

Exhibit A

Data for Retail Attraction

Current Population	41,967
Average Wages	\$50,752
Housing Price	\$459,000
Average Apartment Rental Rate	\$2,085
Population with Associates degree or higher	36%
Owner-Occupied Housing Units	50%
Number of Future Housing Units Approved	
Projected Future Populations	
1 year – Great Confidence	42,535
3 years – High Confidence	45,375
5 years – Moderate Confidence	48,517
10 years – Lower Confidence	51,693
Approximate Buildout Average Daily Trips	
Golf Course Drive West (west of Fairway)	34,800
Golf Course Drive East (east of Fairway)	19,100
Rohnert Park Expressway (“RPX”) (West of Hwy 101)	29,500
RPX (central business district)	35,800
RPX (eastern segments)	24,000
Redwood Drive (Golf Course Dr. to RPX)	13,200
Commerce Blvd. (north of RPX)	9,500
Commerce Blvd. (south of RPX)	13,800
Snyder Lane (Golf Course Dr. to RPX)	15,200
Snyder Lane (RPX to East Cotati)	19,500
Southwest Blvd (Commerce to Seed Farm Dr.)	16,600
East Cotati Avenue (Snyder to SSU)	18,600

Exhibit A Data for Retail Attraction

Retail Gaps

In March of 2016, the City of Rohnert Park commissioned a retail study, which identified gaps in the retail market where the community will be underserved, including the growing population. Below is a breakdown of retail areas, and the gap between current and future demand and local supply.

Spending Category	Consumer Demand	Actual Sales	Gap %
GAFO			
Other General Merchandise	\$ 58,859,604	\$ 20,931,580	64%
Department Stores	41,939,682	69,483,434	-66%
Furniture	17,545,992	8,802,150	50%
Sporting Goods/Hobby	13,939,115	4,819,206	65%
Books and Music	2,664,558	1,038,553	61%
Office Supplies, Gift Stores	11,585,194	4,251,852	63%
Electronics/Appliances	16,894,061	12,683,175	25%
Clothing and Accessories	41,929,928	13,156,285	69%
GAFO Total	\$ 205,358,134	\$ 135,166,235	34%
Non-GAFO			
Eating and Drinking Places	\$ 48,602,988	\$ 52,925,913	-9%
Miscellaneous Stores	23,462,038	14,650,454	38%
Health and Personal Care	44,037,438	23,585,766	46%
Building/Garden Materials	89,620,874	143,966,073	-61%
Food and Beverage	119,598,349	115,526,684	3%
Non-GAFO Total	\$ 325,321,687	\$ 350,654,890	-8%
Gas/Motor Vehicle/Non-Store			
Gas Stations	\$ 67,504,388	\$ 40,563,537	40%
Other non-Store Retailers	75,324,571	44,979,941	40%
Motor Vehicle	175,984,129	19,402,424	89%
Gas/Motor Vehicle/Non-Store Total	\$ 318,813,088	\$ 104,945,902	67%
Total	\$ 849,492,909	\$ 590,767,027	30%