affordability gap").
- **Step #2.** Determine the market-rate households' demand for goods and services, the jobs created by that demand, and the affordable housing needs of workers in those jobs.
- **Step #3.** Combine the affordability gap with the affordable housing demand projections to compute the maximum supportable nexus-based affordable housing fees per market-rate unit.

These technical steps are illustrated in **Figure 1** and detailed in the body of this Report and the attached Technical Appendices. The findings regarding each of these steps are presented below.

**Figure 1**  
**Illustration of Nexus-Based Housing Fee Methodology**



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- 1. The costs to construct housing units affordable to many households exceed those units' values based on the rents or prices that the households can afford to pay. The estimated subsidy required to construct affordable housing units in Santa Rosa ranges from roughly \$8,400 for a Median Income household to \$141,800 for a Very Low Income household earning 50 percent of AMI. Households with above-median incomes do not appear to require subsidies, as affordable prices for such households can support the costs of construction.**

An "affordability gap analysis" evaluates whether or not the costs to construct affordable units exceed the values of units that are affordable to lower- and moderate-income households. For each affordable housing income level – households with incomes at 50, 60, 80, 100, and 120 percent of Area Median Income (AMI) – this analysis estimates the subsidy required to construct affordable housing units.

The affordability gap analysis assumes that the average affordable unit for all income levels will be a 2-bedroom unit in a multifamily development. The estimated costs to construct the prototypical affordable unit are based on recent Santa Rosa (and other Sonoma County) development projects and transactions, as well as other development cost data sources. The costs of land acquisition are included in these development cost calculations.

A household's ability to pay is estimated based on standard percentages of income available for housing costs at each household income level. Income available for housing costs is then converted into a monthly affordable rent and a capitalized unit value or an affordable mortgage payment and supportable home price. This unit value is then compared to the costs of development to determine the subsidy, if any, required to make the unit affordable to each income level.

- 2. The demand for affordable housing generated by the expenditures of new households in Santa Rosa increases along with the market-rate home value (and related owner income). For example, a unit that sells for \$400,000 is estimated to create demand for 0.153 affordable housing units, while an \$800,000 unit creates demand for 0.261 affordable units.**

Any justified nexus-based fee is based on the total demand for affordable housing units generated by construction of market-rate homes. The link (or nexus) between market-rate housing and increased demand for affordable housing is that residents of market-rate units demand goods and services that rely on wage earners (for example, retail sales clerks) who typically cannot afford market-rate housing and thus require affordable housing.

Because more expensive housing units require owners to have higher incomes, and higher income households create more jobs through their spending, the nexus impacts and thus the justified fees for units vary in relation to the price of the market-rate units. The price of the unit is typically a function of its size, and the fees calculated herein can be applied based on the square footage of the market-rate units.

This analysis evaluates the demand for affordable housing generated by a range of unit sale prices. For each unit price level, the demand-based nexus fee calculation involves the following steps:

- A. Market-Rate Household Income Levels.** The required income levels of households occupying new market-rate housing are derived based on the unit's mortgage, property taxes, insurance, and other fees, assuming standard housing cost expenses as a proportion of overall household income. For example, a typical household purchasing a \$400,000 market-rate home would have an income of roughly \$97,000, if they spend 30 percent of their income on housing costs.
- B. Household Expenditures.** Based on the household income computed in Step A, Consumer Expenditure Survey data is used to evaluate the typical spending patterns of the household. This analysis provides an estimate of how much the household spends on specific categories of expenditures, such as "Food at Home." As the households' income increases with the value of the market-rate units, the total spending on goods and services also increases. The Consumer Expenditure Survey also indicates that these relationships are not linear (e.g., a household with twice the income does not necessarily spend twice as much on food).
- C. Job Creation and Worker Households.** Having estimated the households' spending on various items, that spending is then converted into an estimation of jobs created. For each expenditure category, data regarding average worker wages and the ratio between gross business receipts and wages are used to translate these household expenditures into the total number of private-sector workers. For selected public-sector jobs that typically grow in proportion to the local population size (e.g., teachers), the demand for new workers is estimated by relating current levels of employment in such categories to the current population and applying this ratio to future development. Because each new worker does not represent an independent household (Santa Rosa has an average of 1.56 workers per working household), the total number of new households created is somewhat less than the number of new jobs created. EPS has further adjusted the household formation rates to reflect the fact that a certain proportion of workers will *not* form their own households, particularly those of younger ages.<sup>1</sup>
- D. Worker Households by Income Category.** Each worker household generated is assigned to an income category—represented as a proportion of AMI ranging from 50 to 120 percent—based on its estimated gross wages. This provides the total number of households generated at each income level by construction of market-rate units at various price points. The results indicate that residents of lower-priced units generate fewer worker households requiring affordable housing than do residents of higher-priced units.

These steps of the nexus-based fee calculation provide the total number of income-qualified workers required to meet the needs for goods and services generated by market-rate housing. The number of workers servicing market-rate housing (at each unit price) is then converted to total income qualified households and each such household is assumed to require one housing unit.

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<sup>1</sup> BLS data indicates that 12.5% of retail/restaurant workers are age 16 to 19, but an average of only 1.9% of workers in other industries. EPS has assumed that such young workers do not form their own households.

- 3. This analysis calculates the fees that could be charged to fully mitigate the impact that new market-rate housing has on Santa Rosa's affordable housing demand at various representative price points. These fees could range from \$8,930 for \$200,000 unit to \$31,550 for \$1,200,000 units.***

The nexus fee is calculated by applying the number of affordable units needed by income qualified households to the affordability gap for each housing income category. This calculation is made for several different home prices. **Table 1** summarizes the maximum nexus-based fees calculated for representative home prices. The City may also consider whether to allow developers to provide affordable units within their projects, rather than paying the nexus-based fee. **Table 1** illustrates the proportions of affordable units that correspond to the fee calculation and demands created by the market-rate units. For instance, a project offering \$600,000 units would effectively mitigate the demand being created by the market-rate units if it provided 0.225 affordable units for each market-rate unit.



**Table 1**  
**Summary of Housing Impact Fees or Unit Equivalents per Market-Rate Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Market-Rate Unit Price	Maximum Impact Fee	Percent of Price	Total	<u>Affordable Units Generated/100 Market-Rate Units</u>			
				Low (50%)	Low (60%)	Low (80%)	Med (100%)
\$200,000	\$8,930	4.5%	10.2	4.3	1.0	4.1	0.7
\$400,000	\$13,650	3.4%	15.3	6.5	1.8	5.8	1.2
\$600,000	\$21,089	3.5%	22.5	10.1	3.4	7.4	1.6
\$800,000	\$24,515	3.1%	26.1	11.4	4.5	8.5	1.7
\$1,000,000	\$26,564	2.7%	28.3	11.9	5.5	9.3	1.7
\$1,200,000	\$31,550	2.6%	33.5	14.2	6.5	10.8	2.0

Source: Economic & Planning Systems, Inc.

# 1. AFFORDABILITY GAP ANALYSIS

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For any nexus-based affordable housing fee calculation, it is necessary to estimate the subsidy required to construct affordable housing units. **Table 2** shows the subsidy needed to produce multifamily for-sale housing that is affordable to low- through moderate-income households (60 through 120 percent of AMI), while **Table 3** calculates the subsidies for rental housing affordable to very low- through moderate-income households (50 through 120 percent of AMI).

## Product Type

While the nexus fees calculated herein are based on demands created by for-sale housing that may be single-family or multifamily, the analysis assumes that new lower-income worker households would actually be housed in multifamily developments in Santa Rosa. According to City staff, at this time in Santa Rosa the subsidies available are most efficiently used to develop multifamily affordable units. As a result, the subsidy required to construct affordable units of this multifamily product type is used to determine the fee that applies to all types of development. EPS has assumed that these projects will have an average density of 30 units per acre and will adhere to Santa Rosa Code that requires 2.5 parking spaces per unit, assumed to be surface parking.

In order to determine the average household size of future affordable housing units, EPS used two estimates from the US Census American Community Survey. The Census indicates that the average household size is 2.71 people and the average family size in Santa Rosa is 3.44 people. Each of these figures rounds to an average of three people per unit, so EPS uses this assumption to determine the applicable income limits for the new units.

California State law (California Health and Safety Code Section 50052.5) assumes that a 2-bedroom unit is occupied by a 3-person household, and this assumption is used in this analysis. Typically, a 2-bedroom unit in the Bay Area has a gross size of about 1,100 square feet (accounting for shared lobbies, hallways, etc.) and a net size of 950 square feet.

This analysis estimates the subsidy that would be required to build for-sale and for-rent housing for the lower-income worker households. The subsequent impact fee analysis would assume that the most cost-efficient tenure type would be used; if for-sale units can be built for less subsidy than units offered for rent, the analysis would assume new affordable units would be for-sale. As shown on **Tables 2 and 3** and discussed below, however, for-rent units are estimated to require a lower subsidy under present market conditions. In addition to representing cost savings, and thus a minimization of the impact fee, the reliance on rental housing may be more easily implemented and sustained, as many households at lower incomes will not have adequate wealth reserves for down payments on homeownership units, and may have further difficulty absorbing the ongoing costs of homeownership (taxes, repairs, etc.) that they can effectively avoid by renting their homes rather than buying.

**Table 2**  
**Financing Gap Analysis -- For-Sale Product Type**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	2 Stories Multifamily With Surface Parking			
	Low Income (60% AMI)	Low Income (80% AMI)	Median Income (100% AMI)	Moderate Income (120% AMI)
<b>Development Program Assumptions</b>				
Density/Acre	30	30	30	30
Average Gross Unit Size	1,100	1,100	1,100	1,100
Average Net Unit Size	950	950	950	950
Average Number of Bedrooms	2	2	2	2
Average Number of Persons per Household	3	3	3	3
Parking Spaces/Unit	2.50	2.50	2.50	2.50
<b>Cost Assumptions</b>				
Land/Acre [1]	\$379,146	\$379,146	\$379,146	\$379,146
Land/Unit	\$12,638	\$12,638	\$12,638	\$12,638
Direct Construction Costs/Gross SF [2]	\$150	\$150	\$150	\$150
Direct Construction Costs/Unit	\$165,000	\$165,000	\$165,000	\$165,000
Parking Construction Costs/Space	\$3,000	\$3,000	\$3,000	\$3,000
Parking Construction Costs/Unit	\$7,500	\$7,500	\$7,500	\$7,500
Subtotal, Direct Costs/Unit	\$172,500	\$172,500	\$172,500	\$172,500
Indirect Costs as a % of Direct Costs [3]	33%	33%	33%	33%
Indirect Costs/Unit	\$56,925	\$56,925	\$56,925	\$56,925
Developer Profit Margin (% of all costs)	8%	8%	8%	8%
Developer Profit	\$19,365	\$19,365	\$19,365	\$19,365
<b>Total Cost/Unit [4]</b>	<b>\$261,428</b>	<b>\$261,428</b>	<b>\$261,428</b>	<b>\$261,428</b>
<b>Maximum Supported Home Price</b>				
Household Income [5]	\$44,640	\$58,500	\$74,350	\$89,200
Income Available for Housing Costs/Year [6]	\$13,392	\$17,550	\$22,305	\$26,760
Less Annual HOA Fees [7]	\$2,585	\$2,585	\$2,585	\$2,585
Less Property Taxes (1.25%) [8]	\$1,700	\$2,363	\$3,125	\$3,125
Less Annual Insurance [7]	\$215	\$215	\$215	\$215
Income Available for Mortgage [9]	\$8,892	\$12,388	\$16,380	\$20,835
Mortgage Interest Rate [10]	5.5%	5.5%	5.5%	5.5%
Mortgage Repayment Period (years)	30	30	30	30
Down Payment [11]	\$6,802	\$9,476	\$12,530	\$15,937
<b>Total Supportable Home Price</b>	<b>\$136,036</b>	<b>\$189,512</b>	<b>\$250,592</b>	<b>\$318,748</b>
<b>Financing Gap</b>	<b>\$125,392</b>	<b>\$71,916</b>	<b>\$10,836</b>	<b>\$0</b>

[1] The land costs represented are based on the weighted average listed price for multifamily land in the Santa Rosa market area, as shown in **Appendix A**.

[2] Includes costs for labor and materials.

[3] Includes costs for architecture and engineering; entitlement and fees; project management, marketing, commissions, and general administration; financing and charges; insurance; and contingency.

[4] A review of total development costs for four Burbank Housing developments (Fife Creek Commons, Windsor Redwoods, Amorosa Village I and Amorosa Village II) comprising 263 family rental units constructed in 2011 and 2012 indicate average costs per unit at nearly \$370,000 or over \$350/SF. The costs shown here are thus considered optimistic and yield a more modest subsidy requirement.

[5] Based on HUD 2012 income limits for Sonoma County.

[6] Assumes housing costs to be 30% of gross household income for low-income and moderate-income households.

[7] Homeowner association fees and insurance costs provided by Sonoma County CDC based on recent for-sale affordable housing projects.

[8] Exceeds basic 1.00% tax rate to include allowance for special assessment districts.

[9] Income available for mortgage payments consists of total income available for housing less property taxes, insurance and HOA fees.

[10] Reflects CalHFA mortgage rates, as discussed with Sonoma County CDC.

[11] Assumes a 5% down payment.

Sources: Sonoma County housing developers; Sonoma County Community Development Commission; Economic & Planning Systems, Inc.

**Table 3**  
**Financing Gap Analysis -- Rental Product Type**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	2 Stories Multifamily With Surface Parking				
	Very Low Income (50% AMI)	Low Income (60% AMI)	Low Income (80% AMI)	Median Income (100% AMI)	Moderate Income (120% AMI)
<b>Development Program Assumptions</b>					
Density/Acre	30	30	30	30	30
Average Gross Unit Size	1,100	1,100	1,100	1,100	1,100
Average Net Unit Size	950	950	950	950	950
Average Number of Bedrooms	2	2	2	2	2
Average Number of Persons per Household	3	3	3	3	3
Parking Spaces/Unit	2.50	2.50	2.50	2.50	2.50
<b>Cost Assumptions [1]</b>					
Land/Acre [2]			\$379,146	\$379,146	\$379,146
Land/Unit	\$59,168	\$59,168	\$12,638	\$12,638	\$12,638
Direct Construction Costs/Gross SF [3]			\$140	\$140	\$140
Direct Construction Costs/Unit			\$154,000	\$154,000	\$154,000
Parking Construction Costs/Space			\$3,000	\$3,000	\$3,000
Parking Construction Costs/Unit			\$7,500	\$7,500	\$7,500
Subtotal, Direct Costs/Unit	\$212,147	\$212,147	\$161,500	\$161,500	\$161,500
Indirect Costs as a % of Direct Costs [4]			35%	35%	35%
Indirect Costs/Unit	\$102,801	\$102,801	\$56,525	\$56,525	\$56,525
Total Cost/Unit	\$374,116	\$374,116	\$230,663	\$230,663	\$230,663
Less Value of 4% Tax Credits [5]	40%	40%	0%	0%	0%
<b>Net Development Costs per Unit</b>	<b>\$224,469</b>	<b>\$224,469</b>	<b>\$230,663</b>	<b>\$230,663</b>	<b>\$230,663</b>
<b>Maximum Supported Unit Value</b>					
Household Income [6]	\$37,200	\$44,640	\$58,500	\$74,350	\$89,200
Income Available for Housing Costs/Year [7]	\$11,160	\$13,392	\$17,550	\$22,305	\$26,760
Operating Expenses per Unit/Year [8]	\$6,200	\$6,200	\$6,200	\$8,968	\$8,968
Net Operating Income	\$4,960	\$7,192	\$11,350	\$13,337	\$17,792
Capitalization Rate [9]	6.0%	6.0%	6.0%	6.0%	6.0%
<b>Total Supportable Unit Value</b>	<b>\$82,667</b>	<b>\$119,867</b>	<b>\$189,167</b>	<b>\$222,284</b>	<b>\$296,534</b>
<b>Financing Gap</b>	<b>\$141,803</b>	<b>\$104,603</b>	<b>\$41,497</b>	<b>\$8,379</b>	<b>\$0</b>

[1] Costs for 50-60% AMI units are based on recent affordable housing projects as shown in Appendix A. For units at 80-120% of AMI, EPS has assumed lower development costs consistent with for-profit builders on cost bases.

[2] The land costs represented are based on the weighted average listed price for multifamily land in the Santa Rosa market area, as shown in Appendix A.

[3] Includes costs for labor and materials. Assumes Direct Construction Costs for rentals are \$10/SF less than for-sale developments.

[4] Includes costs for architecture and engineering; entitlement and fees; project management, marketing, commissions, and general administration; financing and charges; insurance; and contingency.

[5] Projects at 50-60% AMI are assumed to receive 4% Low Income Housing Tax Credits which cover an estimated 40% of total development costs, per CDC staff.

[6] Based on HCD 2012 income limits for Sonoma County.

[7] Assumes housing costs to be 30% of gross household income.

[8] Operating expenses provided by Sonoma County CDC, and include costs of tenants' utilities. Units for median- and moderate-income households are assumed to be built as for-profit projects and thus subject to property tax.

[9] Reflects average investor interest for apartment capitalization rates from RealShare/Jones Lang LaSalle's Apartments Outlook 2012 Survey.

Sources: Sonoma County housing developers; Sonoma County Community Development Commission; Economic & Planning Systems, Inc.

## Development Cost Assumptions

Affordable housing development costs include land costs, direct costs (e.g., labor and materials), indirect or “soft” costs (e.g., architecture, entitlement, marketing, etc.), and developer profit. For rental projects, operating costs also must be incorporated into the analysis. Data from recent Sonoma County development (including two Santa Rosa projects) and recent land transactions have been combined with EPS’s information from various market-rate and affordable housing developers to estimate appropriate development cost assumptions for use in Santa Rosa. These assumptions are shown on **Tables 2 and 3**.

This analysis assumes that the City will use the proceeds of the nexus-based fees as subsidies for affordable housing developers. EPS has gathered development cost information from six recent affordable housing projects in Sonoma County, as shown on **Appendix A Table A-1**. For units required for households earning 50 to 60 percent of Area Median Income, subsidies known as “4% Low Income Housing Tax Credits (LIHTC)” are typically available to offset roughly 40 percent of the total costs of development. **Table 3** uses the “weighted average” cost information from the six recent affordable housing projects as the assumed base costs of development for these units at 50 to 60 percent of AMI, and then reduces those costs by 40 percent to yield the net costs to the developer.

For units serving households earning 80 to 120 percent of AMI, no such tax credit subsidies are available. However, it is generally recognized that the costs for LIHTC-eligible projects are significantly higher than the costs for market-rate projects built by for-profit builders.<sup>2</sup> EPS has investigated the prices of appropriately zoned land served by infrastructure, as shown on **Appendix Table A-2**. For this analysis, EPS has assumed that land costs for projects eligible for tax credits would reflect the recent land purchases for such projects, while land purchases for projects at higher incomes levels would actually be significantly lower, consistent with typical market-rate transactions. EPS has further estimated the costs of direct and indirect development costs for multifamily housing based on reviews of recent Bay Area project pro formas, with adjustments for location factors. In addition, EPS has reviewed all these cost estimates with Sonoma County housing developers to ensure that they are reasonably representative of expectations.<sup>3</sup> As shown on **Table 3**, the total costs for apartment development for households earning 80 to 120 percent of AMI are estimated to be roughly 40 percent below the total costs for LIHTC-eligible projects at 50 and 60 percent of AMI – a differential that EPS believes represents a conservative assumption but is reflective of the actual known costs of affordable projects (shown on **Appendix Table A-1**) and the expected costs of market-rate development as vetted with locally active developers.

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<sup>2</sup> In recognition of this persistent dynamic, the California Department of Housing and Community Development has commissioned a 2012 consulting study to determine the causes of these significant differences in development costs for affordable housing vs. market-rate housing.

<sup>3</sup> In addition to discussing the cost assumptions with Sonoma County developers in a stakeholder meeting in spring 2012 as part of a similar study for the County, EPS has reviewed the development cost assumptions provided to the City in an analysis by local developer Hugh Futrell dated April 4, 2010 and found our current assumptions to reflect lower costs than were included by Mr. Futrell.

**Table 2** shows the same types of calculations for for-sale multifamily housing, to determine if it would be more cost-effective to provide for-sale units rather than rental units for the low-income workers generated in the City. As shown, the for-sale unit costs are similar to those for the 80 to 120 percent AMI rental units on **Table 3**, but are slightly higher due to higher levels of finish and liability insurance required for condominium development, and also include a modest profit margin for the developers. For-sale projects are not eligible for LIHTC funding, so no offsetting subsidy is shown here, but likewise the analysis does not assume a major difference in costs associated with nonprofit builders.

## Revenue Assumptions

To calculate the values of the affordable units, assumptions must be made regarding the applicable income level and the percentage of income spent on housing costs. In addition, translating these assumptions into unit prices and values requires estimates of operating expenses, capital reserves, and capitalization rates. The following assumptions were used in these calculations:

- *Income Levels*— This analysis estimates the subsidy required to produce units for households earning 50, 60, 80, 100, and 120 percent of Area Median Income for a three-person household. In 2012, AMI for these households was \$74,350, as shown in the California Department of Housing and Community Development's (HCD's) income limits chart.
- *Percentage of Gross Household Income Available for Housing Costs*—HCD standards on overpaying for rent indicate that households earning less than 80 percent of AMI should pay no more than 30 percent of their gross income on housing costs. For this analysis, EPS has assumed that all households shall spend 30 percent of their gross income on housing costs, including rent in rental projects or mortgage payments, homeowner association fees, insurance, and property taxes for for-sale units.
- *Operating Costs for Rental Units*—The analysis assumes that apartment operators incur annual operating costs of \$6,200 per unit, which include the cost of utilities, for units affordable at 80 percent of AMI or below. EPS has assumed the units for median income households and above would have similar operating costs but would be built by for-profit builders and thus also subject to property taxes.

## Affordability Gap Results

**Table 2** shows the estimated subsidies for construction of affordable for-sale units for low and moderate-income households. As shown, a unit for a household at 60 percent of AMI is expected to require a subsidy of roughly \$125,000, and units for higher-income households require lower subsidies (or none, for units at 120 percent of AMI). **Table 3** shows the subsidies for construction of for-rent apartments for households at various income levels. For any equivalent income level (e.g., 60 percent of AMI), a comparison of **Tables 2 and 3** indicates the affordability gap for low-income rental units is estimated to be less than if the same unit were offered for-sale. This is generally due to slightly higher development costs for for-sale units (including the need for immediate rather than longer-term profit returns) and the fact that for-sale projects are not eligible for LIHTC funding.

These affordability gaps then were used to calculate the justified nexus-based fees by multiplying this required subsidy by the number of units required to house workers providing goods and services to new market-rate housing development. This methodology is discussed in more detail in the following section.

## 2. DEMAND-BASED NEXUS FEE CALCULATION

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The maximum supportable nexus-based fees are based on both the affordability gap, calculated in the previous section, and the estimated impact that new market-rate units have on the need for affordable units, as reflected in the number of income-qualified local workers required to support the residents of market-rate units and the total subsidy required to construct housing for those workers. This approach is based on the following logic: (a) residents of market-rate housing have disposable incomes and require a variety of goods and services (including private sector goods and services and government services); (b) the provision of those goods and services will require some workers who make lower incomes and cannot afford market-rate housing; and (c) fees charged to market-rate projects can mitigate the impact of those projects on the increased need for affordable housing.

### **Market-Rate Household Income Levels**

Households with larger incomes typically spend more on goods and services, therefore creating additional lower income jobs, which in turn generate a greater demand for affordable housing. To assess the impact that market-rate units have on the need for affordable housing, EPS has estimated the household income required to purchase a home at various home values, as shown in **Table 4**.

The income required to purchase a unit at a particular price point is based on assumptions of the standard down payment, financing terms, property taxes, and other costs related to owning a home. These housing costs typically account for 30 percent of a household's income, and therefore, by knowing these costs, the required income to purchase each unit can be estimated. As shown, required household incomes range from approximately \$53,600 for a \$200,000 unit to roughly \$268,800 for a \$1,200,000 unit.

### **Household Expenditures and Job Creation by Income Level**

Having established the income requirements for purchasing units at various sizes and values, the fee calculation then requires an analysis of the household spending patterns at those required income levels. Consistent with nexus fee calculations and impact analysis for schools, parks, roads, etc., this analysis also assumes that all households purchasing new market-rate units in Santa Rosa are "net new" households to the City. To assume otherwise—for instance, that only those buyers of new housing units relocating from outside Santa Rosa should be counted in the impact analysis—would require assuming that the homes left by those households relocating *within* Santa Rosa would be demolished or left vacant in perpetuity. This would only be the case were the City experiencing a significant loss of population and housing inventory, as has occurred, for instance, in Detroit. Santa Rosa has not experienced such declines.

The Consumer Expenditure Survey from the United States Bureau of Labor Statistics provides data for households at a variety of income levels, detailing the amounts that typical households spend on things like "Food at Home," "Apparel and Services," and "Vehicle Maintenance and



**Table 4**  
**Income Required to Purchase Homes at Various Prices**  
**Santa Rosa Housing Impact Fee, EPS #121110**

<b>Assumed Base Price</b>	<b>Down Payment at 20%</b>	<b>Beginning Mortgage Principal</b>	<b>Annual Mortgage Payment [1]</b>	<b>Annual Taxes at 1.25% [2]</b>	<b>Annual HOA + Insurance Fees [3]</b>	<b>Total Annual Housing Costs</b>	<b>Required Household Income [4]</b>
\$200,000	\$40,000	\$160,000	\$10,408	\$2,500	\$3,180	\$16,088	\$53,600
\$400,000	\$80,000	\$320,000	\$20,816	\$5,000	\$3,180	\$28,996	\$96,700
\$600,000	\$120,000	\$480,000	\$31,225	\$7,500	\$3,180	\$41,905	\$139,700
\$800,000	\$160,000	\$640,000	\$41,633	\$10,000	\$3,180	\$54,813	\$182,700
\$1,000,000	\$200,000	\$800,000	\$52,041	\$12,500	\$3,180	\$67,721	\$225,700
\$1,200,000	\$240,000	\$960,000	\$62,449	\$15,000	\$3,180	\$80,629	\$268,800

[1] Assumes 5.0% interest for 30 years, reflecting higher than current rates but well below historical averages.

[2] Tax rate allows for some special assessments above 1.00% basic tax rate.

[3] A Redfin.com survey of Sonoma County homes for sale in 44 different projects on May 5, 2012 indicates an average HOA fee of \$265/month for units listed at \$300,000 or less. Some of these projects may include insurance costs in the HOA fees, while others may not. To be conservative, EPS has assumed that the average HOA fee does include insurance. See **Appendix A**.

[4] Assumes households spend 30% of total household income on total annual housing costs.

Source: Redfin.com; Economic & Planning Systems, Inc.

Repairs.” Interestingly, household expenditures by category are not uniformly proportional to household income levels. For example, households earning around \$53,600 (adequate to purchase a \$200,000 unit) spend roughly 11.6 percent of their income on food and drink (at home and eating out), while households earning \$268,800 who can afford to purchase a \$1,200,000 unit spend only about 6.4 percent of their income on food and drink. Because of these and other differences in proportionate spending, the expenditure profile varies at different income levels.

The homebuyer household’s typical expenditures were converted to the number of jobs created by their spending. The first step in this process is to determine how much of an industry’s gross receipts are used to pay wages and employee compensation. EPS relied on data from the Economic Census,<sup>4</sup> which provides employment, gross sales, and payroll data by industry for Santa Rosa. In certain instances, Santa Rosa data was not available for every Economic Census industry—in those cases, EPS relied on statewide Economic Census data for that industry.

To link the Economic Census data and the Consumer Expenditure Survey data, EPS made determinations as to the industries involved with expenditures in various categories. For example, purchases in the Consumer Expenditure Survey’s “Food at Home” category would likely involve the Economic Census’s “Food & Beverage Stores” industry, where gross receipts were more than eight times the employees’ wages. By contrast, purchases in the Consumer Expenditure Survey’s “Entertainment Fees and Admissions” category were attributed to the Economic Census’ “Arts, Entertainment, and Recreation” industry, where gross receipts are only about three times the employees’ wages. Where more than one Economic Census category was attributable to a Consumer Expenditure Survey category, EPS estimated the proportion of expenditures associated with each Economic Census category.

After determining the amount of the household’s expenditures that were used for employee wages, EPS estimated the number of employees those aggregate wages represent. EPS calculated the number of workers supported by that spending using the average wage per worker (also from the 2007 Economic Census). These wages ranged from a low of roughly \$14,500 per year for workers in the food services industry to a high of more than \$86,000 average salary for legal services.<sup>5</sup>

This methodology recognizes that a range of occupations and incomes exist in a given industry sector. For instance, the methodology used to generate **Tables B-1 to B-5 in Appendix B** distinguishes between the typical incomes of workers in different types of retail stores (e.g., “food and beverage stores” versus “general merchandise stores”), rather than assuming all retail sector workers earn the same income. However, the average wage is used for each sub-category of industry employment and represents a reasonable proxy for the range of incomes in

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<sup>4</sup> Note that the Consumer Expenditure Survey data is based on information current as of 2010. The latest data available for the Economic Census was published in 2007. Because the data sources were from different years, EPS converted the 2010 expenditures to 2007 dollars using the Consumer Price Index (CPI) for the San Francisco Metropolitan Statistical Area (MSA) from the Bureau of Labor Statistics.

<sup>5</sup> Note that the average salary reported for architectural and engineering services reflects the full range of workers employed by that industry sector, including administrative staff and entry-level employees, as well as the professional and technical architects and engineers.

that group: while some employees will have higher wages and require lower subsidies, others will have lower incomes and require higher subsidies. Using the average approximates the total housing subsidy needed by workers in that industry.

To calculate the number of *households* supported by the expenditures of market-rate housing units, EPS estimated the employees' household formation rates. Importantly, employees generated from the increase in housing units do not all form households; some employees, in the retail and food services industries in particular, are young workers and do not form households. Data from the Bureau of Labor Statistics indicates that 12.5 percent of retail/restaurant workers are age 16-19, but an average of only 1.9 percent of workers in other industries. EPS applied these discounts to household formation to get a more accurate calculation of households formed by the employees and the average total incomes of those households.

To get the overall households' income rather than the individual workers', the wages of workers forming households were multiplied by the average of approximately 1.56 workers per working household in Santa Rosa.<sup>6</sup> This assumption implies the workers in a given household will have roughly equivalent pay per hour. While certainly there will often be some variation in wages per employee within a household, on average this assumption is reasonable because it implies comparable levels of education and training among all workers in a household. The average household incomes then are allocated to various income categories to estimate the number of affordable housing units demanded in each income category (50 through 120 percent of AMI).

A simplified example of these calculations follows:

A.	Number of Households (prototype project)	1,000
B.	Average Household Income (in the project)	\$125,000
C.	Aggregate Household Income (A x B)	\$125 million
D.	Average Income Spent on Retail (Consumer Expenditure Survey)	\$40,000
E.	Aggregate Retail Spending (A x D)	\$40 million
F.	Retail Gross Receipts: Payroll Ratio (Economic Census)	8:1
G.	Estimated Retail Payroll (E ÷ F)	\$5 million
H.	Average Retail Wage (Economic Census)	\$25,000
I.	Estimated Total Retail Jobs (G ÷ H)	200
J.	Percent Age 20+ (Bureau of Labor Statistics)	87.5%
K.	Total Retail Workers Forming Households	175
J.	Average Workers/Household (Census Data)	1.56
K.	Estimated Households Created (K ÷ J)	112
L.	Average Household Income (H x J)	\$39,000
M.	Income Category	Low-Income (up to 60% of AMI)

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<sup>6</sup> Workers per working household based on the U.S. Census 2011 American Community Survey . The average workers per working household estimate is calculated by taking the total number of employed residents age 18 to 64 and dividing it by the number of households with earnings. This methodology seeks to provide a conservative estimate of household formation by excluding households without workers or earnings (such as those with retired persons).

In this simplified example, 1,000 new market-rate units sold to households earning \$125,000 per year would create demand for 112 housing units for retail workers with household incomes below 60 percent of AMI. Actual calculations and impact distinctions by type of household expenditure for various home values are shown in the series of tables presented in **Appendix B**.

## **Demand for Public-Sector Workers**

In addition to the jobs created by the spending of the new market-rate households, this analysis also aims to evaluate the number of public-sector employees generated by the public service demands of new market-rate households. Rather than a comprehensive computation of public-sector employment, the analysis aims to be conservative by sampling only certain public-sector jobs (e.g., teachers and transportation providers) that are expected to grow in proportionate measure to household growth.

Data from the 2010 Occupational Employment Survey for the Santa Rosa-Petaluma MSA was used to determine the number of these public-sector employees needed to serve new market-rate development. This data was generated by the California Employment Development Department (EDD) and provides employment and wage information for a variety of occupational categories. EPS reviewed the data and sampled occupations that were public sector-related, as shown in **Table B-6** in **Appendix B**.

Based on the ratio of the selected public-sector jobs to the total households in the MSA, EPS estimates that approximately 60 government jobs or 38.4 households with a government employee are required per 1,000 total households. These figures are conservative (i.e., low) because numerous types of public-sector jobs are *not* included in this analysis (such as federal postal workers, City health and human services workers, etc.). Also, please note that EPS has no basis to distinguish differences in the number of public-sector workers demanded by households based on different income levels or in different sizes of units, so the same numbers of public-sector jobs are assumed to be generated by units of all sizes and prices.

## **Combined Demand for Income-Qualified Workers**

The total number of income-qualified households required to support the expenditure and public-sector service needs of new market-rate units were determined based on the affordable housing income limits from HCD for a 3-person household. **Table 5** summarizes the HCD income limits used to compute the total number of income-qualified households generated by construction of market-rate units.<sup>7</sup> The number of income-qualified households required to provide goods and services to new housing units is summarized on **Tables 6 through 12** and detailed in **Appendix C**.

The nexus methodology used herein computes the total number of income-qualified households generated by market-rate units and calculates the impact fee based on the estimated cost to subsidize the production of units to meet that affordable housing demand. This methodology

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<sup>7</sup> To correspond to the available data regarding employee wages, the 2007 Sonoma County affordable housing income limits from HCD were used to determine the number of income-qualified households, based on household expenditures, while 2011 income limits were used for public-sector employment.

does not suggest that all lower income service workers serving City residents will reside in the City, but it does assume that new development should mitigate for the new affordable housing demand it creates, even if some of those lower income households reside outside the City.

## Fee Calculation

The affordability gap analysis quantifies the subsidy required to construct affordable housing at various income levels. Analysis of consumer expenditures that rely on lower wage workers provides an estimate of the total number of income-qualified households generated by new for-sale units. Then for each category of market-rate units, the nexus-based fee is calculated by applying the total number of income-qualified households generated to the affordability gap computed for each affordable household income level. The analysis provides the maximum supportable nexus-based fees for new housing development in Santa Rosa.

**Tables 6** through **12** show the impact fee calculation by home price. The total impact fees required for a representative project of 100 units is calculated by multiplying the number of affordable units required per income level by the cost of subsidizing such housing. All income-qualified households are assumed to be housed in multifamily rental units and the subsidies needed are calculated as the affordability gaps shown in **Table 3**. The resulting maximum impact fee for market-rate units ranges from \$8,930 for a \$200,000 unit to \$31,550 for a \$1,200,000 unit.

In **Appendix D**, EPS has provided a graduated schedule of fees for more discrete unit price categories by interpolating between the figures calculated herein.

**Table 5**  
**Santa Rosa Affordable Housing Income Limits**  
**Santa Rosa Housing Impact Fee, EPS #121110**

<b>Affordability Category</b>	<b>Percentage of County Median</b>	<b>2007 Max Income Threshold 3-person household</b>	<b>2010 Max Income Threshold 3-person household</b>	<b>2012 Max Income Threshold 3-person household</b>
Very Low Income (LI) - 50%	31% - 50%	\$33,800	\$36,200	\$37,200
Low Income (LI) - 60%	51% - 60%	\$40,560	\$43,440	\$44,640
Low Income (LI) - 80%	61% - 80%	\$53,650	\$57,900	\$58,500
Median Income (Med)	81% - 100%	\$67,600	\$72,350	\$74,350
Moderate Income (Mod)	101% - 120%	\$81,120	\$86,850	\$89,200
Above Moderate Income (Above Mod)	120%+			

\*Note: Data for Santa Rosa-Petaluma, CA MSA

19 Sources: US Department of Housing and Urban Development; California Department of Housing and Community Development; EPS

**Table 6**  
**Maximum Impact Fee Calculations -- \$200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	Affordable Units Required Per 100 Market-Rate Units  (A)	Financing Gap per Affordable Unit [1]  (B)	Total Impact Fee Required	
			Per 100 Market-Rate Units  (C = A * B)	Per Market Rate Unit  (D = C / 100)
Affordable Units - Very Low Income (50%)	4.3	\$141,803	\$608,372	
Affordable Units - Low Income (60%)	1.0	\$104,603	\$108,148	
Affordable Units - Low Income (80%)	4.1	\$41,497	\$170,456	
Affordable Units - Median Income	<u>0.7</u>	\$8,379	<u>\$6,067</u>	
<b>Total</b>	<b>10.2</b>		<b>\$893,043</b>	<b>\$8,930</b>

20 [1] Subsidies are based on financing gap for rental units, as shown on **Table 3**.

Source: Economic & Planning Systems, Inc.

**Table 7**  
**Maximum Impact Fee Calculations -- \$400,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	Affordable Units Required Per 100 Market-Rate Units  (A)	Financing Gap per Affordable Unit [1]  (B)	Total Impact Fee Required	
			Per 100 Market-Rate Units  (C = A * B)	Per Market Rate Unit  (D = C / 100)
Affordable Units - Very Low Income (50%)	6.5	\$141,803	\$925,640	
Affordable Units - Low Income (60%)	1.8	\$104,603	\$190,151	
Affordable Units - Low Income (80%)	5.8	\$41,497	\$239,514	
Affordable Units - Median Income	1.2	\$8,379	\$9,650	
<b>Total</b>	<b>15.3</b>		<b>\$1,364,955</b>	<b>\$13,650</b>

21 [1] Subsidies are based on financing gap for rental units, as shown on **Table 3**.

Source: Economic & Planning Systems, Inc.



**Table 8**  
**Maximum Impact Fee Calculations -- \$600,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	Affordable Units Required Per 100 Market-Rate Units  (A)	Financing Gap per Affordable Unit [1]  (B)	Total Impact Fee Required	
			Per 100 Market-Rate Units  (C = A * B)	Per Market Rate Unit  (D = C / 100)
Affordable Units - Very Low Income (50%)	10.1	\$141,803	\$1,428,953	
Affordable Units - Low Income (60%)	3.4	\$104,603	\$360,199	
Affordable Units - Low Income (80%)	7.4	\$41,497	\$306,504	
Affordable Units - Median Income	1.6	\$8,379	\$13,246	
<b>Total</b>	22.5		\$2,108,902	<b>\$21,089</b>

22 [1] Subsidies are based on financing gap for rental units, as shown on **Table 3**.

Source: Economic & Planning Systems, Inc.

**Table 9**  
**Maximum Impact Fee Calculations -- \$800,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	Affordable Units Required Per 100 Market-Rate Units  (A)	Financing Gap per Affordable Unit [1]  (B)	Total Impact Fee Required	
			Per 100 Market-Rate Units  (C = A * B)	Per Market Rate Unit  (D = C / 100)
Affordable Units - Very Low Income (50%)	11.4	\$141,803	\$1,617,477	
Affordable Units - Low Income (60%)	4.5	\$104,603	\$466,335	
Affordable Units - Low Income (80%)	8.5	\$41,497	\$353,283	
Affordable Units - Median Income	<u>1.7</u>	\$8,379	<u>\$14,396</u>	
<b>Total</b>	<b>26.1</b>		<b>\$2,451,491</b>	<b>\$24,515</b>

23 [1] Subsidies are based on financing gap for rental units, as shown on **Table 3**.

Source: Economic & Planning Systems, Inc.

**Table 10**  
**Maximum Impact Fee Calculations -- \$1,000,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	Affordable Units Required Per 100 Market-Rate Units  (A)	Financing Gap per Affordable Unit [1]  (B)	Total Impact Fee Required	
			Per 100 Market-Rate Units  (C = A * B)	Per Market Rate Unit  (D = C / 100)
Affordable Units - Very Low Income (50%)	11.9	\$141,803	\$1,687,705	
Affordable Units - Low Income (60%)	5.5	\$104,603	\$570,243	
Affordable Units - Low Income (80%)	9.3	\$41,497	\$384,250	
Affordable Units - Median Income	1.7	\$8,379	\$14,168	
<b>Total</b>	28.3		\$2,656,365	<b>\$26,564</b>

24

[1] Subsidies are based on financing gap for rental units, as shown on **Table 3**.

Source: Economic & Planning Systems, Inc.

**Table 11**  
**Maximum Impact Fee Calculations -- \$1,200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	Affordable Units Required Per 100 Market-Rate Units  (A)	Financing Gap per Affordable Unit [1]  (B)	Total Impact Fee Required	
			Per 100 Market-Rate Units  (C = A * B)	Per Market Rate Unit  (D = C / 100)
Affordable Units - Very Low Income (50%)	14.2	\$141,803	\$2,009,991	
Affordable Units - Low Income (60%)	6.5	\$104,603	\$679,137	
Affordable Units - Low Income (80%)	10.8	\$41,497	\$448,959	
Affordable Units - Median Income	2.0	\$8,379	\$16,873	
<b>Total</b>	<b>33.5</b>		<b>\$3,154,960</b>	<b>\$31,550</b>

25

[1] Subsidies are based on financing gap for rental units, as shown on **Table 3**.

Source: Economic & Planning Systems, Inc.



## APPENDICES:

- Appendix A: Data from Comparable Transactions
- Appendix B: Household Expenditures and Employment Generation
- Appendix C: Income Levels for Worker Households
- Appendix D: Summary of Current and Maximum Fees by Unit Price

## APPENDIX A:

### Data from Comparable Transactions



**Table A-1**  
**Summary of Affordable Housing Development Costs**  
**Santa Rosa Housing Impact Fee, EPS #121110**

<b>Project</b>	<b>Location</b>	<b># of units</b>	<b>Total Cost</b>	<b>Land Costs</b>	<b>Direct Costs</b>	<b>Indirect Costs</b>
Fife Creek Commons per unit	Unincorporated	48	\$20,546,000 \$428,042	\$1,742,000 \$36,292	\$13,016,000 \$271,167	\$5,788,000 \$120,583
Windsor Redwoods per unit	Windsor	65	\$23,540,000 \$362,154	\$2,713,000 \$41,738	\$13,851,000 \$213,092	\$6,976,000 \$107,323
Amorosa Village I per unit	Santa Rosa	97	\$34,965,000 \$360,464	\$7,470,000 \$77,010	\$18,751,000 \$193,309	\$8,744,000 \$90,144
Amorosa Village II per unit	Santa Rosa	53	\$17,916,000 \$338,038	\$4,093,000 \$77,226	\$8,428,000 \$159,019	\$5,395,000 \$101,792
Petaluma Avenue Homes per unit	Sebastopol	45	\$16,595,994 \$368,800	\$2,220,000 \$49,333	\$9,853,626 \$218,969	\$4,522,368 \$100,497
Valley Oak Homes per unit	Sonoma	43	\$17,751,592 \$412,828	\$2,530,000 \$58,837	\$10,563,933 \$245,673	\$4,657,659 \$108,318
<b>Total</b>		<b>351</b>	<b>\$131,314,586</b>	<b>\$20,768,000</b>	<b>\$74,463,559</b>	<b>\$36,083,027</b>
<b>Weighted Avg/Unit</b>			<b>\$374,116</b>	<b>\$59,168</b>	<b>\$212,147</b>	<b>\$102,801</b>

Sources: Affordable Housing Associates; Burbank Housing; Economic & Planning Systems, Inc.

**Table A-2**  
**Santa Rosa Multifamily Listings**  
**Santa Rosa Housing Impact Fee, EPS #121110**

<b>Property Address</b>	<b>Acres</b>	<b>Listed Price</b>	<b>\$/Acre</b>	<b>Source</b>
201 Farmers Lane	1.21	\$499,000	\$412,397	Loopnet
500 Kawana Springs Road	2.70	\$2,500,000	\$925,926	Loopnet
Dutton Meadow & Bellevue Aven	3.79	\$460,000	\$121,372	Loopnet
1569 Sebastopol Road	3.91	\$2,115,000	\$540,921	Loopnet
2542 Old Stony Point Road	4.39	\$280,000	\$63,781	Loopnet
3731 Airway Drive	4.49	\$1,850,000	\$412,027	Loopnet
310 Bellevue Avenue	9.72	3750000	\$385,802	Loopnet
<b>Average</b>			<b>\$408,889</b>	
<b>Weighted Average</b>			<b>\$379,146</b>	

A-2 Source: Loopnet Multifamily Land Sale listings on 1/2/13; Economic & Planning Systems, Inc



**Table A-3**  
**Survey of Home Ownership Association Fees in Sonoma County**  
**Santa Rosa Housing Impact Fee, EPS #121110**

<b>Property Name</b>	<b>Year Built</b>	<b>Monthly HOA</b>	<b>Unit List Price</b>
Chianti	1983	\$219	\$199,950
Bernice	1986	\$381	\$175,000
College View	1980	\$322	\$125,000
Avram	1972	\$295	\$94,900
Tokay	2007	\$107	\$270,000
Tokay 2	2007	\$107	\$269,900
McBride	1980	\$280	\$157,900
Sonoma	1984	\$90	\$157,900
Camino Collegio	1980	\$330	\$119,900
Coffey	1971	\$265	\$79,900
Bodega Ave	1986	\$265	\$205,000
Occidental Rd	1986	\$260	\$119,000
La Mancha	1975	\$326	\$239,000
Acorn 1	1982	\$364	\$176,000
Acorn 2	1982	\$364	\$179,000
Acorn 3	1984	\$396	\$182,000
City Center	2007	\$251	\$171,900
Shade Ln	1982	\$368	\$287,000
Oakmont	1973	\$185	\$269,000
Windmill	1981	\$215	\$215,000
Windmill 2	1981	\$215	\$209,000
Neotomas	1975	\$275	\$144,900
Southeast	1975	\$257	\$199,900
Chanate	2007	\$100	\$289,200
Los Alamos	1975	\$440	\$149,000
Sosaa Circle	1986	\$375	\$148,900
Stonefield	1992	\$490	\$229,000
Martina	2006	\$145	\$145,000
Meadowgreen	1972	\$180	\$217,500
Racquet Club	1979	\$334	\$265,000
La Esplanada	2003	\$210	\$80,000
Oakmont	1981	\$205	\$238,000
Woodbine	1985	\$200	\$147,500
Country Club	1979	\$279	\$125,900
Campoy	2007	\$145	\$140,000
White Oak	1971	\$200	\$219,900
Southwest	1973	\$330	\$89,500
Meadowbrook	1989	\$268	\$199,500
Meridian	1991	\$299	\$299,000
Harbor	1986	\$330	\$138,000
Shady Oak	1974	\$200	\$215,000
<b>Average</b>	<b>1985</b>	<b>\$265</b>	<b>\$184,950</b>

Sources: Redfin.com; Economic & Planning Systems, Inc

## APPENDIX B:

### Household Expenditures and Employment Generation

Table B-1	Household Expenditures and Employment Generation— For-Sale \$200,000 Unit (3 pages) .....	B-1
Table B-2	Household Expenditures and Employment Generation— For-Sale \$400,000 Unit (3 pages) .....	B-4
Table B-3	Household Expenditures and Employment Generation— For-Sale \$600,000 Unit (3 pages) .....	B-7
Table B-4	Household Expenditures and Employment Generation— For-Sale \$800,000 Unit (3 pages) .....	B-10
Table B-5	Household Expenditures and Employment Generation— For-Sale \$1,000,000 Unit (3 pages) .....	B-13
Table B-6	Household Expenditures and Employment Generation— For-Sale \$1,200,000 Unit (3 pages) .....	B-16
Table B-7	Representative Public Sector Employment and Wages, 2010 .....	B-19



**Table B-1**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wages	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Food at Home</b>	6.3%	100%	\$3,393	\$3,223									
Food & Beverage Stores		100%	\$3,393	\$3,223	\$3,222,683.70	8.07	\$399,543	\$26,541	15	87.5%	1.56	8	\$41,522
<b>Food Away From Home</b>	4.5%	100%	\$2,404	\$2,283									
Food Services and Drinking Places		100%	\$2,404	\$2,283	\$2,282,953	3.49	\$654,713	\$14,455	45	87.5%	1.56	25	\$22,614
<b>Alcoholic Beverages</b>	0.8%	100%	\$418	\$397									
Food & Beverage Stores		50%	\$209	\$199	\$209,192	8.07	\$25,935	\$26,541	1	87.5%	1.56	1	\$41,522
Food Services and Drinking Places		50%	\$209	\$199	\$209,192	3.49	\$59,993	\$14,455	4	87.5%	1.56	3	\$22,614
<b>Housing Maintenance, Repairs, Insurance, Other expenses</b>	2.0%	100%	\$1,065	\$1,011									
Personal and Household Goods Repair and Maintenance [7]		45%	\$479	\$455	\$455,106	3.72	\$122,371	\$26,783	5	98.1%	1.56	3	\$41,901
Building Material and Garden Equipment and Supplies Dealer		45%	\$479	\$455	\$455,106	7.52	\$60,535	\$35,469	2	87.5%	1.56	1	\$55,489
Real Estate and Rental and Leasing		10%	\$106	\$101	\$101,135	5.29	\$19,121	\$35,283	1	98.1%	1.56	0	\$55,199
<b>Fuel Oil and Other Fuels [6]</b>	0.3%	100%	\$138	\$131									
Nonstore Retailers		100%	\$138	\$131	\$131,003	6.95	\$18,853	\$37,028	1	87.5%	1.56	0	\$57,929
<b>Water and Other Public Services [6]</b>	0.9%	100%	\$491	\$466									
Waste Management and Remediation Services		100%	\$491	\$466	\$466,372	4.79	\$97,337	\$40,694	2	98.1%	1.56	1	\$63,665
<b>Household Operations Personal Services</b>	0.5%	100%	\$258	\$245									
Nursing and Residential Care Facilities		40%	\$103	\$98	\$98,165	2.49	\$39,375	\$28,988	1	98.1%	1.56	1	\$45,350
Social Assistance [7]		60%	\$155	\$147	\$147,248	2.98	\$49,354	\$23,861	2	98.1%	1.56	1	\$37,329
<b>Household Operations Other Household Expenses</b>	1.1%	100%	\$595	\$565									
Services to Buildings and Dwellings [7]		100%	\$595	\$565	\$565,061	2.64	\$213,691	\$25,071	9	98.1%	1.56	5	\$39,222
<b>Housekeeping Supplies</b>	1.0%	100%	\$545	\$518									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$55	\$52	\$51,790	7.52	\$6,889	\$35,469	0	87.5%	1.56	0	\$55,489
Food & Beverage Stores		35%	\$191	\$181	\$181,265	8.07	\$22,473	\$26,541	1	87.5%	1.56	0	\$41,522
General Merchandise		35%	\$191	\$181	\$181,265	12.13	\$14,940	\$21,273	1	87.5%	1.56	0	\$33,281
Miscellaneous Store Retailers		20%	\$109	\$104	\$103,580	6.46	\$16,042	\$20,030	1	87.5%	1.56	0	\$31,337
<b>Household Furnishings and Equipment</b>	2.4%	100%	\$1,271	\$1,207									
Furniture and Home Furnishings Stores		40%	\$508	\$483	\$482,791	6.15	\$78,469	\$29,550	3	87.5%	1.56	1	\$46,230
Electronics and Appliance Stores		40%	\$508	\$483	\$482,791	9.53	\$50,685	\$26,708	2	87.5%	1.56	1	\$41,784
General Merchandise Stores		10%	\$127	\$121	\$120,698	12.13	\$9,948	\$21,273	0	87.5%	1.56	0	\$33,281
Miscellaneous Store Retailers		10%	\$127	\$121	\$120,698	6.46	\$18,694	\$20,030	1	87.5%	1.56	1	\$31,337

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**Table B-1**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wages	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Apparel and Services</b>	2.7%	100%	\$1,429	\$1,357									
Clothing and Clothing Accessories Stores		40%	\$572	\$543	\$542,878	7.80	\$69,582	\$16,289	4	87.5%	1.56	2	\$25,484
General Merchandise		40%	\$572	\$543	\$542,878	12.13	\$44,745	\$21,273	2	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		10%	\$143	\$136	\$135,720	6.46	\$21,020	\$20,030	1	87.5%	1.56	1	\$31,337
Personal and Household Goods Repair and Maintenance [7]		5%	\$71	\$68	\$67,860	3.72	\$18,246	\$26,783	1	87.5%	1.56	0	\$41,901
Dry Cleaning and Laundry Services [7]		5%	\$71	\$68	\$67,860	3.17	\$21,434	\$25,028	1	87.5%	1.56	0	\$39,155
<b>Vehicle Purchases (net outlay)</b>	4.1%	100%	\$2,197	\$2,086									
Motor Vehicle and Parts Dealers		100%	\$2,197	\$2,086	\$2,086,448	8.79	\$237,464	\$42,196	6	87.5%	1.56	3	\$66,014
<b>Gasoline and motor oil</b>	4.2%	100%	\$2,257	\$2,144									
Gasoline Stations		100%	\$2,257	\$2,144	\$2,144,089	38.48	\$55,718	\$18,946	3	87.5%	1.56	2	\$29,640
<b>Vehicle Maintenance and Repairs</b>	1.3%	100%	\$690	\$655									
Repair and Maintenance [7]		100%	\$690	\$655	\$655,017	3.55	\$184,679	\$29,204	6	98.1%	1.56	4	\$45,689
<b>Medical Services</b>	1.3%	100%	\$677	\$643									
Ambulatory Health Care Services		40%	\$271	\$257	\$257,116	2.55	\$100,772	\$54,753	2	98.1%	1.56	1	\$85,658
General Medical and Surgical Hospitals [7]		30%	\$203	\$193	\$192,837	2.63	\$73,319	\$58,054	1	98.1%	1.56	1	\$90,823
Nursing and Residential Care Facilities		30%	\$203	\$193	\$192,837	2.49	\$77,350	\$28,988	3	98.1%	1.56	2	\$45,350
<b>Drugs</b>	0.8%	100%	\$453	\$431									
Health and Personal Care Stores		100%	\$453	\$431	\$430,565	7.51	\$57,348	\$29,774	2	87.5%	1.56	1	\$46,580
<b>Medical Supplies</b>	0.2%	100%	\$93	\$88									
Health and Personal Care Stores		100%	\$93	\$88	\$88,209	7.51	\$11,749	\$29,774	0	87.5%	1.56	0	\$46,580
<b>Entertainment Fees and Admissions</b>	0.9%	100%	\$460	\$437									
Arts, Entertainment, & Recreation		100%	\$460	\$437	\$436,678	3.34	\$130,758	\$28,077	5	87.5%	1.56	3	\$43,926
<b>Audio and Visual Equipment and Services</b>	1.8%	100%	\$956	\$908									
Electronics and Appliance Stores		100%	\$956	\$908	\$908,290	9.53	\$95,356	\$26,708	4	87.5%	1.56	2	\$41,784
<b>Pets, Toys, Hobbies, and Playground Equip.</b>	1.0%	100%	\$556	\$528									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$223	\$211	\$211,352	7.66	\$27,590	\$16,640	2	87.5%	1.56	1	\$26,032
Miscellaneous Store Retailers		40%	\$223	\$211	\$211,352	6.46	\$32,734	\$20,030	2	87.5%	1.56	1	\$31,337
Veterinary Services [7]		20%	\$111	\$106	\$105,676	2.81	\$37,559	\$34,148	1	98.1%	1.56	1	\$53,423

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**Table B-1**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wages	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Other Entertainment Supplies, Equipment, and Services</b>	0.6%	100%	\$296	\$281									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$252	\$239	\$239,038	7.66	\$31,204	\$16,640	2	87.5%	1.56	1	\$26,032
Photographic Services [7]		15%	\$44	\$42	\$42,183	4.55	\$9,262	\$22,554	0	98.1%	1.56	0	\$35,285
<b>Personal Care Products and Services</b>	1.0%	100%	\$520	\$493									
Unspecified Retail		50%	\$260	\$247	\$246,723	6.46	\$38,212	\$20,030	2	87.5%	1.56	1	\$31,337
Personal Care Services [7]		50%	\$260	\$247	\$246,723	2.99	\$82,404	\$16,484	5	98.1%	1.56	3	\$25,789
<b>Reading</b>	0.2%	100%	\$86	\$82									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$86	\$82	\$82,095	7.66	\$10,717	\$16,640	1	98.1%	1.56	0	\$26,032
<b>Education</b>	1.1%	100%	\$590	\$561									
Educational Services		100%	\$590	\$561	\$560,695	4.34	\$129,227	\$24,412	5	87.5%	1.56	3	\$38,192
<b>Miscellaneous</b>	1.8%	100%	\$977	\$928									
Accounting [7]		20%	\$195	\$186	\$185,501	1.98	\$93,605	\$33,564	3	98.1%	1.56	2	\$52,510
Architectural, Engineering, and Related [7,8]		20%	\$195	\$186	\$185,501	2.80	\$66,155	\$74,995	1	98.1%	1.56	1	\$117,326
Specialized Design Services [7]		20%	\$195	\$186	\$185,501	3.72	\$49,928	\$53,888	1	98.1%	1.56	1	\$84,305
Death Care Services [7]		20%	\$195	\$186	\$185,501	3.47	\$53,387	\$36,983	1	98.1%	1.56	1	\$57,858
Legal Services [7]		20%	\$195	\$186	\$185,501	2.76	\$67,174	\$85,734	1	98.1%	1.56	0	\$134,127
<b>Total per 1,000 Market Rate Households</b>									<b>161</b>			<b>94</b>	

Per **Table 4**, the purchase of a \$200,000 Unit requires a household income of **\$53,600**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at this income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for City of Santa Rosa, calculated as the number of "employed persons" divided by the number of "households with earnings."

[6] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the 2007 Economic Census.

[7] Sonoma County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff.

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

**Table B-2**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$400,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Food at Home</b>	5.2%	100%	\$5,059	\$4,805									
Food & Beverage Stores		100%	\$5,059	\$4,805	\$4,805,413	8.07	\$595,768	\$26,541	22	87.5%	1.56	13	\$41,522
<b>Food Away From Home</b>	3.8%	100%	\$3,654	\$3,471									
Food Services and Drinking Places		100%	\$3,654	\$3,471	\$3,470,694	3.49	\$995,338	\$14,455	69	87.5%	1.56	39	\$22,614
<b>Alcoholic Beverages</b>	0.6%	100%	\$591	\$561									
Food & Beverage Stores		50%	\$295	\$280	\$295,320	8.07	\$36,613	\$26,541	1	87.5%	1.56	1	\$41,522
Food Services and Drinking Places		50%	\$295	\$280	\$295,320	3.49	\$84,693	\$14,455	6	87.5%	1.56	4	\$22,614
<b>Housing Maintenance, Repairs, Insurance, Other expenses</b>	1.5%	100%	\$1,420	\$1,348									
Personal and Household Goods Repair and Maintenance [7]		45%	\$639	\$607	\$606,816	3.72	\$163,163	\$26,783	6	98.1%	1.56	4	\$41,901
Building Material and Garden Equipment and Supplies Dealer		45%	\$639	\$607	\$606,816	7.52	\$80,715	\$35,469	2	87.5%	1.56	1	\$55,489
Real Estate and Rental and Leasing		10%	\$142	\$135	\$134,848	5.29	\$25,495	\$35,283	1	98.1%	1.56	0	\$55,199
<b>Fuel Oil and Other Fuels [6]</b>	0.2%	100%	\$210	\$199									
Nonstore Retailers		100%	\$210	\$199	\$198,991	6.95	\$28,638	\$37,028	1	87.5%	1.56	0	\$57,929
<b>Water and Other Public Services [6]</b>	0.7%	100%	\$695	\$660									
Waste Management and Remediation Services		100%	\$695	\$660	\$660,480	4.79	\$137,849	\$40,694	3	98.1%	1.56	2	\$63,665
<b>Household Operations Personal Services</b>	0.6%	100%	\$605	\$575									
Nursing and Residential Care Facilities		40%	\$242	\$230	\$229,898	2.49	\$92,215	\$28,988	3	98.1%	1.56	2	\$45,350
Social Assistance [7]		60%	\$363	\$345	\$344,847	2.98	\$115,585	\$23,861	5	98.1%	1.56	3	\$37,329
<b>Household Operations Other Household Expenses</b>	1.0%	100%	\$921	\$874									
Services to Buildings and Dwellings [7]		100%	\$921	\$874	\$874,289	2.64	\$330,633	\$25,071	13	98.1%	1.56	8	\$39,222
<b>Housekeeping Supplies</b>	0.9%	100%	\$869	\$826									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$87	\$83	\$82,560	7.52	\$10,982	\$35,469	0	87.5%	1.56	0	\$55,489
Food & Beverage Stores		35%	\$304	\$289	\$288,960	8.07	\$35,825	\$26,541	1	87.5%	1.56	1	\$41,522
General Merchandise		35%	\$304	\$289	\$288,960	12.13	\$23,816	\$21,273	1	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		20%	\$174	\$165	\$165,120	6.46	\$25,574	\$20,030	1	87.5%	1.56	1	\$31,337
<b>Household Furnishings and Equipment</b>	2.1%	100%	\$2,000	\$1,900									
Furniture and Home Furnishings Stores		40%	\$800	\$760	\$759,975	6.15	\$123,520	\$29,550	4	87.5%	1.56	2	\$46,230
Electronics and Appliance Stores		40%	\$800	\$760	\$759,975	9.53	\$79,785	\$26,708	3	87.5%	1.56	2	\$41,784
General Merchandise Stores		10%	\$200	\$190	\$189,994	12.13	\$15,660	\$21,273	1	87.5%	1.56	0	\$33,281
Miscellaneous Store Retailers		10%	\$200	\$190	\$189,994	6.46	\$29,426	\$20,030	1	87.5%	1.56	1	\$31,337

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**Table B-2**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$400,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	$c = \text{Income} * a * \frac{b}{b}$	$d = c * (\text{inflation adjustment})$	$e = d * 1000$	f	$g = e / f$	h	$i = g / h$	j	k	$l = i * j / k$	$m = h * j$
<b>Apparel and Services</b>	2.2%	100%	\$2,132	\$2,025									
Clothing and Clothing Accessories Stores		40%	\$853	\$810	\$809,934	7.80	\$103,812	\$16,289	6	87.5%	1.56	4	\$25,484
General Merchandise		40%	\$853	\$810	\$809,934	12.13	\$66,756	\$21,273	3	87.5%	1.56	2	\$33,281
Miscellaneous Store Retailers		10%	\$213	\$202	\$202,484	6.46	\$31,361	\$20,030	2	87.5%	1.56	1	\$31,337
Personal and Household Goods Repair and Maintenance [7]		5%	\$107	\$101	\$101,242	3.72	\$27,222	\$26,783	1	87.5%	1.56	1	\$41,901
Dry Cleaning and Laundry Services [7]		5%	\$107	\$101	\$101,242	3.17	\$31,979	\$25,028	1	87.5%	1.56	1	\$39,155
<b>Vehicle Purchases (net outlay)</b>	4.3%	100%	\$4,142	\$3,934									
Motor Vehicle and Parts Dealers		100%	\$4,142	\$3,934	\$3,934,300	8.79	\$447,773	\$42,196	11	87.5%	1.56	6	\$66,014
<b>Gasoline and motor oil</b>	3.3%	100%	\$3,231	\$3,068									
Gasoline Stations		100%	\$3,231	\$3,068	\$3,068,479	38.48	\$79,740	\$18,946	4	87.5%	1.56	2	\$29,640
<b>Vehicle Maintenance and Repairs</b>	1.2%	100%	\$1,163	\$1,105									
Repair and Maintenance [7]		100%	\$1,163	\$1,105	\$1,105,033	3.55	\$311,559	\$29,204	11	98.1%	1.56	7	\$45,689
<b>Medical Services</b>	1.2%	100%	\$1,117	\$1,061									
Ambulatory Health Care Services		40%	\$447	\$424	\$424,231	2.55	\$166,270	\$54,753	3	98.1%	1.56	2	\$85,658
General Medical and Surgical Hospitals [7]		30%	\$335	\$318	\$318,173	2.63	\$120,974	\$58,054	2	98.1%	1.56	1	\$90,823
Nursing and Residential Care Facilities		30%	\$335	\$318	\$318,173	2.49	\$127,624	\$28,988	4	98.1%	1.56	3	\$45,350
<b>Drugs</b>	0.6%	100%	\$612	\$581									
Health and Personal Care Stores		100%	\$612	\$581	\$581,095	7.51	\$77,398	\$29,774	3	87.5%	1.56	1	\$46,580
<b>Medical Supplies</b>	0.2%	100%	\$171	\$162									
Health and Personal Care Stores		100%	\$171	\$162	\$161,945	7.51	\$21,570	\$29,774	1	87.5%	1.56	0	\$46,580
<b>Entertainment Fees and Admissions</b>	0.9%	100%	\$849	\$807									
Arts, Entertainment, & Recreation		100%	\$849	\$807	\$806,547	3.34	\$241,511	\$28,077	9	87.5%	1.56	5	\$43,926
<b>Audio and Visual Equipment and Services</b>	1.4%	100%	\$1,376	\$1,307									
Electronics and Appliance Stores		100%	\$1,376	\$1,307	\$1,307,199	9.53	\$137,235	\$26,708	5	87.5%	1.56	3	\$41,784
<b>Pets, Toys, Hobbies, and Playground Equip.</b>	0.9%	100%	\$829	\$787									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$332	\$315	\$314,998	7.66	\$41,120	\$16,640	2	87.5%	1.56	1	\$26,032
Miscellaneous Store Retailers		40%	\$332	\$315	\$314,998	6.46	\$48,787	\$20,030	2	87.5%	1.56	1	\$31,337
Veterinary Services [7]		20%	\$166	\$157	\$157,499	2.81	\$55,978	\$34,148	2	98.1%	1.56	1	\$53,423

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**Table B-2**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$400,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	$c = \text{Income} * a * b$	$d = c * (\text{inflation adjustment})$	$e = d * 1000$	f	$g = e / f$	h	$i = g / h$	j	k	$l = i * j / k$	$m = h * j$
<b>Calculation</b>													
<b>Other Entertainment Supplies, Equipment, and Services</b>	0.4%	100%	\$421	\$400									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$358	\$340	\$340,084	7.66	\$44,395	\$16,640	3	87.5%	1.56	1	\$26,032
Photographic Services [7]		15%	\$63	\$60	\$60,015	4.55	\$13,178	\$22,554	1	98.1%	1.56	0	\$35,285
<b>Personal Care Products and Services</b>	0.9%	100%	\$869	\$826									
Unspecified Retail		50%	\$435	\$413	\$412,800	6.46	\$63,934	\$20,030	3	87.5%	1.56	2	\$31,337
Personal Care Services [7]		50%	\$435	\$413	\$412,800	2.99	\$137,873	\$16,484	8	98.1%	1.56	5	\$25,789
<b>Reading</b>	0.1%	100%	\$135	\$128									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$135	\$128	\$128,074	7.66	\$16,719	\$16,640	1	98.1%	1.56	1	\$26,032
<b>Education</b>	1.2%	100%	\$1,155	\$1,097									
Educational Services		100%	\$1,155	\$1,097	\$1,096,566	4.34	\$252,732	\$24,412	10	87.5%	1.56	6	\$38,192
<b>Miscellaneous</b>	1.3%	100%	\$1,215	\$1,154									
Accounting [7]		20%	\$243	\$231	\$230,745	1.98	\$116,435	\$33,564	3	98.1%	1.56	2	\$52,510
Architectural, Engineering, and Related [7,8]		20%	\$243	\$231	\$230,745	2.80	\$82,290	\$74,995	1	98.1%	1.56	1	\$117,326
Specialized Design Services [7]		20%	\$243	\$231	\$230,745	3.72	\$62,106	\$53,888	1	98.1%	1.56	1	\$84,305
Death Care Services [7]		20%	\$243	\$231	\$230,745	3.47	\$66,408	\$36,983	2	98.1%	1.56	1	\$57,858
Legal Services [7]		20%	\$243	\$231	\$230,745	2.76	\$83,557	\$85,734	1	98.1%	1.56	1	\$134,127
<b>Total per 1,000 Market Rate Households</b>									252			146	

Per **Table 4**, the purchase of a \$400,000 Unit requires a household income of **\$96,700**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at this income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for City of Santa Rosa, calculated as the number of "employed persons" divided by the number of "households with earnings."

[6] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the 2007 Economic Census.

[7] Sonoma County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.



**Table B-3**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$600,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Food at Home</b>	4.4%	100%	\$6,189	\$5,879									
Food & Beverage Stores		100%	\$6,189	\$5,879	\$5,878,695	8.07	\$728,832	\$26,541	27	87.5%	1.56	15	\$41,522
<b>Food Away From Home</b>	3.8%	100%	\$5,274	\$5,009									
Food Services and Drinking Places		100%	\$5,274	\$5,009	\$5,008,857	3.49	\$1,436,458	\$14,455	99	87.5%	1.56	56	\$22,614
<b>Alcoholic Beverages</b>	0.6%	100%	\$875	\$831									
Food & Beverage Stores		50%	\$438	\$416	\$437,644	8.07	\$54,258	\$26,541	2	87.5%	1.56	1	\$41,522
Food Services and Drinking Places		50%	\$438	\$416	\$437,644	3.49	\$125,509	\$14,455	9	87.5%	1.56	6	\$22,614
<b>Housing Maintenance, Repairs, Insurance, Other expenses</b>	1.4%	100%	\$1,925	\$1,828									
Personal and Household Goods Repair and Maintenance [7]		45%	\$866	\$823	\$822,653	3.72	\$221,199	\$26,783	8	98.1%	1.56	5	\$41,901
Building Material and Garden Equipment and Supplies Dealer		45%	\$866	\$823	\$822,653	7.52	\$109,424	\$35,469	3	87.5%	1.56	2	\$55,489
Real Estate and Rental and Leasing		10%	\$192	\$183	\$182,812	5.29	\$34,563	\$35,283	1	98.1%	1.56	1	\$55,199
<b>Fuel Oil and Other Fuels [6]</b>	0.2%	100%	\$230	\$219									
Nonstore Retailers		100%	\$230	\$219	\$218,500	6.95	\$31,445	\$37,028	1	87.5%	1.56	0	\$57,929
<b>Water and Other Public Services [6]</b>	0.6%	100%	\$815	\$774									
Waste Management and Remediation Services		100%	\$815	\$774	\$774,115	4.79	\$161,566	\$40,694	4	98.1%	1.56	2	\$63,665
<b>Household Operations Personal Services</b>	0.7%	100%	\$968	\$920									
Nursing and Residential Care Facilities		40%	\$387	\$368	\$367,913	2.49	\$147,575	\$28,988	5	98.1%	1.56	3	\$45,350
Social Assistance [7]		60%	\$581	\$552	\$551,869	2.98	\$184,974	\$23,861	8	98.1%	1.56	5	\$37,329
<b>Household Operations Other Household Expenses</b>	1.0%	100%	\$1,389	\$1,319									
Services to Buildings and Dwellings [7]		100%	\$1,389	\$1,319	\$1,319,325	2.64	\$498,934	\$25,071	20	98.1%	1.56	12	\$39,222
<b>Housekeeping Supplies</b>	0.9%	100%	\$1,263	\$1,200									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$126	\$120	\$119,967	7.52	\$15,957	\$35,469	0	87.5%	1.56	0	\$55,489
Food & Beverage Stores		35%	\$442	\$420	\$419,885	8.07	\$52,057	\$26,541	2	87.5%	1.56	1	\$41,522
General Merchandise		35%	\$442	\$420	\$419,885	12.13	\$34,607	\$21,273	2	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		20%	\$253	\$240	\$239,934	6.46	\$37,161	\$20,030	2	87.5%	1.56	1	\$31,337
<b>Household Furnishings and Equipment</b>	2.3%	100%	\$3,257	\$3,093									
Furniture and Home Furnishings Stores		40%	\$1,303	\$1,237	\$1,237,335	6.15	\$201,106	\$29,550	7	87.5%	1.56	4	\$46,230
Electronics and Appliance Stores		40%	\$1,303	\$1,237	\$1,237,335	9.53	\$129,900	\$26,708	5	87.5%	1.56	3	\$41,784
General Merchandise Stores		10%	\$326	\$309	\$309,334	12.13	\$25,496	\$21,273	1	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		10%	\$326	\$309	\$309,334	6.46	\$47,910	\$20,030	2	87.5%	1.56	1	\$31,337

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**Table B-3**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$600,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	$c = \text{Income} * a * \frac{b}{b}$	$d = c * (\text{inflation adjustment})$	$e = d * 1000$	f	$g = e / f$	h	$i = g / h$	j	k	$l = i * j / k$	$m = h * j$
<b>Apparel and Services</b>	3.4%	100%	\$4,748	\$4,509									
Clothing and Clothing Accessories Stores		40%	\$1,899	\$1,804	\$1,803,771	7.80	\$231,195	\$16,289	14	87.5%	1.56	8	\$25,484
General Merchandise		40%	\$1,899	\$1,804	\$1,803,771	12.13	\$148,669	\$21,273	7	87.5%	1.56	4	\$33,281
Miscellaneous Store Retailers		10%	\$475	\$451	\$450,943	6.46	\$69,842	\$20,030	3	87.5%	1.56	2	\$31,337
Personal and Household Goods Repair and Maintenance [7]		5%	\$237	\$225	\$225,471	3.72	\$60,626	\$26,783	2	87.5%	1.56	1	\$41,901
Dry Cleaning and Laundry Services [7]		5%	\$237	\$225	\$225,471	3.17	\$71,218	\$25,028	3	87.5%	1.56	2	\$39,155
<b>Vehicle Purchases (net outlay)</b>	4.6%	100%	\$6,360	\$6,041									
Motor Vehicle and Parts Dealers		100%	\$6,360	\$6,041	\$6,041,010	8.79	\$687,544	\$42,196	16	87.5%	1.56	9	\$66,014
<b>Gasoline and motor oil</b>	2.5%	100%	\$3,539	\$3,362									
Gasoline Stations		100%	\$3,539	\$3,362	\$3,361,781	38.48	\$87,361	\$18,946	5	87.5%	1.56	3	\$29,640
<b>Vehicle Maintenance and Repairs</b>	1.0%	100%	\$1,413	\$1,342									
Repair and Maintenance [7]		100%	\$1,413	\$1,342	\$1,342,215	3.55	\$378,431	\$29,204	13	98.1%	1.56	8	\$45,689
<b>Medical Services</b>	0.9%	100%	\$1,308	\$1,242									
Ambulatory Health Care Services		40%	\$523	\$497	\$496,932	2.55	\$194,764	\$54,753	4	98.1%	1.56	2	\$85,658
General Medical and Surgical Hospitals [7]		30%	\$392	\$373	\$372,699	2.63	\$141,705	\$58,054	2	98.1%	1.56	2	\$90,823
Nursing and Residential Care Facilities		30%	\$392	\$373	\$372,699	2.49	\$149,495	\$28,988	5	98.1%	1.56	3	\$45,350
<b>Drugs</b>	0.5%	100%	\$679	\$645									
Health and Personal Care Stores		100%	\$679	\$645	\$645,096	7.51	\$85,922	\$29,774	3	87.5%	1.56	2	\$46,580
<b>Medical Supplies</b>	0.2%	100%	\$226	\$214									
Health and Personal Care Stores		100%	\$226	\$214	\$214,338	7.51	\$28,548	\$29,774	1	87.5%	1.56	1	\$46,580
<b>Entertainment Fees and Admissions</b>	1.0%	100%	\$1,436	\$1,364									
Arts, Entertainment, & Recreation		100%	\$1,436	\$1,364	\$1,364,065	3.34	\$408,453	\$28,077	15	87.5%	1.56	8	\$43,926
<b>Audio and Visual Equipment and Services</b>	1.2%	100%	\$1,716	\$1,629									
Electronics and Appliance Stores		100%	\$1,716	\$1,629	\$1,629,387	9.53	\$171,059	\$26,708	6	87.5%	1.56	4	\$41,784
<b>Pets, Toys, Hobbies, and Playground Equip.</b>	0.9%	100%	\$1,265	\$1,202									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$506	\$481	\$480,700	7.66	\$62,751	\$16,640	4	87.5%	1.56	2	\$26,032
Miscellaneous Store Retailers		40%	\$506	\$481	\$480,700	6.46	\$74,451	\$20,030	4	87.5%	1.56	2	\$31,337
Veterinary Services [7]		20%	\$253	\$240	\$240,350	2.81	\$85,425	\$34,148	3	98.1%	1.56	2	\$53,423

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**Table B-3**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$600,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	<i>a</i>	<i>b</i>	$c = \text{Income} * a * b$	$d = c * (\text{inflation adjustment})$	$e = d * 1000$	<i>f</i>	$g = e / f$	<i>h</i>	$i = g / h$	<i>j</i>	<i>k</i>	$l = i * j / k$	$m = h * j$
<b>Calculation</b>													
<b>Other Entertainment Supplies, Equipment, and Services</b>	0.8%	100%	\$1,161	\$1,103									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$987	\$937	\$937,470	7.66	\$122,378	\$16,640	7	87.5%	1.56	4	\$26,032
Photographic Services [7]		15%	\$174	\$165	\$165,436	4.55	\$36,326	\$22,554	2	98.1%	1.56	1	\$35,285
<b>Personal Care Products and Services</b>	0.9%	100%	\$1,248	\$1,185									
Unspecified Retail		50%	\$624	\$593	\$592,552	6.46	\$91,774	\$20,030	5	87.5%	1.56	3	\$31,337
Personal Care Services [7]		50%	\$624	\$593	\$592,552	2.99	\$197,909	\$16,484	12	98.1%	1.56	8	\$25,789
<b>Reading</b>	0.1%	100%	\$196	\$186									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$196	\$186	\$186,245	7.66	\$24,313	\$16,640	1	98.1%	1.56	1	\$26,032
<b>Education</b>	2.1%	100%	\$2,890	\$2,745									
Educational Services		100%	\$2,890	\$2,745	\$2,744,778	4.34	\$632,605	\$24,412	26	87.5%	1.56	14	\$38,192
<b>Miscellaneous</b>	0.9%	100%	\$1,229	\$1,167									
Accounting [7]		20%	\$246	\$233	\$233,483	1.98	\$117,817	\$33,564	4	98.1%	1.56	2	\$52,510
Architectural, Engineering, and Related [7,8]		20%	\$246	\$233	\$233,483	2.80	\$83,267	\$74,995	1	98.1%	1.56	1	\$117,326
Specialized Design Services [7]		20%	\$246	\$233	\$233,483	3.72	\$62,843	\$53,888	1	98.1%	1.56	1	\$84,305
Death Care Services [7]		20%	\$246	\$233	\$233,483	3.47	\$67,196	\$36,983	2	98.1%	1.56	1	\$57,858
Legal Services [7]		20%	\$246	\$233	\$233,483	2.76	\$84,549	\$85,734	1	98.1%	1.56	1	\$134,127
<b>Total per 1,000 Market Rate Households</b>									379			219	

Per **Table 4**, the purchase of a \$600,000 Unit requires a household income of **\$139,700**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at this income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for City of Santa Rosa, calculated as the number of "employed persons" divided by the number of "households with earnings."

[6] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the 2007 Economic Census.

[7] Sonoma County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

**Table B-4**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$800,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Food at Home</b>	3.7%	100%	\$6,720	\$6,383									
Food & Beverage Stores		100%	\$6,720	\$6,383	\$6,382,633	8.07	\$791,309	\$26,541	30	87.5%	1.56	17	\$41,522
<b>Food Away From Home</b>	3.3%	100%	\$6,097	\$5,791									
Food Services and Drinking Places		100%	\$6,097	\$5,791	\$5,791,070	3.49	\$1,660,783	\$14,455	115	87.5%	1.56	64	\$22,614
<b>Alcoholic Beverages</b>	0.6%	100%	\$1,087	\$1,032									
Food & Beverage Stores		50%	\$544	\$516	\$543,539	8.07	\$67,387	\$26,541	3	87.5%	1.56	2	\$41,522
Food Services and Drinking Places		50%	\$544	\$516	\$543,539	3.49	\$155,878	\$14,455	11	87.5%	1.56	7	\$22,614
<b>Housing Maintenance, Repairs, Insurance, Other expenses</b>	1.4%	100%	\$2,526	\$2,399									
Personal and Household Goods Repair and Maintenance [7]		45%	\$1,137	\$1,080	\$1,079,728	3.72	\$290,322	\$26,783	11	98.1%	1.56	7	\$41,901
Building Material and Garden Equipment and Supplies Dealer		45%	\$1,137	\$1,080	\$1,079,728	7.52	\$143,619	\$35,469	4	87.5%	1.56	2	\$55,489
Real Estate and Rental and Leasing		10%	\$253	\$240	\$239,940	5.29	\$45,364	\$35,283	1	98.1%	1.56	1	\$55,199
<b>Fuel Oil and Other Fuels [6]</b>	0.1%	100%	\$264	\$251									
Nonstore Retailers		100%	\$264	\$251	\$251,054	6.95	\$36,130	\$37,028	1	87.5%	1.56	1	\$57,929
<b>Water and Other Public Services [6]</b>	0.5%	100%	\$873	\$829									
Waste Management and Remediation Services		100%	\$873	\$829	\$829,207	4.79	\$173,064	\$40,694	4	98.1%	1.56	3	\$63,665
<b>Household Operations Personal Services</b>	0.6%	100%	\$1,142	\$1,085									
Nursing and Residential Care Facilities		40%	\$457	\$434	\$433,854	2.49	\$174,025	\$28,988	6	98.1%	1.56	4	\$45,350
Social Assistance [7]		60%	\$685	\$651	\$650,781	2.98	\$218,128	\$23,861	9	98.1%	1.56	6	\$37,329
<b>Household Operations Other Household Expenses</b>	0.9%	100%	\$1,734	\$1,647									
Services to Buildings and Dwellings [7]		100%	\$1,734	\$1,647	\$1,646,515	2.64	\$622,669	\$25,071	25	98.1%	1.56	16	\$39,222
<b>Housekeeping Supplies</b>	0.7%	100%	\$1,359	\$1,291									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$136	\$129	\$129,081	7.52	\$17,170	\$35,469	0	87.5%	1.56	0	\$55,489
Food & Beverage Stores		35%	\$476	\$452	\$451,783	8.07	\$56,011	\$26,541	2	87.5%	1.56	1	\$41,522
General Merchandise		35%	\$476	\$452	\$451,783	12.13	\$37,237	\$21,273	2	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		20%	\$272	\$258	\$258,162	6.46	\$39,984	\$20,030	2	87.5%	1.56	1	\$31,337
<b>Household Furnishings and Equipment</b>	2.2%	100%	\$3,971	\$3,771									
Furniture and Home Furnishings Stores		40%	\$1,588	\$1,509	\$1,508,562	6.15	\$245,189	\$29,550	8	87.5%	1.56	5	\$46,230
Electronics and Appliance Stores		40%	\$1,588	\$1,509	\$1,508,562	9.53	\$158,375	\$26,708	6	87.5%	1.56	3	\$41,784
General Merchandise Stores		10%	\$397	\$377	\$377,140	12.13	\$31,084	\$21,273	1	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		10%	\$397	\$377	\$377,140	6.46	\$58,411	\$20,030	3	87.5%	1.56	2	\$31,337

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**Table B-4**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$800,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	$c = \text{Income} * a * \frac{d}{b}$	$d = c * (\text{inflation adjustment})$	$e = d * 1000$	f	$g = e / f$	h	$i = g / h$	j	k	$l = i * j / k$	$m = h * j$
<b>Apparel and Services</b>	2.7%	100%	\$4,909	\$4,662									
Clothing and Clothing Accessories Stores		40%	\$1,963	\$1,865	\$1,864,835	7.80	\$239,022	\$16,289	15	87.5%	1.56	8	\$25,484
General Merchandise		40%	\$1,963	\$1,865	\$1,864,835	12.13	\$153,702	\$21,273	7	87.5%	1.56	4	\$33,281
Miscellaneous Store Retailers		10%	\$491	\$466	\$466,209	6.46	\$72,206	\$20,030	4	87.5%	1.56	2	\$31,337
Personal and Household Goods Repair and Maintenance [7]		5%	\$245	\$233	\$233,104	3.72	\$62,678	\$26,783	2	87.5%	1.56	1	\$41,901
Dry Cleaning and Laundry Services [7]		5%	\$245	\$233	\$233,104	3.17	\$73,629	\$25,028	3	87.5%	1.56	2	\$39,155
<b>Vehicle Purchases (net outlay)</b>	3.4%	100%	\$6,282	\$5,967									
Motor Vehicle and Parts Dealers		100%	\$6,282	\$5,967	\$5,966,865	8.79	\$679,105	\$42,196	16	87.5%	1.56	9	\$66,014
<b>Gasoline and motor oil</b>	2.0%	100%	\$3,630	\$3,447									
Gasoline Stations		100%	\$3,630	\$3,447	\$3,447,429	38.48	\$89,587	\$18,946	5	87.5%	1.56	3	\$29,640
<b>Vehicle Maintenance and Repairs</b>	0.9%	100%	\$1,601	\$1,521									
Repair and Maintenance [7]		100%	\$1,601	\$1,521	\$1,520,663	3.55	\$428,743	\$29,204	15	98.1%	1.56	9	\$45,689
<b>Medical Services</b>	0.8%	100%	\$1,488	\$1,413									
Ambulatory Health Care Services		40%	\$595	\$565	\$565,286	2.55	\$221,554	\$54,753	4	98.1%	1.56	3	\$85,658
General Medical and Surgical Hospitals [7]		30%	\$446	\$424	\$423,965	2.63	\$161,197	\$58,054	3	98.1%	1.56	2	\$90,823
Nursing and Residential Care Facilities		30%	\$446	\$424	\$423,965	2.49	\$170,058	\$28,988	6	98.1%	1.56	4	\$45,350
<b>Drugs</b>	0.4%	100%	\$723	\$686									
Health and Personal Care Stores		100%	\$723	\$686	\$686,387	7.51	\$91,422	\$29,774	3	87.5%	1.56	2	\$46,580
<b>Medical Supplies</b>	0.1%	100%	\$256	\$243									
Health and Personal Care Stores		100%	\$256	\$243	\$243,398	7.51	\$32,419	\$29,774	1	87.5%	1.56	1	\$46,580
<b>Entertainment Fees and Admissions</b>	1.1%	100%	\$1,965	\$1,866									
Arts, Entertainment, & Recreation		100%	\$1,965	\$1,866	\$1,865,934	3.34	\$558,732	\$28,077	20	87.5%	1.56	11	\$43,926
<b>Audio and Visual Equipment and Services</b>	1.0%	100%	\$1,800	\$1,710									
Electronics and Appliance Stores		100%	\$1,800	\$1,710	\$1,709,584	9.53	\$179,479	\$26,708	7	87.5%	1.56	4	\$41,784
<b>Pets, Toys, Hobbies, and Playground Equip.</b>	0.7%	100%	\$1,333	\$1,266									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$533	\$506	\$506,240	7.66	\$66,085	\$16,640	4	87.5%	1.56	2	\$26,032
Miscellaneous Store Retailers		40%	\$533	\$506	\$506,240	6.46	\$78,406	\$20,030	4	87.5%	1.56	2	\$31,337
Veterinary Services [7]		20%	\$267	\$253	\$253,120	2.81	\$89,963	\$34,148	3	98.1%	1.56	2	\$53,423

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**Table B-4**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$800,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	c = Income * a * b	d = c * (inflation adjustment)	e = d * 1000	f	g = e / f	h	i = g / h	j	k	l = i * j / k	m = h * j
<b>Calculation</b>													
<b>Other Entertainment Supplies, Equipment, and Services</b>	0.7%	100%	\$1,361	\$1,292									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$1,157	\$1,099	\$1,098,574	7.66	\$143,409	\$16,640	9	87.5%	1.56	5	\$26,032
Photographic Services [7]		15%	\$204	\$194	\$193,866	4.55	\$42,568	\$22,554	2	98.1%	1.56	1	\$35,285
<b>Personal Care Products and Services</b>	0.8%	100%	\$1,373	\$1,304									
Unspecified Retail		50%	\$687	\$652	\$652,219	6.46	\$101,015	\$20,030	5	87.5%	1.56	3	\$31,337
Personal Care Services [7]		50%	\$687	\$652	\$652,219	2.99	\$217,837	\$16,484	13	98.1%	1.56	8	\$25,789
<b>Reading</b>	0.1%	100%	\$240	\$228									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$240	\$228	\$228,065	7.66	\$29,772	\$16,640	2	98.1%	1.56	1	\$26,032
<b>Education</b>	2.2%	100%	\$4,077	\$3,872									
Educational Services		100%	\$4,077	\$3,872	\$3,872,186	4.34	\$892,446	\$24,412	37	87.5%	1.56	20	\$38,192
<b>Miscellaneous</b>	1.0%	100%	\$1,753	\$1,665									
Accounting [7]		20%	\$351	\$333	\$333,045	1.98	\$168,057	\$33,564	5	98.1%	1.56	3	\$52,510
Architectural, Engineering, and Related [7,8]		20%	\$351	\$333	\$333,045	2.80	\$118,774	\$74,995	2	98.1%	1.56	1	\$117,326
Specialized Design Services [7]		20%	\$351	\$333	\$333,045	3.72	\$89,640	\$53,888	2	98.1%	1.56	1	\$84,305
Death Care Services [7]		20%	\$351	\$333	\$333,045	3.47	\$95,850	\$36,983	3	98.1%	1.56	2	\$57,858
Legal Services [7]		20%	\$351	\$333	\$333,045	2.76	\$120,603	\$85,734	1	98.1%	1.56	1	\$134,127
<b>Total per 1,000 Market Rate Households</b>									443			256	

Per **Table 4**, the purchase of a \$800,000 Unit requires a household income of **\$182,700**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at this income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/life insurance, cash contributions, and financing charges. Also, EPS has averaged the proportionate spending by category for households earning \$120-\$150K and \$150K+, recognizing that the income required for this \$800,000 home price is at the lower end of the top income range provided by the Consumer Expenditure Survey.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for City of Santa Rosa, calculated as the number of "employed persons" divided by the number of "households with earnings."

[6] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the 2007 Economic Census.

[7] Sonoma County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

**Table B-5**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$1,000,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Food at Home</b>	2.9%	100%	\$6,604	\$6,272									
Food & Beverage Stores		100%	\$6,604	\$6,272	\$6,272,030	8.07	\$777,597	\$26,541	29	87.5%	1.56	16	\$41,522
<b>Food Away From Home</b>	2.9%	100%	\$6,544	\$6,216									
Food Services and Drinking Places		100%	\$6,544	\$6,216	\$6,215,762	3.49	\$1,782,578	\$14,455	123	87.5%	1.56	69	\$22,614
<b>Alcoholic Beverages</b>	0.6%	100%	\$1,272	\$1,208									
Food & Beverage Stores		50%	\$636	\$604	\$635,872	8.07	\$78,834	\$26,541	3	87.5%	1.56	2	\$41,522
Food Services and Drinking Places		50%	\$636	\$604	\$635,872	3.49	\$182,358	\$14,455	13	87.5%	1.56	8	\$22,614
<b>Housing Maintenance, Repairs, Insurance, Other expenses</b>	1.4%	100%	\$3,132	\$2,975									
Personal and Household Goods Repair and Maintenance [7]		45%	\$1,409	\$1,339	\$1,338,621	3.72	\$359,934	\$26,783	13	98.1%	1.56	8	\$41,901
Building Material and Garden Equipment and Supplies Dealer		45%	\$1,409	\$1,339	\$1,338,621	7.52	\$178,055	\$35,469	5	87.5%	1.56	3	\$55,489
Real Estate and Rental and Leasing		10%	\$313	\$297	\$297,471	5.29	\$56,242	\$35,283	2	98.1%	1.56	1	\$55,199
<b>Fuel Oil and Other Fuels [6]</b>	0.1%	100%	\$281	\$267									
Nonstore Retailers		100%	\$281	\$267	\$267,274	6.95	\$38,464	\$37,028	1	87.5%	1.56	1	\$57,929
<b>Water and Other Public Services [6]</b>	0.4%	100%	\$840	\$798									
Waste Management and Remediation Services		100%	\$840	\$798	\$798,071	4.79	\$166,566	\$40,694	4	98.1%	1.56	3	\$63,665
<b>Household Operations Personal Services</b>	0.6%	100%	\$1,257	\$1,194									
Nursing and Residential Care Facilities		40%	\$503	\$478	\$477,530	2.49	\$191,544	\$28,988	7	98.1%	1.56	4	\$45,350
Social Assistance [7]		60%	\$754	\$716	\$716,294	2.98	\$240,086	\$23,861	10	98.1%	1.56	6	\$37,329
<b>Household Operations Other Household Expenses</b>	0.9%	100%	\$2,039	\$1,937									
Services to Buildings and Dwellings [7]		100%	\$2,039	\$1,937	\$1,936,564	2.64	\$732,358	\$25,071	29	98.1%	1.56	18	\$39,222
<b>Housekeeping Supplies</b>	0.6%	100%	\$1,317	\$1,251									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$132	\$125	\$125,103	7.52	\$16,640	\$35,469	0	87.5%	1.56	0	\$55,489
Food & Beverage Stores		35%	\$461	\$438	\$437,860	8.07	\$54,285	\$26,541	2	87.5%	1.56	1	\$41,522
General Merchandise		35%	\$461	\$438	\$437,860	12.13	\$36,089	\$21,273	2	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		20%	\$263	\$250	\$250,206	6.46	\$38,752	\$20,030	2	87.5%	1.56	1	\$31,337
<b>Household Furnishings and Equipment</b>	2.0%	100%	\$4,549	\$4,320									
Furniture and Home Furnishings Stores		40%	\$1,820	\$1,728	\$1,728,184	6.15	\$280,885	\$29,550	10	87.5%	1.56	5	\$46,230
Electronics and Appliance Stores		40%	\$1,820	\$1,728	\$1,728,184	9.53	\$181,432	\$26,708	7	87.5%	1.56	4	\$41,784
General Merchandise Stores		10%	\$455	\$432	\$432,046	12.13	\$35,610	\$21,273	2	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		10%	\$455	\$432	\$432,046	6.46	\$66,915	\$20,030	3	87.5%	1.56	2	\$31,337

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**Table B-5**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$1,000,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Apparel and Services</b>	2.0%	100%	\$4,457	\$4,233									
Clothing and Clothing Accessories Stores		40%	\$1,783	\$1,693	\$1,693,298	7.80	\$217,035	\$16,289	13	87.5%	1.56	7	\$25,484
General Merchandise		40%	\$1,783	\$1,693	\$1,693,298	12.13	\$139,564	\$21,273	7	87.5%	1.56	4	\$33,281
Miscellaneous Store Retailers		10%	\$446	\$423	\$423,325	6.46	\$65,564	\$20,030	3	87.5%	1.56	2	\$31,337
Personal and Household Goods Repair and Maintenance [7]		5%	\$223	\$212	\$211,662	3.72	\$56,913	\$26,783	2	87.5%	1.56	1	\$41,901
Dry Cleaning and Laundry Services [7]		5%	\$223	\$212	\$211,662	3.17	\$66,856	\$25,028	3	87.5%	1.56	1	\$39,155
<b>Vehicle Purchases (net outlay)</b>	2.3%	100%	\$5,246	\$4,983									
Motor Vehicle and Parts Dealers		100%	\$5,246	\$4,983	\$4,982,550	8.79	\$567,077	\$42,196	13	87.5%	1.56	8	\$66,014
<b>Gasoline and motor oil</b>	1.4%	100%	\$3,249	\$3,086									
Gasoline Stations		100%	\$3,249	\$3,086	\$3,086,311	38.48	\$80,203	\$18,946	4	87.5%	1.56	2	\$29,640
<b>Vehicle Maintenance and Repairs</b>	0.7%	100%	\$1,673	\$1,589									
Repair and Maintenance [7]		100%	\$1,673	\$1,589	\$1,588,639	3.55	\$447,909	\$29,204	15	98.1%	1.56	10	\$45,689
<b>Medical Services</b>	0.7%	100%	\$1,563	\$1,485									
Ambulatory Health Care Services		40%	\$625	\$594	\$593,817	2.55	\$232,736	\$54,753	4	98.1%	1.56	3	\$85,658
General Medical and Surgical Hospitals [7]		30%	\$469	\$445	\$445,363	2.63	\$169,333	\$58,054	3	98.1%	1.56	2	\$90,823
Nursing and Residential Care Facilities		30%	\$469	\$445	\$445,363	2.49	\$178,641	\$28,988	6	98.1%	1.56	4	\$45,350
<b>Drugs</b>	0.3%	100%	\$688	\$654									
Health and Personal Care Stores		100%	\$688	\$654	\$653,649	7.51	\$87,061	\$29,774	3	87.5%	1.56	2	\$46,580
<b>Medical Supplies</b>	0.1%	100%	\$269	\$255									
Health and Personal Care Stores		100%	\$269	\$255	\$255,083	7.51	\$33,975	\$29,774	1	87.5%	1.56	1	\$46,580
<b>Entertainment Fees and Admissions</b>	1.1%	100%	\$2,534	\$2,406									
Arts, Entertainment, & Recreation		100%	\$2,534	\$2,406	\$2,406,404	3.34	\$720,569	\$28,077	26	87.5%	1.56	14	\$43,926
<b>Audio and Visual Equipment and Services</b>	0.7%	100%	\$1,676	\$1,591									
Electronics and Appliance Stores		100%	\$1,676	\$1,591	\$1,591,453	9.53	\$167,077	\$26,708	6	87.5%	1.56	3	\$41,784
<b>Pets, Toys, Hobbies, and Playground Equip.</b>	0.6%	100%	\$1,248	\$1,185									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$499	\$474	\$474,153	7.66	\$61,896	\$16,640	4	87.5%	1.56	2	\$26,032
Miscellaneous Store Retailers		40%	\$499	\$474	\$474,153	6.46	\$73,437	\$20,030	4	87.5%	1.56	2	\$31,337
Veterinary Services [7]		20%	\$250	\$237	\$237,077	2.81	\$84,261	\$34,148	2	98.1%	1.56	2	\$53,423

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**Table B-5**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$1,000,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	$c = \text{Income} \cdot a \cdot b$	$d = c \cdot (\text{inflation adjustment})$	$e = d \cdot 1000$	f	$g = e / f$	h	$i = g / h$	j	k	$l = i \cdot j / k$	$m = h \cdot j$
<b>Calculation</b>													
<b>Other Entertainment Supplies, Equipment, and Services</b>	0.7%	100%	\$1,486	\$1,411									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$1,263	\$1,200	\$1,199,685	7.66	\$156,608	\$16,640	9	87.5%	1.56	5	\$26,032
Photographic Services [7]		15%	\$223	\$212	\$211,709	4.55	\$46,486	\$22,554	2	98.1%	1.56	1	\$35,285
<b>Personal Care Products and Services</b>	0.6%	100%	\$1,377	\$1,308									
Unspecified Retail		50%	\$689	\$654	\$654,118	6.46	\$101,310	\$20,030	5	87.5%	1.56	3	\$31,337
Personal Care Services [7]		50%	\$689	\$654	\$654,118	2.99	\$218,471	\$16,484	13	98.1%	1.56	8	\$25,789
<b>Reading</b>	0.1%	100%	\$276	\$263									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$276	\$263	\$262,585	7.66	\$34,278	\$16,640	2	98.1%	1.56	1	\$26,032
<b>Education</b>	2.4%	100%	\$5,404	\$5,133									
Educational Services		100%	\$5,404	\$5,133	\$5,132,599	4.34	\$1,182,941	\$24,412	48	87.5%	1.56	27	\$38,192
<b>Miscellaneous</b>	1.0%	100%	\$2,346	\$2,228									
Accounting [7]		20%	\$469	\$446	\$445,644	1.98	\$224,875	\$33,564	7	98.1%	1.56	4	\$52,510
Architectural, Engineering, and Related [7,8]		20%	\$469	\$446	\$445,644	2.80	\$158,930	\$74,995	2	98.1%	1.56	1	\$117,326
Specialized Design Services [7]		20%	\$469	\$446	\$445,644	3.72	\$119,947	\$53,888	2	98.1%	1.56	1	\$84,305
Death Care Services [7]		20%	\$469	\$446	\$445,644	3.47	\$128,256	\$36,983	3	98.1%	1.56	2	\$57,858
Legal Services [7]		20%	\$469	\$446	\$445,644	2.76	\$161,377	\$85,734	2	98.1%	1.56	1	\$134,127
<b>Total per 1,000 Market Rate Households</b>									482			279	

Per **Table 4**, the purchase of a \$1,000,000 Unit requires a household income of **\$225,700**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at this income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for City of Santa Rosa, calculated as the number of "employed persons" divided by the number of "households with earnings."

[6] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the 2007 Economic Census.

[7] Sonoma County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

**Table B-6**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$1,200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
<i>Calculation</i>	<i>a</i>	<i>b</i>	<i>c = Income * a * b</i>	<i>d = c * (inflation adjustment)</i>	<i>e = d * 1000</i>	<i>f</i>	<i>g = e / f</i>	<i>h</i>	<i>i = g / h</i>	<i>j</i>	<i>k</i>	<i>l = i * j / k</i>	<i>m = h * j</i>
<b>Food at Home</b>	2.9%	100%	\$7,865	\$7,470									
Food & Beverage Stores		100%	\$7,865	\$7,470	\$7,469,746	8.07	\$926,088	\$26,541	35	87.5%	1.56	20	\$41,522
<b>Food Away From Home</b>	2.9%	100%	\$7,794	\$7,403									
Food Services and Drinking Places		100%	\$7,794	\$7,403	\$7,402,733	3.49	\$2,122,982	\$14,455	147	87.5%	1.56	82	\$22,614
<b>Alcoholic Beverages</b>	0.6%	100%	\$1,515	\$1,439									
Food & Beverage Stores		50%	\$757	\$719	\$757,299	8.07	\$93,889	\$26,541	4	87.5%	1.56	2	\$41,522
Food Services and Drinking Places		50%	\$757	\$719	\$757,299	3.49	\$217,181	\$14,455	15	87.5%	1.56	10	\$22,614
<b>Housing Maintenance, Repairs, Insurance, Other expenses</b>	1.4%	100%	\$3,730	\$3,543									
Personal and Household Goods Repair and Maintenance [7]		45%	\$1,679	\$1,594	\$1,594,246	3.72	\$428,668	\$26,783	16	98.1%	1.56	10	\$41,901
Building Material and Garden Equipment and Supplies Dealer		45%	\$1,679	\$1,594	\$1,594,246	7.52	\$212,057	\$35,469	6	87.5%	1.56	3	\$55,489
Real Estate and Rental and Leasing		10%	\$373	\$354	\$354,277	5.29	\$66,981	\$35,283	2	98.1%	1.56	1	\$55,199
<b>Fuel Oil and Other Fuels [6]</b>	0.1%	100%	\$335	\$318									
Nonstore Retailers		100%	\$335	\$318	\$318,313	6.95	\$45,810	\$37,028	1	87.5%	1.56	1	\$57,929
<b>Water and Other Public Services [6]</b>	0.4%	100%	\$1,001	\$950									
Waste Management and Remediation Services		100%	\$1,001	\$950	\$950,472	4.79	\$198,374	\$40,694	5	98.1%	1.56	3	\$63,665
<b>Household Operations Personal Services</b>	0.6%	100%	\$1,497	\$1,422									
Nursing and Residential Care Facilities		40%	\$599	\$569	\$568,719	2.49	\$228,122	\$28,988	8	98.1%	1.56	5	\$45,350
Social Assistance [7]		60%	\$898	\$853	\$853,079	2.98	\$285,933	\$23,861	12	98.1%	1.56	8	\$37,329
<b>Household Operations Other Household Expenses</b>	0.9%	100%	\$2,428	\$2,306									
Services to Buildings and Dwellings [7]		100%	\$2,428	\$2,306	\$2,306,373	2.64	\$872,210	\$25,071	35	98.1%	1.56	22	\$39,222
<b>Housekeeping Supplies</b>	0.6%	100%	\$1,569	\$1,490									
Building Materials and Garden Equipment and Supplies Dealers		10%	\$157	\$149	\$148,993	7.52	\$19,818	\$35,469	1	87.5%	1.56	0	\$55,489
Food & Beverage Stores		35%	\$549	\$521	\$521,475	8.07	\$64,652	\$26,541	2	87.5%	1.56	1	\$41,522
General Merchandise		35%	\$549	\$521	\$521,475	12.13	\$42,981	\$21,273	2	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		20%	\$314	\$298	\$297,986	6.46	\$46,152	\$20,030	2	87.5%	1.56	1	\$31,337
<b>Household Furnishings and Equipment</b>	2.0%	100%	\$5,418	\$5,146									
Furniture and Home Furnishings Stores		40%	\$2,167	\$2,058	\$2,058,201	6.15	\$334,523	\$29,550	11	87.5%	1.56	6	\$46,230
Electronics and Appliance Stores		40%	\$2,167	\$2,058	\$2,058,201	9.53	\$216,078	\$26,708	8	87.5%	1.56	5	\$41,784
General Merchandise Stores		10%	\$542	\$515	\$514,550	12.13	\$42,410	\$21,273	2	87.5%	1.56	1	\$33,281
Miscellaneous Store Retailers		10%	\$542	\$515	\$514,550	6.46	\$79,693	\$20,030	4	87.5%	1.56	2	\$31,337

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**Table B-6**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$1,200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	c = Income * a * b	d = c * (inflation adjustment)	e = d * 1000	f	g = e / f	h	i = g / h	j	k	l = i * j / k	m = h * j
<b>Apparel and Services</b>	2.0%	100%	\$5,308	\$5,042									
Clothing and Clothing Accessories Stores		40%	\$2,123	\$2,017	\$2,016,653	7.80	\$258,481	\$16,289	16	87.5%	1.56	9	\$25,484
General Merchandise		40%	\$2,123	\$2,017	\$2,016,653	12.13	\$166,215	\$21,273	8	87.5%	1.56	4	\$33,281
Miscellaneous Store Retailers		10%	\$531	\$504	\$504,163	6.46	\$78,085	\$20,030	4	87.5%	1.56	2	\$31,337
Personal and Household Goods Repair and Maintenance [7]		5%	\$265	\$252	\$252,082	3.72	\$67,781	\$26,783	3	87.5%	1.56	1	\$41,901
Dry Cleaning and Laundry Services [7]		5%	\$265	\$252	\$252,082	3.17	\$79,623	\$25,028	3	87.5%	1.56	2	\$39,155
<b>Vehicle Purchases (net outlay)</b>	2.3%	100%	\$6,248	\$5,934									
Motor Vehicle and Parts Dealers		100%	\$6,248	\$5,934	\$5,934,025	8.79	\$675,367	\$42,196	16	87.5%	1.56	9	\$66,014
<b>Gasoline and motor oil</b>	1.4%	100%	\$3,870	\$3,676									
Gasoline Stations		100%	\$3,870	\$3,676	\$3,675,678	38.48	\$95,519	\$18,946	5	87.5%	1.56	3	\$29,640
<b>Vehicle Maintenance and Repairs</b>	0.7%	100%	\$1,992	\$1,892									
Repair and Maintenance [7]		100%	\$1,992	\$1,892	\$1,892,008	3.55	\$533,442	\$29,204	18	98.1%	1.56	11	\$45,689
<b>Medical Services</b>	0.7%	100%	\$1,861	\$1,768									
Ambulatory Health Care Services		40%	\$745	\$707	\$707,213	2.55	\$277,180	\$54,753	5	98.1%	1.56	3	\$85,658
General Medical and Surgical Hospitals [7]		30%	\$558	\$530	\$530,410	2.63	\$201,669	\$58,054	3	98.1%	1.56	2	\$90,823
Nursing and Residential Care Facilities		30%	\$558	\$530	\$530,410	2.49	\$212,755	\$28,988	7	98.1%	1.56	5	\$45,350
<b>Drugs</b>	0.3%	100%	\$820	\$778									
Health and Personal Care Stores		100%	\$820	\$778	\$778,471	7.51	\$103,687	\$29,774	3	87.5%	1.56	2	\$46,580
<b>Medical Supplies</b>	0.1%	100%	\$320	\$304									
Health and Personal Care Stores		100%	\$320	\$304	\$303,793	7.51	\$40,463	\$29,774	1	87.5%	1.56	1	\$46,580
<b>Entertainment Fees and Admissions</b>	1.1%	100%	\$3,017	\$2,866									
Arts, Entertainment, & Recreation		100%	\$3,017	\$2,866	\$2,865,934	3.34	\$858,170	\$28,077	31	87.5%	1.56	17	\$43,926
<b>Audio and Visual Equipment and Services</b>	0.7%	100%	\$1,996	\$1,895									
Electronics and Appliance Stores		100%	\$1,996	\$1,895	\$1,895,359	9.53	\$198,982	\$26,708	7	87.5%	1.56	4	\$41,784
<b>Pets, Toys, Hobbies, and Playground Equip.</b>	0.6%	100%	\$1,486	\$1,412									
Sporting Goods, Hobby, and Musical Instrument Stores		40%	\$595	\$565	\$564,698	7.66	\$73,716	\$16,640	4	87.5%	1.56	2	\$26,032
Miscellaneous Store Retailers		40%	\$595	\$565	\$564,698	6.46	\$87,460	\$20,030	4	87.5%	1.56	2	\$31,337
Veterinary Services [7]		20%	\$297	\$282	\$282,349	2.81	\$100,352	\$34,148	3	98.1%	1.56	2	\$53,423

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**Table B-6**  
**Estimated Average Annual Household Expenditures and Associated Employment Generation - \$1,200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Expenditure Category/ Business Type	% of Household Income Spent per Category [1]	% of Category Expenditure per Type of Business [2]	2010 Expenditures	2007 Expenditures [3]	2007 Expenditures per 1000 Households	Gross Receipts to Wages	2007 Total Wages	2007 Avg. Wage	# of Workers	% Forming HH [4]	Workers/ HH [5]	Total Worker HH	2007 Avg. HH Income
	a	b	$c = \text{Income} * a * b$	$d = c * (\text{inflation adjustment})$	$e = d * 1000$	f	$g = e / f$	h	$i = g / h$	j	k	$l = i * j / k$	$m = h * j$
<b>Calculation</b>													
<b>Other Entertainment Supplies, Equipment, and Services</b>	0.7%	100%	\$1,770	\$1,681									
Sporting Goods, Hobby, and Musical Instrument Stores		85%	\$1,504	\$1,429	\$1,428,779	7.66	\$186,514	\$16,640	11	87.5%	1.56	6	\$26,032
Photographic Services [7]		15%	\$265	\$252	\$252,137	4.55	\$55,363	\$22,554	2	98.1%	1.56	2	\$35,285
<b>Personal Care Products and Services</b>	0.6%	100%	\$1,640	\$1,558									
Unspecified Retail		50%	\$820	\$779	\$779,029	6.46	\$120,656	\$20,030	6	87.5%	1.56	3	\$31,337
Personal Care Services [7]		50%	\$820	\$779	\$779,029	2.99	\$260,191	\$16,484	16	98.1%	1.56	10	\$25,789
<b>Reading</b>	0.1%	100%	\$329	\$313									
Sporting Goods, Hobby, and Musical Instrument Stores		100%	\$329	\$313	\$312,729	7.66	\$40,824	\$16,640	2	98.1%	1.56	2	\$26,032
<b>Education</b>	2.4%	100%	\$6,436	\$6,113									
Educational Services		100%	\$6,436	\$6,113	\$6,112,727	4.34	\$1,408,837	\$24,412	58	87.5%	1.56	32	\$38,192
<b>Miscellaneous</b>	1.0%	100%	\$2,794	\$2,654									
Accounting [7]		20%	\$559	\$531	\$530,745	1.98	\$267,817	\$33,564	8	98.1%	1.56	5	\$52,510
Architectural, Engineering, and Related [7,8]		20%	\$559	\$531	\$530,745	2.80	\$189,279	\$74,995	3	98.1%	1.56	2	\$117,326
Specialized Design Services [7]		20%	\$559	\$531	\$530,745	3.72	\$142,852	\$53,888	3	98.1%	1.56	2	\$84,305
Death Care Services [7]		20%	\$559	\$531	\$530,745	3.47	\$152,748	\$36,983	4	98.1%	1.56	3	\$57,858
Legal Services [7]		20%	\$559	\$531	\$530,745	2.76	\$192,194	\$85,734	2	198.1%	1.56	3	
<b>Total per 1,000 Market Rate Households</b>									574			333	

Per **Table 4**, the purchase of a \$1,200,000 Unit requires a household income of **\$268,800**

[1] Percent of income spent per category is based on the 2010 Consumer Expenditure Survey data for households at the most representative income level. Note that the sum of the categories included in this analysis is well below the total expenditures of households at this income level, and thus represents a conservative estimation of job creation and housing impacts. Expenditure categories not incorporated due to data constraints include taxes, housing and lodging, most utilities, tobacco, health insurance, personal/life insurance, cash contributions, and financing charges.

[2] Where multiple business types are likely to provide goods and services in the expenditure category, EPS has estimated the proportion accruing to each business type.

[3] 2010 expenditures converted to 2007 dollars using the Consumer Price Index for the San Francisco Metropolitan Statistical Area from the Bureau of Labor Statistics.

[4] BLS data indicates that 12.5% of retail/restaurant workers are age 16-19, but an average of only 1.9% of workers in other industries. EPS has assumed that such young workers do not form their own households.

[5] Based on 2011 ACS Census data for City of Santa Rosa, calculated as the number of "employed persons" divided by the number of "households with earnings."

[6] Part of the Utilities, Fuels, and Public Services category, which also includes natural gas, electricity, and telephone services. Natural gas, electricity, and telephone services not estimated because data was not available in the 2007 Economic Census.

[7] Sonoma County data not available from 2007 Economic Census. Gross receipts to wages and 2007 average wage thus based on statewide data.

[8] Note that average salary reported for architecture, engineering and related industries reflects the full range of employees within the industry, not solely professional and technical staff

Source: 2010 Consumer Expenditure Survey, U.S. Bureau of Labor Statistics; 2007 Economic Census, U.S. Census Bureau; Census 2010; Economic & Planning Systems, Inc.

**Table B-7**  
**Representative Government Employment and Wages, 2010 [1]**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Item	2010 Estimated Govt. Empl.	2010 County Total HH	Govt. Empl/ 1,000 County HH	Govt. Employee HH [2]	2011 Avg. Wage	Govt. Employee HH Income [2]	Income Category [3]
Protective Service Occupations	3,420	185,825	18	11.8	\$60,293	\$94,326	Above Med
Preschool Teachers, Except Special Education	410	185,825	2	1.4	\$33,004	\$51,633	Low (80%)
Kindergarten Teachers, Except Special Education	380	185,825	2	1.3	\$59,392	\$92,916	Above Med
Elementary School Teachers, Except Special Education	1,930	185,825	10	6.6	\$60,032	\$93,918	Above Med
Middle School Teachers, Except Special and Vocational Education	1,120	185,825	6	3.9	\$60,758	\$95,053	Above Med
Secondary School Teachers, Except Special and Vocational Education	760	185,825	4	2.6	\$57,645	\$90,183	Above Med
Special Education Teachers, Preschool, Kindergarten, and Elementary School	210	185,825	1	0.7	\$65,539	\$102,533	Above Med
Special Education Teachers, Middle School	100	185,825	1	0.3	\$67,804	\$106,077	Above Med
Special Education Teachers, Secondary School	60	185,825	0	0.2	\$58,967	\$92,251	Above Med
Teachers and Instructors, All Other	1,530	185,825	8	5.3	\$35,655	\$55,781	Low (80%)
Bus Drivers, Transit and Intercity	830	185,825	4	2.9	\$34,529	\$54,019	Low (80%)
Bus Drivers, School	410	185,825	2	1.4	\$36,278	\$56,755	Low (80%)
<b>Total</b>			<b>60</b>	<b>38.4</b>			

[1] Not a comprehensive list of government employment. Rather a sampling of government jobs for which employment and wage data was available for the County from the Employment Development Department (EDD).

[2] Assumes 1.56 workers per worker household based on the 2011 ACS Census.

[3] See **Table 5**.

Sources: 2011 Occupational Employment Statistics, CA Employment Development Department; Economic & Planning Systems, Inc.

## APPENDIX C:

### Income Levels for Worker Households

Table C-1	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale \$200,000 unit.....	C-1
Table C-2	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale \$400,000 unit.....	C-2
Table C-3	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale \$600,000 unit.....	C-3
Table C-4	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale \$800,000 unit.....	C-4
Table C-5	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale \$1,000,000 unit.....	C-5
Table C-6	Income Levels for Worker Households—Worker Household Generation per 1,000 Market-Rate Units— For-Sale \$1,200,000 unit.....	C-6



**Table C-1**  
**Household Generation per 1,000 Market Rate Units - \$200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Industry	Total Employees	HH [1]	Low (50%)	Low (60%)	Low (80%)	Med	Above Med
<b>Retail</b>							
Unspecified Retail	2	1	1	0	0	0	0
Food & Beverage Stores	17	10	0	0	10	0	0
Food Services and Drinking Places	49	28	28	0	0	0	0
Health and Personal Care Stores	2	1	0	0	1	0	0
General Merchandise	3	2	2	0	0	0	0
Furniture and Home Furnishings Stores	3	1	0	0	1	0	0
Building Material and Garden Equipment and Supplies Dealer	2	1	0	0	0	1	0
Electronics and Appliance Stores	5	3	0	0	3	0	0
Clothing and Clothing Accessories Stores	4	2	2	0	0	0	0
Motor Vehicle and Parts Dealers	6	3	0	0	0	3	0
Gasoline Stations	3	2	2	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	4	2	2	0	0	0	0
Miscellaneous Store Retailers	4	2	2	0	0	0	0
Nonstore Retailers	1	0	0	0	0	0	0
<b>Arts, Entertainment, &amp; Recreation</b>	<b>5</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>
<b>Medical/Health</b>							
Ambulatory Health Care Services	2	1	0	0	0	0	1
General Medical and Surgical Hospitals	1	1	0	0	0	0	1
Nursing and Residential Care Facilities	4	3	0	0	3	0	0
Social Assistance	2	1	0	1	0	0	0
<b>Services</b>							
Personal and Household Goods Repair and Maintenance	5	3	0	0	3	0	0
Services to Buildings and Dwellings	9	5	0	5	0	0	0
Waste Management and Remediation Services	2	1	0	0	0	1	0
Real Estate and Rental and Leasing	1	0	0	0	0	0	0
Personal Care Services	5	3	3	0	0	0	0
Dry Cleaning and Laundry Services	1	0	0	0	0	0	0
Auto Repair and Maintenance	6	4	0	0	4	0	0
Veterinary Services	1	1	0	0	1	0	0
Photographic Services	0	0	0	0	0	0	0
Educational Services	5	3	0	3	0	0	0
Accounting	3	2	0	0	2	0	0
Architectural, Engineering, and Related	1	1	0	0	0	0	1
Specialized Design Services	1	1	0	0	0	0	1
Death Care Services	1	1	0	0	0	1	0
Legal Services	1	0	0	0	0	0	0
<b>Government</b>	<b>60</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>27</b>
<b>Total HH Generated Per 1,000 Market-Rate Units</b>	<b>222</b>	<b>133</b>	<b>43</b>	<b>10</b>	<b>41</b>	<b>7</b>	<b>31</b>
<b>Total Income-Qualified HH Generated Per 100 Market-Rate Units</b>			<b>4</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>3</b>

[1] Assumes 1.56 workers per worker household based on the 2010 Census. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.

[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Source: Economic & Planning Systems, Inc.

**Table C-2**  
**Household Generation per 1,000 Market Rate Units - \$400,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Industry	Total Employees	HH [1]	Low (50%)	Low (60%)	Low (80%)	Med	Above Med
<b>Retail</b>							
Unspecified Retail	3	2	2	0	0	0	0
Food & Beverage Stores	25	14	0	0	14	0	0
Food Services and Drinking Places	75	42	42	0	0	0	0
Health and Personal Care Stores	3	2	0	0	2	0	0
General Merchandise	5	3	3	0	0	0	0
Furniture and Home Furnishings Stores	4	2	0	0	2	0	0
Building Material and Garden Equipment and Supplies Dealer	3	1	0	0	0	1	0
Electronics and Appliance Stores	8	5	0	0	5	0	0
Clothing and Clothing Accessories Stores	6	4	4	0	0	0	0
Motor Vehicle and Parts Dealers	11	6	0	0	0	6	0
Gasoline Stations	4	2	2	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	6	4	4	0	0	0	0
Miscellaneous Store Retailers	7	4	4	0	0	0	0
Nonstore Retailers	1	0	0	0	0	0	0
<b>Arts, Entertainment, &amp; Recreation</b>	<b>9</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>
<b>Medical/Health</b>							
Ambulatory Health Care Services	3	2	0	0	0	0	2
General Medical and Surgical Hospitals	2	1	0	0	0	0	1
Nursing and Residential Care Facilities	8	5	0	0	5	0	0
Social Assistance	5	3	0	3	0	0	0
<b>Services</b>							
Personal and Household Goods Repair and Maintenance	7	4	0	0	4	0	0
Services to Buildings and Dwellings	13	8	0	8	0	0	0
Waste Management and Remediation Services	3	2	0	0	0	2	0
Real Estate and Rental and Leasing	1	0	0	0	0	0	0
Personal Care Services	8	5	5	0	0	0	0
Dry Cleaning and Laundry Services	1	1	0	1	0	0	0
Auto Repair and Maintenance	11	7	0	0	7	0	0
Veterinary Services	2	1	0	0	1	0	0
Photographic Services	1	0	0	0	0	0	0
Educational Services	10	6	0	6	0	0	0
Accounting	3	2	0	0	2	0	0
Architectural, Engineering, and Related	1	1	0	0	0	0	1
Specialized Design Services	1	1	0	0	0	0	1
Death Care Services	2	1	0	0	0	1	0
Legal Services	1	1	0	0	0	0	1
<b>Government</b>	<b>60</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>27</b>
<b>Total HH Generated Per 1,000 Market-Rate Units</b>	<b>313</b>	<b>185</b>	<b>65</b>	<b>18</b>	<b>58</b>	<b>12</b>	<b>33</b>
<b>Total Income-Qualified HH Generated Per 100 Market-Rate Units</b>			<b>7</b>	<b>2</b>	<b>6</b>	<b>1</b>	<b>3</b>

[1] Assumes 1.56 workers per worker household based on the 2010 Census. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.

[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Source: Economic & Planning Systems, Inc.



**Table C-3**  
**Household Generation per 1,000 Market Rate Units - \$600,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Industry	Total Employees	HH [1]	Low (50%)	Low (60%)	Low (80%)	Med	Above Med
<b>Retail</b>							
Unspecified Retail	5	3	3	0	0	0	0
Food & Beverage Stores	31	18	0	0	18	0	0
Food Services and Drinking Places	108	61	61	0	0	0	0
Health and Personal Care Stores	4	2	0	0	2	0	0
General Merchandise	10	5	5	0	0	0	0
Furniture and Home Furnishings Stores	7	4	0	0	4	0	0
Building Material and Garden Equipment and Supplies Dealer	4	2	0	0	0	2	0
Electronics and Appliance Stores	11	6	0	0	6	0	0
Clothing and Clothing Accessories Stores	14	8	8	0	0	0	0
Motor Vehicle and Parts Dealers	16	9	0	0	0	9	0
Gasoline Stations	5	3	3	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	13	7	7	0	0	0	0
Miscellaneous Store Retailers	11	6	6	0	0	0	0
Nonstore Retailers	1	0	0	0	0	0	0
<b>Arts, Entertainment, &amp; Recreation</b>	<b>15</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>0</b>	<b>0</b>
<b>Medical/Health</b>							
Ambulatory Health Care Services	4	2	0	0	0	0	2
General Medical and Surgical Hospitals	2	2	0	0	0	0	2
Nursing and Residential Care Facilities	10	6	0	0	6	0	0
Social Assistance	8	5	0	5	0	0	0
<b>Services</b>							
Personal and Household Goods Repair and Maintenance	11	6	0	0	6	0	0
Services to Buildings and Dwellings	20	12	0	12	0	0	0
Waste Management and Remediation Services	4	2	0	0	0	2	0
Real Estate and Rental and Leasing	1	1	0	0	0	1	0
Personal Care Services	12	8	8	0	0	0	0
Dry Cleaning and Laundry Services	3	2	0	2	0	0	0
Auto Repair and Maintenance	13	8	0	0	8	0	0
Veterinary Services	3	2	0	0	2	0	0
Photographic Services	2	1	0	1	0	0	0
Educational Services	26	14	0	14	0	0	0
Accounting	4	2	0	0	2	0	0
Architectural, Engineering, and Related	1	1	0	0	0	0	1
Specialized Design Services	1	1	0	0	0	0	1
Death Care Services	2	1	0	0	0	1	0
Legal Services	1	1	0	0	0	0	1
<b>Government</b>	<b>60</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>27</b>
<b>Total HH Generated Per 1,000 Market-Rate Units</b>	<b>440</b>	<b>258</b>	<b>101</b>	<b>34</b>	<b>74</b>	<b>16</b>	<b>33</b>
<b>Total Income-Qualified HH Generated Per 100 Market-Rate Units</b>			<b>10</b>	<b>3</b>	<b>7</b>	<b>2</b>	<b>3</b>

[1] Assumes 1.56 workers per worker household based on the 2010 Census. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.

[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Source: Economic & Planning Systems, Inc.

**Table C-4**  
**Household Generation per 1,000 Market Rate Units - \$800,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Industry	Total Employees	HH [1]	Low (50%)	Low (60%)	Low (80%)	Med	Above Med
<b>Retail</b>							
Unspecified Retail	5	3	3	0	0	0	0
Food & Beverage Stores	34	19	0	0	19	0	0
Food Services and Drinking Places	126	71	71	0	0	0	0
Health and Personal Care Stores	4	2	0	0	2	0	0
General Merchandise	10	6	6	0	0	0	0
Furniture and Home Furnishings Stores	8	5	0	0	5	0	0
Building Material and Garden Equipment and Supplies Dealer	5	3	0	0	0	3	0
Electronics and Appliance Stores	13	7	0	0	7	0	0
Clothing and Clothing Accessories Stores	15	8	8	0	0	0	0
Motor Vehicle and Parts Dealers	16	9	0	0	0	9	0
Gasoline Stations	5	3	3	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	14	8	8	0	0	0	0
Miscellaneous Store Retailers	12	7	7	0	0	0	0
Nonstore Retailers	1	1	0	0	0	1	0
<b>Arts, Entertainment, &amp; Recreation</b>	<b>20</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>0</b>
<b>Medical/Health</b>							
Ambulatory Health Care Services	4	3	0	0	0	0	3
General Medical and Surgical Hospitals	3	2	0	0	0	0	2
Nursing and Residential Care Facilities	12	7	0	0	7	0	0
Social Assistance	9	6	0	6	0	0	0
<b>Services</b>							
Personal and Household Goods Repair and Maintenance	13	8	0	0	8	0	0
Services to Buildings and Dwellings	25	16	0	16	0	0	0
Waste Management and Remediation Services	4	3	0	0	0	3	0
Real Estate and Rental and Leasing	1	1	0	0	0	1	0
Personal Care Services	13	8	8	0	0	0	0
Dry Cleaning and Laundry Services	3	2	0	2	0	0	0
Auto Repair and Maintenance	15	9	0	0	9	0	0
Veterinary Services	3	2	0	0	2	0	0
Photographic Services	2	1	0	1	0	0	0
Educational Services	37	20	0	20	0	0	0
Accounting	5	3	0	0	3	0	0
Architectural, Engineering, and Related	2	1	0	0	0	0	1
Specialized Design Services	2	1	0	0	0	0	1
Death Care Services	3	2	0	0	0	2	0
Legal Services	1	1	0	0	0	0	1
<b>Government</b>	<b>60</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>27</b>
<b>Total HH Generated Per 1,000 Market-Rate Units</b>	<b>504</b>	<b>296</b>	<b>114</b>	<b>45</b>	<b>85</b>	<b>17</b>	<b>35</b>
<b>Total Income-Qualified HH Generated Per 100 Market-Rate Units</b>			<b>11</b>	<b>4</b>	<b>9</b>	<b>2</b>	<b>3</b>

[1] Assumes 1.56 workers per worker household based on the 2010 Census. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.

[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Source: Economic & Planning Systems, Inc.

**Table C-5**  
**Household Generation per 1,000 Market Rate Units - \$1,000,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Industry	Total Employees	HH [1]	Low (50%)	Low (60%)	Low (80%)	Med	Above Med
<b>Retail</b>							
Unspecified Retail	5	3	3	0	0	0	0
Food & Beverage Stores	34	19	0	0	19	0	0
Food Services and Drinking Places	136	77	77	0	0	0	0
Health and Personal Care Stores	4	2	0	0	2	0	0
General Merchandise	10	6	6	0	0	0	0
Furniture and Home Furnishings Stores	10	5	0	0	5	0	0
Building Material and Garden Equipment and Supplies Dealer	5	3	0	0	0	3	0
Electronics and Appliance Stores	13	7	0	0	7	0	0
Clothing and Clothing Accessories Stores	13	7	7	0	0	0	0
Motor Vehicle and Parts Dealers	13	8	0	0	0	8	0
Gasoline Stations	4	2	2	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	15	9	9	0	0	0	0
Miscellaneous Store Retailers	12	7	7	0	0	0	0
Nonstore Retailers	1	1	0	0	0	1	0
<b>Arts, Entertainment, &amp; Recreation</b>	<b>26</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>0</b>
<b>Medical/Health</b>							
Ambulatory Health Care Services	4	3	0	0	0	0	3
General Medical and Surgical Hospitals	3	2	0	0	0	0	2
Nursing and Residential Care Facilities	13	8	0	0	8	0	0
Social Assistance	10	6	0	6	0	0	0
<b>Services</b>							
Personal and Household Goods Repair and Maintenance	16	10	0	0	10	0	0
Services to Buildings and Dwellings	29	18	0	18	0	0	0
Waste Management and Remediation Services	4	3	0	0	0	3	0
Real Estate and Rental and Leasing	2	1	0	0	0	1	0
Personal Care Services	13	8	8	0	0	0	0
Dry Cleaning and Laundry Services	3	1	0	1	0	0	0
Auto Repair and Maintenance	15	10	0	0	10	0	0
Veterinary Services	2	2	0	0	2	0	0
Photographic Services	2	1	0	1	0	0	0
Educational Services	48	27	0	27	0	0	0
Accounting	7	4	0	0	4	0	0
Architectural, Engineering, and Related	2	1	0	0	0	0	1
Specialized Design Services	2	1	0	0	0	0	1
Death Care Services	3	2	0	0	0	2	0
Legal Services	2	1	0	0	0	0	1
<b>Government</b>	<b>60</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>27</b>
<b>Total HH Generated Per 1,000 Market-Rate Units</b>	<b>544</b>	<b>319</b>	<b>119</b>	<b>55</b>	<b>93</b>	<b>17</b>	<b>36</b>
<b>Total Income-Qualified HH Generated Per 100 Market-Rate Units</b>			<b>12</b>	<b>5</b>	<b>9</b>	<b>2</b>	<b>4</b>

[1] Assumes 1.56 workers per worker household based on the 2010 Census. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.

[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Source: Economic & Planning Systems, Inc.

**Table C-6**  
**Household Generation per 1,000 Market Rate Units - \$1,200,000 Unit**  
**Santa Rosa Housing Impact Fee, EPS #121110**

Industry	Total Employees	HH [1]	Low (50%)	Low (60%)	Low (80%)	Med	Above Med
<b>Retail</b>							
Unspecified Retail	6	3	3	0	0	0	0
Food & Beverage Stores	41	23	0	0	23	0	0
Food Services and Drinking Places	162	92	92	0	0	0	0
Health and Personal Care Stores	5	3	0	0	3	0	0
General Merchandise	12	7	7	0	0	0	0
Furniture and Home Furnishings Stores	11	6	0	0	6	0	0
Building Material and Garden Equipment and Supplies Dealer	7	4	0	0	0	4	0
Electronics and Appliance Stores	16	9	0	0	9	0	0
Clothing and Clothing Accessories Stores	16	9	9	0	0	0	0
Motor Vehicle and Parts Dealers	16	9	0	0	0	9	0
Gasoline Stations	5	3	3	0	0	0	0
Sporting Goods, Hobby, and Musical Instrument Stores	18	10	10	0	0	0	0
Miscellaneous Store Retailers	15	8	8	0	0	0	0
Nonstore Retailers	1	1	0	0	0	1	0
<b>Arts, Entertainment, &amp; Recreation</b>	<b>31</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>0</b>	<b>0</b>
<b>Medical/Health</b>							
Ambulatory Health Care Services	5	3	0	0	0	0	3
General Medical and Surgical Hospitals	3	2	0	0	0	0	2
Nursing and Residential Care Facilities	15	10	0	0	10	0	0
Social Assistance	12	8	0	8	0	0	0
<b>Services</b>							
Personal and Household Goods Repair and Maintenance	19	11	0	0	11	0	0
Services to Buildings and Dwellings	35	22	0	22	0	0	0
Waste Management and Remediation Services	5	3	0	0	0	3	0
Real Estate and Rental and Leasing	2	1	0	0	0	1	0
Personal Care Services	16	10	10	0	0	0	0
Dry Cleaning and Laundry Services	3	2	0	2	0	0	0
Auto Repair and Maintenance	18	11	0	0	11	0	0
Veterinary Services	3	2	0	0	2	0	0
Photographic Services	2	2	0	2	0	0	0
Educational Services	58	32	0	32	0	0	0
Accounting	8	5	0	0	5	0	0
Architectural, Engineering, and Related	3	2	0	0	0	0	2
Specialized Design Services	3	2	0	0	0	0	2
Death Care Services	4	3	0	0	0	3	0
Legal Services	2	3	0	0	0	0	3
<b>Government</b>	<b>60</b>	<b>38</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>27</b>
<b>Total HH Generated Per 1,000 Market-Rate Units</b>	<b>636</b>	<b>374</b>	<b>142</b>	<b>65</b>	<b>108</b>	<b>20</b>	<b>39</b>
<b>Total Income-Qualified HH Generated Per 100 Market-Rate Units</b>			<b>14</b>	<b>6</b>	<b>11</b>	<b>2</b>	<b>4</b>

[1] Assumes 1.56 workers per worker household based on the 2010 Census. Includes a 12.5% discount for retail and 1.9% discount for other industries to account for workers under age 20.

[2] Excludes above moderate-income households because these incomes are adequate to acquire market-rate housing.

Source: Economic & Planning Systems, Inc.

## APPENDIX D

### Schedule of Maximum Fees by Unit Price



**Appendix D**  
**Schedule of Maximum Fees by Unit Price**  
**Santa Rosa Housing Impact Fee, EPS #121110**

<b>Unit Price</b>	<b>EPS Maximum Fee</b>
\$200,000	\$8,930
\$220,000	\$9,402
\$240,000	\$9,874
\$260,000	\$10,346
\$280,000	\$10,818
\$300,000	\$11,290
\$320,000	\$11,762
\$340,000	\$12,234
\$360,000	\$12,706
\$380,000	\$13,178
\$400,000	\$13,650
\$420,000	\$14,393
\$440,000	\$15,137
\$460,000	\$15,881
\$480,000	\$16,625
\$500,000	\$17,369
\$520,000	\$18,113
\$540,000	\$18,857
\$560,000	\$19,601
\$580,000	\$20,345
\$600,000	\$21,089
\$620,000	\$21,432
\$640,000	\$21,774
\$660,000	\$22,117
\$680,000	\$22,459
\$700,000	\$22,802
\$720,000	\$23,145
\$740,000	\$23,487
\$760,000	\$23,830
\$780,000	\$24,172
\$800,000	\$24,515
\$820,000	\$24,720
\$840,000	\$24,925
\$860,000	\$25,130
\$880,000	\$25,334
\$900,000	\$25,539
\$920,000	\$25,744
\$940,000	\$25,949
\$960,000	\$26,154
\$980,000	\$26,359
\$1,000,000	\$26,564
\$1,020,000	\$27,062
\$1,040,000	\$27,561
\$1,060,000	\$28,059
\$1,080,000	\$28,558
\$1,100,000	\$29,057
\$1,120,000	\$29,555
\$1,140,000	\$30,054
\$1,160,000	\$30,552
\$1,180,000	\$31,051
\$1,200,000	\$31,550
\$1,200,001+	2.6% of unit value

Sources: Economic & Planning Systems, Inc.