

Revenue Analysis and Summary
Alameda County Cities
For Fiscal Year 2011-12

Population	83,183	75,054	75,823	108,119	48,821	153,104	70,711
Revenue Type:	San Leandro	Union City	Alameda	Berkeley	Dublin	Hayward	Pleasanton
Property Tax Gen. Fund	15,400,000	17,539,300	21,000,500	38,991,947	22,066,000	37,586,000	48,397,608
Sales Tax	19,310,000	5,146,000	5,838,535	14,298,072	13,245,000	23,229,000	18,215,713
Transaction & Use Tax	3,800,000	4,000,000					
(Measure Z)	0.25%	0.50%	-	-	-	-	-
Utility Users Tax Electric, Gas & Cable Telecommunications	9,847,900 6.0% 5.7%	n/a	9,455,000 7.5%	14,828,319 7.5%	n/a	14,493,000	n/a
Real Property Transfer Tax	2,444,000 \$6/1,000	200,600 \$1.10/1,000	4,000,000 \$12/1,000	10,000,000 \$15/1,000	400,000 \$1.10/1,000	4,277,000 \$4.5/1,000	465,130 \$1.10/1,000
Public Safety Parcel Tax& EMS Enhancement Tax		3,183,500					
Emergency Communication 911 Tax	2,700,000	(2)	n/a	2,450,000	n/a	1,720,000	330,684
Franchise Tax/Fees: Electric / Gas Refuse/Recycling Water Cable Total Franchise Tax/Fees	610,000 2,680,000 - 670,000 3,960,000	786,500 2,659,800 - 595,800 4,042,100	3,392,000 2,145,595 830,110 645,595 7,013,300	873,938 n/a n/a 931,359 1,805,297	512,130 1,600,000 n/a 690,000 2,802,130	1,084,000 5,151,000 2,100,000 1,122,000 9,457,000	726,000 217,000 - 1,100,000 2,043,000
Transient Occupancy Tax	277,100 10%		1,122,000 10%	4,435,109 12%	650,000 8%	1,250,000 8.5%	2,958,000 8%
Parking Fees Parking Violations/Fines	193,540 165,000		600,000	8,686,036 9,785,000			
Business License Tax/fee (1)	4,100,000	1,451,400	n/a	(1) 14,671,795	140,000	2,400,000	2,652,000
Motor Vehicle in Lieu License Fee Swap (included in Property Tax)	5,763,000		5,993,000	8,600,000	3,440,000	11,019,000	4,882,000

(1) Business License (Basis)
(2) UC used to have 911 fee and was
deemed to be illegal by the courts in
2008

Employee count

Gross Receipts/
employee count
depending on
Business

Gross
Receipts/
employee
count
depending on
Business

Gross
Receipts/
employee
count
depending
on Business

Other Fees Taxed on Homeowners:

Parks Tax
Street Light Assessment District
Library Tax
Parking Fee- residential
Youth Violence prevention (UC)
Property Based Business
Improvement - paid by Union
landing Business owners
Landscape and Lighting District (UC)

201000
