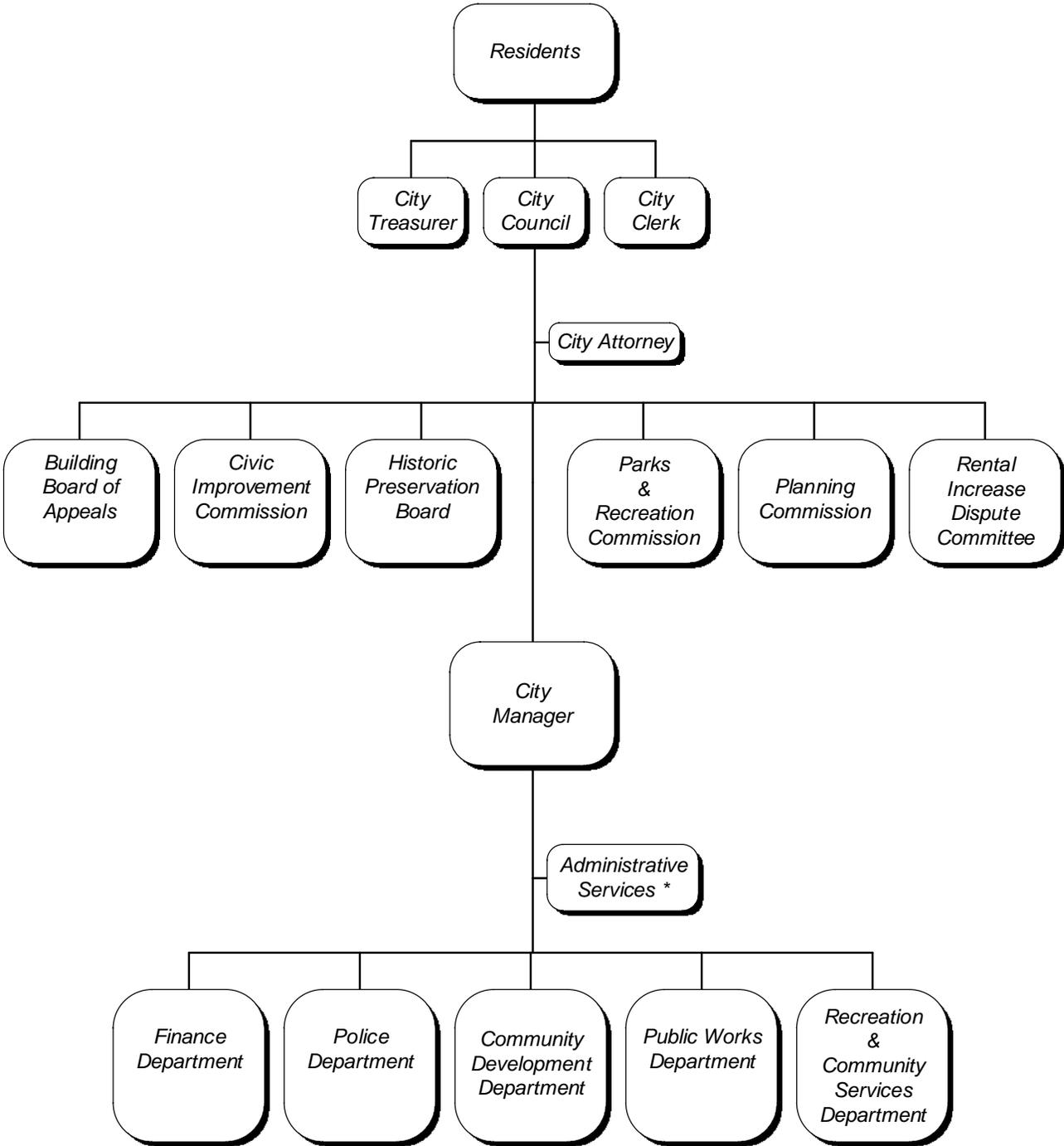


# General Organization 2007 - 2008



\* Frozen Position

## **CITY OFFICIALS**

### **CITY COUNCIL & REDEVELOPMENT AGENCY BOARD**

Mayor - Daniel E. Furtado

Vice Mayor - Donald R. Burr

Councilmember - Joseph D. Hernandez

Councilmember - Jane P. Kennedy

Councilmember - Evan Low

Note: Mayor serves an annual term from November to November. Names and positions are as of July 1, 2007.

### **CITY ADMINISTRATIVE STAFF**

City Manager - Daniel Rich

City Clerk - Anne Bybee (Elected)

City Treasurer - Gerald Kennedy (Elected)

City Attorney - William Seligmann

Administrative Services Director - (Frozen)

Community Development Director - Sharon Fierro

Finance Director - Jesse Takahashi

Recreation & Community Services Director - Claudia Cauthorn

Police Chief - David Gullo

Public Works Director - Robert Kass

## **Community Vision**

*Campbell will remain a friendly community and develop a stronger sense of identity, characterized by the active involvement of its citizens and businesses in all aspects of community life.*

*It will be a safer, more well-balanced small town with connected neighborhoods set in an attractive and comfortable environment.*

*Campbell City government will be increasingly fiscally self-reliant, provide more effective basic municipal services and foster regional cooperation and local partnerships.*

## **Community Goals**

*To have a safe, clean, comfortable and healthy environment.*

*To be a physically connected and involved community with a strong sense of identity.*

*To have attractive residential neighborhoods and business districts.*

*To retain a friendly, small-town atmosphere.*

*To maintain a fiscally self-reliant City government with effective basic municipal services.*

## **Mission Statement**

The City of Campbell's mission is to maintain a safe and pleasant environment by providing effective governance and the efficient delivery of public services.

In the process of providing representative local government, the City identifies and anticipates concerns, problems and opportunities, and takes actions to address them. The City government also provides a catalyst for the involvement of residents, businesses and organizations in the development and maintenance of the community.

The City's role is to delivery critical public services in an efficient, professional and timely manner.

The City is responsible for the preservation of the community's physical and aesthetic assets, and for the efficient management and equitable allocation of community fiscal resources.

Essential to accomplishing the objectives outlines above is the active involvement of citizens serving as elected Councilmembers, advisory commissioners, and on citizen committees and task forces. In addition, the selection, training, motivation and retention of highly qualified employees is critical to the City's success.

## **CAMPBELL STATEMENT OF VALUES**

### ***Preamble:***

To promote and foster the highest degree of public trust, the Campbell City Council has adopted a Statement of Values reflecting the core beliefs of the community. These key values are deeply held beliefs that influence a person's attitude, actions and decisions. Values, in turn, form the basis for ethical decisions. Ethics are standards or principles for how we treat one another.

The Campbell Statement of Values expresses the standards for the highest integrity and ethical conduct expected for elected officials, appointed commissioners and board members, executive staff and candidates for local office. These individuals have the responsibility to assure that they understand and follow, in every respect, the ethical standards so that the public can continue to have full confidence in its officials, candidates, and the democratic process. Ethical behavior requires a commitment to live by the values expressed below.

This Statement of Values is expected to be a "living" document and reviewed or updated periodically; initially in February 2007 and in February of odd-numbered years thereafter.

### ***Community***

As I serve Campbell:

- I value the importance of building and preserving community in Campbell
- I am a steward for the community's economy, environment, culture and safety
- I am engaged and responsive when serving the community; the needs and concerns of all residents are important to me
- I take into consideration the long-term financial needs of the City while also balancing Campbell's identity as a small town with connected neighborhoods

### ***Honesty***

As I serve Campbell:

- My words and deeds will be based on truthfulness
- I will conduct myself with the highest degree of sincerity
- I will not knowingly use inaccurate information nor omit relevant information to support my positions or views
- I take responsibility for my actions and do not leave false impressions

### ***Civility***

As I serve Campbell:

- I treat everyone the way I want to be treated, with respect and dignity
- I practice patience, courtesy, and civility in all interactions
- I understand differences of opinion and policy disagreements are part of the democratic process; I respect the opinions of those with whom I differ
- I support effective two-way communication by listening carefully, asking questions and determining an appropriate response

## **CAMPBELL STATEMENT OF VALUES**

### ***Equality***

As I serve Campbell:

- I value everyone's opinion and listen to all sides
- I encourage public input as well as equal access and treatment for all
- I am impartial and make decisions based on the merits of the issue

### ***Teamwork***

As I serve Campbell:

- I will actively participate in a positive and constructive manner
- I encourage and support collaboration and strive for consensus building
- I value diversity and seek divergent viewpoints
- I am approachable and open-minded
- I understand that my position may not always prevail but that I support the democratic process and the decisions resulting from it

### ***Accountability***

As I serve Campbell:

- I hold myself accountable to the highest ethical standards
- I take responsibility for my conduct and am willing to explain my actions and decisions
- I recognize that the responsibility for making decisions about the use of public resources is a public trust

As a representative of, or candidate for an office in, the City of Campbell, I agree to uphold the Campbell Statement of Values adopted by the City Council. I affirm that I have read, understood and will conduct myself in accordance with the City of Campbell's Statement of Values.

Adopted 3/06

# **CAMPBELL STRATEGIC PLAN ELEMENTS & OBJECTIVES**

## **1.0 Land Use**

- 1.1. A Balanced small town.
- 1.2. Land-Use patterns that minimize conflicts.
- 1.3. Availability of a range of housing types.
- 1.4. Identifiable City boundaries.
- 1.5. An attractive community with an enhanced image.
- 1.6. Interconnected neighborhoods and community resources.
- 1.7. An economically diverse and viable community.
- 1.8. A vibrant downtown that serves as the focal point of the community.

## **2.0 Financial Health**

- 2.1. Up-to-date, effective financial management policies.
- 2.2. A diversified and reliable revenue base.
- 2.3. Effective City services at appropriate service levels, using resources in the most cost efficient manner.

## **3.0 Transportation**

- 3.1. Safe residential neighborhoods.
- 3.2. Economically viable shopping areas.
- 3.3. Streets that safely and comfortably accommodate pedestrians and bicycles.
- 3.4. Streets that are safe, clean and well maintained.
- 3.5. Regional improvements that meet the transportation needs of Campbell residents and businesses.
- 3.6. Streets that serve the needs of adjacent land uses.
- 3.7. Streets that operate efficiently and effectively.
- 3.8. Local serving streets that reflect a "small-town" atmosphere.

## **4.0 Public Safety**

- 4.1. An improved feeling of safety within the community.
- 4.2. Reduced crime and calls for service.
- 4.3. An effective working relationship with other governmental and social agencies that enables the City to attack the causes of crime.
- 4.4. A reduced number of traffic accidents and associated injuries.
- 4.5. An effective emergency preparedness program.

## **5.0 Community Services / Recreation**

- 5.1. Leisure services that enhance community health and opportunities for interaction.
- 5.2. Enhanced recreational opportunities for Campbell residents.
- 5.3. Safe, attractive, and efficient parks and buildings that operate for maximum community use, benefit and enjoyment.
- 5.4. Information and referral services that locate programs and services not directly provided by the City.
- 5.5. Effective working relationships with local schools and service organizations that enable us to address the needs of at-risk youth.
- 5.6. Increased financial self-reliance of the City's Recreation and Community Services Department to support programs and services.
- 5.7. Enhanced community spirit, pride, activities and interaction among Campbell citizens and partnerships with local community groups, service organizations, agencies and private parties to assume co-sponsorship of community spirit events and activities.

## CAMPBELL STRATEGIC PLAN ELEMENTS & OBJECTIVES

### 6.0 Open Space/Cultural/Historical

- 6.1. Sufficient open space to meet the needs of the community and partnerships with schools and other special districts for public use of open space lands.
- 6.2. Additional open space in each of the areas identified as deficient in the open space element of the City's General Plan.
- 6.3. A balance of active and passive uses for the City's open space areas.
- 6.4. Sufficient locally originated historic and cultural activities/opportunities in the community.

- 7.2. Programs to prevent illegal disposal of hazardous waste materials.
- 7.3. Participation in water quality protection programs and water conservation efforts.
- 7.4. Participation in local and regional efforts to improve air quality through traffic congestion management.

### 8.0 Community Participation

- 8.1. A community where residents and business are well informed about community issues and programs.
- 8.2. Clear and effective communication between the City organization and the Campbell Community.
- 8.3. Participation of residents and businesses in government activities.

### 7.0 Environmental Programs

- 7.1. Extend life of landfill space through increased recycling and conservation efforts.



## **COUNCIL COMMITTEE RESPONSIBILITIES**

### **MAYOR FURTADO**

Association of Bay Area Governments  
ABAG Executive Board \*\*  
City Attorney & City Manager Performance/Compensation Committees  
County Library District JPA Board of Directors  
Emergency Preparedness Council  
Housing Rehabilitation Loan Committee  
League of California Cities – Board of Directors \*\*  
League of California Cities – Public Safety Policy Committee \*\*  
League of California Cities – Peninsula Division Council Liaison  
Legislative Committee  
National League of Cities – Public Safety Steering Committee \*\*  
Santa Clara Cities Association - Board of Directors  
Santa Clara County Cities Mayor's Selection Committee  
West Valley Mayors and Managers  
West Valley Sanitation District (Alternate)

### **VICE MAYOR BURR:**

California Identification Policy Advisory Board  
City Attorney. Performance/Compensation Committee  
City Manager Performance/Compensation Committee  
County Expressway Policy Advisory Board  
Emergency Preparedness Council (Alternate)  
Finance Committee  
Housing Bond Advisory Comm. (County) (Alternate)  
Housing Rehab. Loan Committee (Alternate)  
School District Liaison (High School)  
Silicon Valley Animal Control Authority Board (SVACA)  
(Alternate)  
20% Housing Committee (Redevelopment Agency)  
Vasona Corridor Joint Policy Advisory Board (Alternate)  
West Valley Sanitation District  
West Valley Solid Waste Authority (JPA)

### **COUNCILMEMBER KENNEDY:**

Advisory Commissioner Appt. Interview Committee  
Campbell Historical Museum & Ainsley House  
Foundation  
Liaison  
Community Center Committee  
CDBG Program Committee (County) (Alternate)  
Downtown Committee  
Economic Development Committee  
Finance Committee  
Friends of the Heritage Theatre Liaison  
Joint Venture Silicon Valley (Alternate)  
Legislative Committee  
Santa Clara Valley Water District:  
County Water Commission  
Flood Control Advisory Committee  
Silicon Valley Animal Control Authority Board (SVACA)  
Vasona Corridor Joint Policy Advisory Board  
Valley Transportation Authority Policy Advisory  
Committee  
(Alternate)

### **COUNCILMEMBER HERNANDEZ:**

Advisory Commissioner Appointment Interview Committee  
CDBG Program Committee (County)  
County Expressway Policy Advisory Board (Alternate)  
County Library District JPA Board of Directors (Alternate)  
Downtown Committee  
Economic Development Committee  
Housing Bond Advisory Committee (County)  
Joint Venture Leadership Group  
Santa Clara Cities Association Board of Director (Alternate)  
School District Liaison (Elementary)  
SVLG Housing Solutions Report Steering Committee  
20% Housing Committee (Redevelopment Agency)  
West Valley Solid Waste Authority JPA (Alternate)

### **COUNCILMEMBER LOW:**

Association of Bay Area Governments (Alternate)  
Santa Clara Cities Association Legislative Action  
Committee  
Santa Clara County Task Force to End Chronic  
Homelessness  
Santa Clara Valley Water District:  
County Water Commission (Alternate)  
Flood Control Advisory Committee (Alternate)  
School District Liaison (Elementary)  
School District Liaison (High School)  
Valley Transportation Authority Policy Advisory Committee

## **COMMISSIONS, COMMITTEES AND ADVISORY BOARDS**

### **Planning Commission**

Michael Rocha, Chairperson  
Robert Roseberry, Vice Chairperson  
Bob Alderete  
George P. Doorley  
Mark A. Ebner  
Tom Francois  
Elizabeth Gibbons

### **Parks & Recreation Commission**

Bruce Baker, Chairperson  
Tim Mason, Vice Chairperson  
Jann Harbor  
Jean La Duc  
John Medalen  
Paul Resnikoff  
Richard Waterman

### **Civic Improvement Commission**

Jason T. Baker, Chairperson  
Steven K. Han, Vice Chairperson  
Jacquie Davidson  
Jeff Hofstrand  
Frank Jewett  
Cheryl Blankenship Kupras  
Art Ring

### **Building Board of Appeals**

Dietrich VonDohlen, Chairperson  
Jeff Bowlsby  
James C. Malone  
Jim Morelan  
Todd Zeman

### **Historical Preservation Board**

JoElle Hernandez, Chairperson  
Susan Blake, Vice Chairperson  
Jule Heinzler  
Joanna Herz  
Micky Lutz

### **Rental Increase Dispute Fact Finding Committee**

Matthew Minic, Chairperson  
Eric Bracher  
John W. Figueroa  
Patricia Appelquist  
Stanley Raider

Note: Names and positions as of July 1, 2007.

**PERMANENT AUTHORIZED PERSONNEL POSITIONS  
FISCAL YEAR 2007 - 2008**

Job Classification	Number of Positions	Dept.	Monthly Pay Ranges ****
City Manager	1	CM	N/A
Administrative Services Director <sup>1</sup>	1	CM	\$ 9,850 - \$ 13,178
Police Chief	1	PD	9,850 - 13,178
Public Works Director	1	PW	9,850 - 13,178
Community Development Director	1	CD	9,850 - 13,178
Finance Director	1	FIN	9,850 - 13,178
Police Captain	3	PD	9,850 - 13,178
Recreation & Community Services Director	1	R&CS	9,850 - 13,178
Human Resources Manager	1	CM	8,274 - 10,057
Public Works Superintendent	1	PW	8,274 - 10,057
Redevelopment Manager	1	CM	8,274 - 10,057
Senior Planner	1	CD	8,274 - 10,057
Building Division Manager/Building Official	1	CD	8,274 - 10,057
Senior Civil Engineer	3	PW	8,274 - 10,057
Traffic Engineer	1	PW	8,274 - 10,057
Assistant to the City Manager	1	CM	7,641 - 9,286
Community Center Manager	1	R&CS	7,641 - 9,286
Finance Manager	1	FIN	7,641 - 9,286
Police Sergeant <sup>1</sup>	8	PD	7,316 - 8,893
Associate Civil Engineer	2	PW	6,946 - 8,443
Senior Building Inspector	1	CD	6,873 - 8,357
City Clerk	1	CM	6,774 - 8,223
Facilities Maintenance Manager	1	R&CS	6,765 - 8,222
Senior Public Works Inspector	1	PW	6,755 - 8,213
Associate Planner	1	CD	6,643 - 8,078
Redevelopment Coordinator	1	CM	6,625 - 8,055
Police Agent <sup>1</sup>	6	PD	6,611 - 8,035
Assistant Engineer <sup>5</sup>	3	PW	6,433 - 7,823
Building Inspector	2	CD	6,323 - 7,687
Public Works Inspector	1	PW	6,323 - 7,687
Park Maintenance Supervisor	1	PW	6,264 - 7,613
Street Maintenance Supervisor <sup>1</sup>	1	PW	6,264 - 7,613
Planner II	1	CD	6,247 - 7,593
Police Officer <sup>5</sup>	28	PD	6,225 - 7,566
Administrative Analyst I <sup>1</sup>	1	PW	5,875 - 7,142
Public Safety Systems Specialist	1	PD	5,829 - 7,086
Accountant	2	FIN	5,817 - 7,070
Senior Services Supervisor	1	R&CS	5,762 - 7,009
Recreation Supervisor	4	R&CS	5,762 - 7,009
Lighting & Traffic Signal Supervisor	1	PW	5,759 - 6,999
Communications Supervisor	1	PD	5,741 - 6,978
Code Enforcement Officer/Inspector	1	CD	5,661 - 6,882
Executive Assistant to the City Manager (Confidential)	1	CM	5,439 - 6,611
Planner I <sup>1</sup>	2	CD	5,347 - 6,498
Equipment Maintenance Supervisor	1	PW	5,284 - 6,422
Accounting Technician (Confidential)	1	FIN	5,051 - 6,139
Senior Museum Specialist	1	R&CS	5,001 - 6,079
Public Safety Dispatcher	8	PD	4,964 - 6,035
Police Records Supervisor	1	PD	4,829 - 5,874
Lighting & Traffic Signal Technician	1	PW	4,813 - 5,853
Building Maintenance Lead Worker	1	R&CS	4,797 - 5,832

**PERMANENT AUTHORIZED PERSONNEL POSITIONS  
FISCAL YEAR 2007 - 2008**

Job Classification	Number of Positions	Dept.	Monthly Pay Ranges ****
Deputy City Clerk	1	CM	\$ 4,723 - \$ 5,740
Executive Assistant	5	*	4,723 - 5,740
Mechanic II	1	PW	4,684 - 5,695
Recreation Program Coordinator <sup>5</sup>	3	R&CS	4,503 - 5,472
Park Maintenance Lead Worker	2	PW	4,405 - 5,355
Street Maintenance Lead Worker	2	PW	4,405 - 5,355
Accounting Clerk II	2	FIN	4,401 - 5,347
Permit Technician	1	CD	4,382 - 5,327
Building Maintenance Worker	2	R&CS	4,363 - 5,306
Office Specialist (Confidential)	1	CM**	4,295 - 5,221
Museum Education Coordinator	1	R&CS	4,287 - 5,211
Office Specialist <sup>1</sup>	3	PW	4,280 - 5,203
Community Services Officer <sup>6</sup>	8	PD	4,169 - 5,066
Senior Office Assistant	1	R&CS	4,075 - 4,955
Street Maintenance Worker II	3	PW	4,006 - 4,872
Park Maintenance Worker II	4	PW	4,006 - 4,872
Lighting & Traffic Signal Assistant <sup>1</sup>	1	PW	4,006 - 4,872
Mechanic I	1	PW	4,006 - 4,872
Property/Evidence Specialist	1	PD	4,005 - 4,869
Utility Worker <sup>1</sup>	2	R&CS	3,950 - 4,804
Police Records Specialist <sup>1</sup>	6	PD	3,797 - 4,617
Office Assistant <sup>7</sup>	3	***	3,689 - 4,486
Park Maintenance Worker I	5	PW	3,626 - 4,411
Street Maintenance Worker I	2	PW	3,626 - 4,411
<b>Total Permanent Full-Time Positions</b>	<b><u>171</u></b>		

Permanent Part-Time	Number of Positions	Dept.	Hourly Pay Ranges
City Engineer <sup>2</sup>	1	PW	\$ 52.54 - \$ 63.86
Senior Civil Engineer <sup>3</sup>	1	PW	47.74 - 58.02
Housing & Community Development Coordinator	1	CD	36.70 - 44.62
Public Safety Dispatcher <sup>4</sup>	2	PD	28.63 - 34.81
Human Resources Technician (Confidential)	1	CM	29.02 - 35.28
Office Assistant	3	CM/PW/R&CS	21.27 - 25.88
Nutrition Site Manager	1	R&CS	14.84 - 18.04
Food Server	1	R&CS	10.32 - 12.53
<b>Total Permanent Part-Time Positions</b>	<b><u>11</u></b>		

CD = Community Development Department - (14)  
 CM = City Manager's Department - (14)  
 FIN = Finance Department - (8)

R&CS = Recreation & Community Services Department - (25)  
 PD = Police Department - (75)  
 PW = Public Works Department - (47)

**Footnote: Currently, there are 20.10 frozen FTE's.**

- |  |   |
|--|---|
| <p>* CD, FIN, PD, PW, R&amp;CS<br/>         ** Confidential<br/>         *** CM, R&amp;CS (2)<br/>         **** Will be updated based upon actual personnel costs after completion of the Meet &amp; Confer Process.</p> | <p><sup>1</sup> One Frozen Position      <sup>5</sup> Two Frozen Positions<br/> <sup>2</sup> .25 FTE Frozen            <sup>6</sup> Three Frozen Positions<br/> <sup>3</sup> .60 FTE Frozen            <sup>7</sup> .75 FTE Frozen<br/> <sup>4</sup> .50 FTE Frozen</p> |
|--|---|

**FULL TIME EQUIVALENTS BY DEPARTMENT**  
**(Fiscal Years 05/06 thru 07/08)**

<u>Department</u>	05/06 Perm. FTE	05/06 Temp. FTE	05/06 Total FTE	06/07 Perm. FTE *	06/07 Temp. FTE	06/07 Total FTE	07/08 Perm. FTE *	07/08 Temp. FTE	07/08 Total FTE
City Manager	9.75	-	9.75	9.75	-	9.75	9.75	-	9.75
Community Development	13.47	-	13.47	13.23	-	13.23	13.23	-	13.23
Finance **	7.88	-	7.88	7.87	-	7.87	11.87	-	11.87
Legislative Body	7.00	-	7.00	7.00	-	7.00	7.00	-	7.00
Police	74.00	8.11	82.11	74.00	5.60	79.60	74.00	5.89	79.89
Public Works	44.50	8.61	53.11	44.85	7.02	51.87	43.85	6.85	50.70
Recreation & Community Service	24.25	28.68	52.93	24.25	31.57	55.82	24.25	31.95	56.20
Redevelopment Agency	2.90	-	2.90	3.15	-	3.15	3.15	-	3.15
<b>Sub-Total</b>	<b>183.75</b>	<b>45.40</b>	<b>229.15</b>	<b>184.10</b>	<b>44.19</b>	<b>228.29</b>	<b>187.10</b>	<b>44.69</b>	<b>231.79</b>
Less:									
Elected City Council	5.00	-	5.00	5.00	-	5.00	5.00	-	5.00
Elected City Clerk	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00
Elected City Treasurer	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00
Contract City Attorney	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00
<b>Sub-Total</b>	<b>8.00</b>	<b>-</b>	<b>8.00</b>	<b>8.00</b>	<b>-</b>	<b>8.00</b>	<b>8.00</b>	<b>-</b>	<b>8.00</b>
<b>Total FTE Personnel</b>	<b>175.75</b>	<b>45.40</b>	<b>221.15</b>	<b>176.10</b>	<b>44.19</b>	<b>220.29</b>	<b>179.10</b>	<b>44.69</b>	<b>223.79</b>

\* As of 7/1/06 - 20.1 Frozen Positions

\*\* Four Information Technology positions from contract to permanent employees for FY 07/08.



TO:

Benjamin and Mary Campbell  
Founders of the City of Campbell



FROM:

Jeanette Watson  
Unofficial Town Historian & Councilwoman

SUBJECT: ***CAMPBELL'S HERITAGE FROM 1846 TO TODAY***

---

Although we never met, I feel as though I know so much about you. Mr. Campbell, I know that your ancestors came from Scotland and were quite frugal. I want you to know that we who lead the City today are thrifty, too, as the enclosed budget document will show. We can't do all that we should for our citizens. The State and Feds empty our pockets from time to time. I guess you must have felt frustrated when you were having your troubles trying to establish a clear title to your property in the 1850's and 60's. Everybody wanted your money -- and your land -- from squatters to the government. I'm glad you finally got title to it in May, 1870.

Mr. Campbell, I know that in the pioneering days of 1846, you walked most of the way from Missouri to what would become the State of California. You were not the oldest son so you didn't get to do some of the fun things your older brother did; but, you had a great time, and when you saw our valley, you knew it would be your home forever. Things haven't changed much. We aren't the biggest city or even close. We are the best, however, and those of us who have learned how great Campbell is haven't left. Our valley still has its peaceful hills that seem blue in the early morning. Ocean breezes still bring their cooling fog. Sunlight dances in our hair on most days.

Mr. and Mrs. Campbell, you learned that the soil here is exactly right for fruit trees, so orchards flourished everywhere. The orchards are gone now, but because of the wonderful climate and job opportunities, there are 38,000 people who live here. When our City officially incorporated in March, 1952, the City fathers used the motto "Campbell, the Orchard City" on the City seal. Our heritage of orchards and canneries which provided work for so many people lives in our hearts and minds.

I have to admit one thing that we failed to do, however. You established your town in 1888 according to your beliefs: that of a prohibitionist. Well, I'm sorry to say your town has various establishments that carry you - know - what; but, we have a wonderful program for our kids called DARE which is encouraging them to resist the temptation of drugs and alcohol.

You'd be happy to know that we've had women on our City Council since 1985. It took thirty-three years to accomplish that feat. I'm sure that surprises you because there were three women on the first "town-council" which was established in 1892 at an Old Settler's Day celebration. However, the town wasn't incorporated so it didn't count. In 1888, when you recorded your first subdivision, you hoped it would be an incorporated city someday, but the earliest attempt in 1906 failed. However, your celebration continues and is the second oldest public celebration in the State; and, we're a city besides!

When you helped establish the first water company, the bank, and the Board of Trade, I wonder if you ever realized how your town would grow and develop. This note is just to thank you for giving us a good example to follow. In your town, you knew everyone. I don't know everyone, but as Will Rogers said, "I never met a stranger."

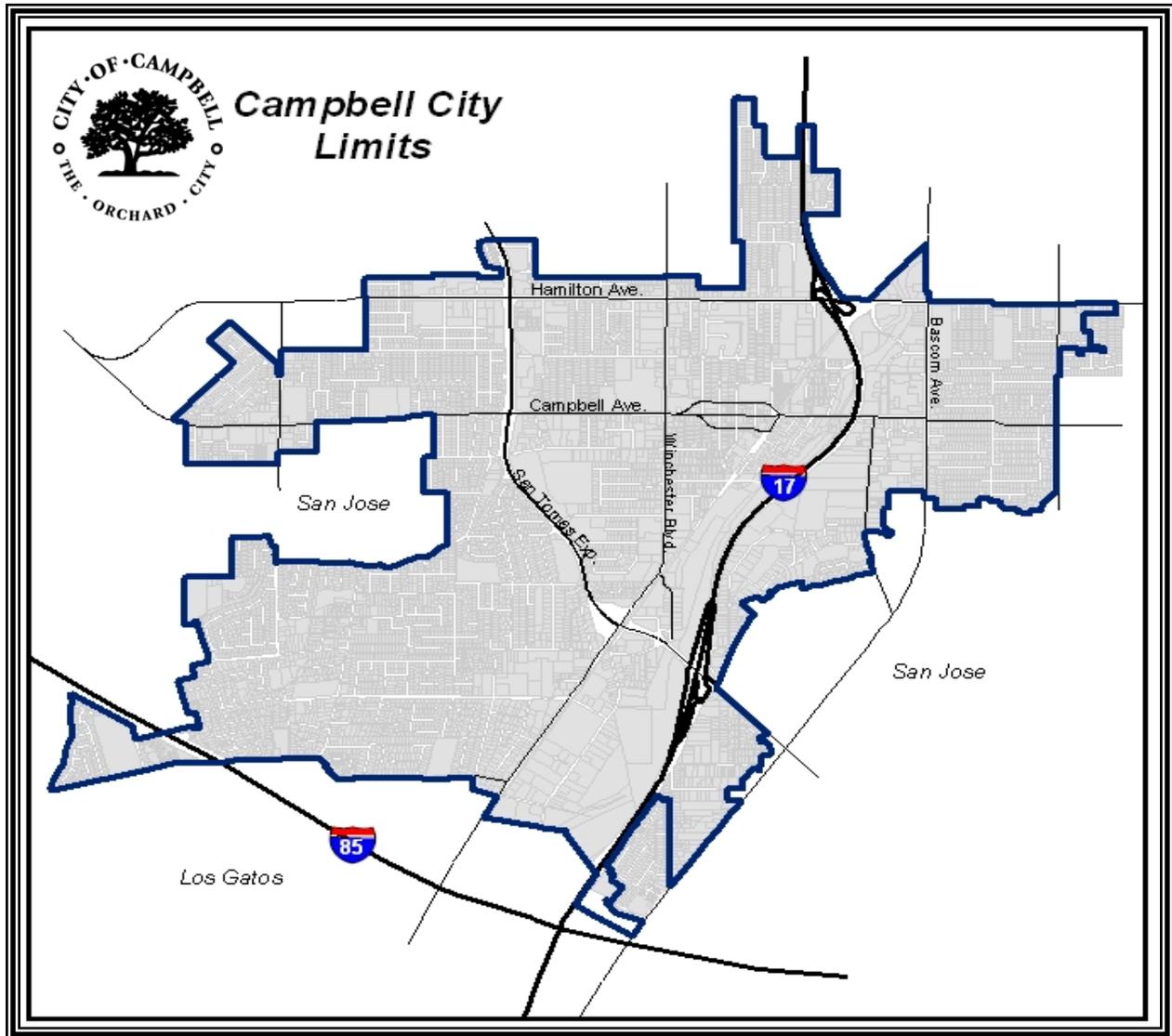
Your faithful servant, JMW

Note:

Ms. Jeanette Watson retired from the City Council in December 2006 after serving the City for more than twenty years.



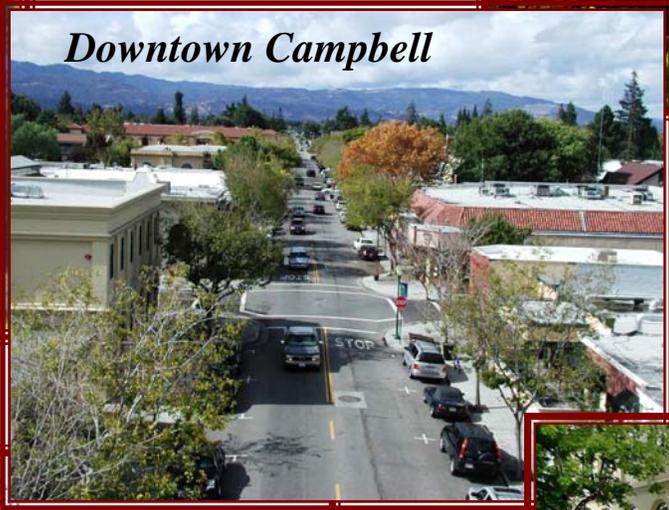
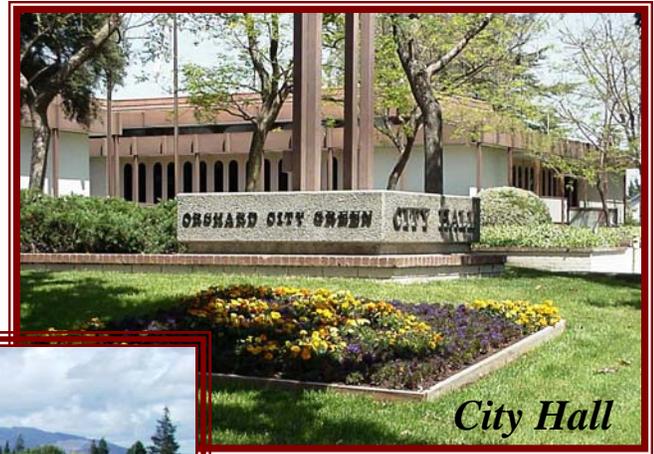
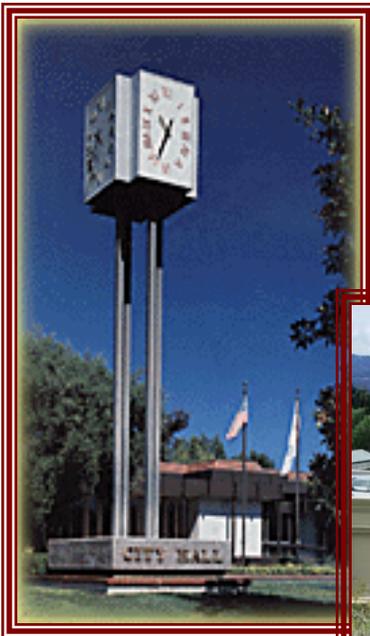
## Campbell Community Profile – Demographic Statistics (General)



- 50 Miles South of San Francisco
- Surrounded on Three Sides by San Jose
- 6.7 Square Miles
- Incorporated - March, 1952
- General Law City
- Council/Manager Form of Government
- Population – 39,748 (As of 1/1/07 - CA Department of Finance)
- 18,318 Registered Voters
- 11,005 (60.1%) Votes Cast in the Last General Election
- Public Safety - 75 Police Employees (46 Sworn)
- Public Safety - Fire - Services Contracted with County of Santa Clara
- Public Safety - 2 Fire Stations
- Total City Employees - 181\*

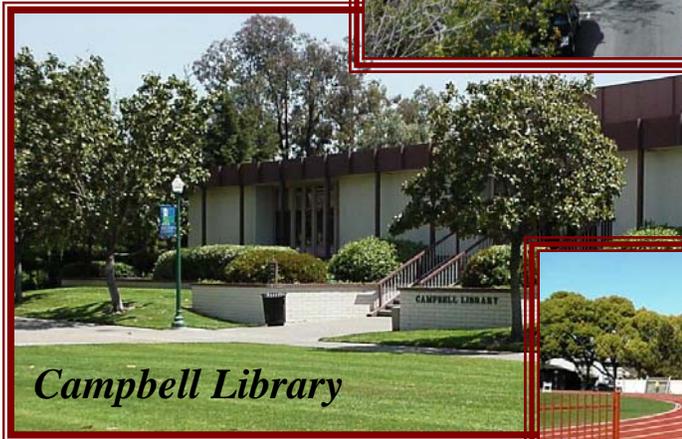
\*As of 7/1/06 - 20.1 Frozen Positions

# Campbell Community Profile – Demographic Statistics (Infrastructure)



*Downtown Campbell*

*City Hall*



*Campbell Library*



*Farmer's Market*



*Campbell Community Center*

<u>Category</u>	<u>2007</u>
Miles of Streets (Major / Secondary)	14.3 / 89.0
Miles of Sewers (Storm / Sanitary) <sup>(1)</sup>	42.25 / 484.0
Miles of Sidewalks	78.5
Street Lights	2,315
Parks - Number of Acres	85.95

<sup>(1)</sup> West Valley Sanitation District

## Campbell Community Profile – Demographic Statistics (Housing)



***Apartments***



***Single Family Homes***



***Condominiums***

<u>Category</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>
Average Household Size <sup>(8)</sup>	2.4	2.3	2.3	2.3
Number of Households <sup>(2) (5)</sup>	16,483	16,459	16,444	16,384
Median Age	35.2	35	37.3	35.2
Median Home Value <sup>(7)</sup>	\$856,000	\$788,535	\$810,000	\$575,000
% of Households with Income of \$75,000 or Greater <sup>(6) (9)</sup>	44.80%	43.01%	43.01%	36.50%

<sup>(1)</sup> California Department of Finance

<sup>(2)</sup> Campbell Community Development Dept.

<sup>(3)</sup> Contracted Services

<sup>(4)</sup> West Valley Sanitation District

<sup>(5)</sup> ABAG Projections

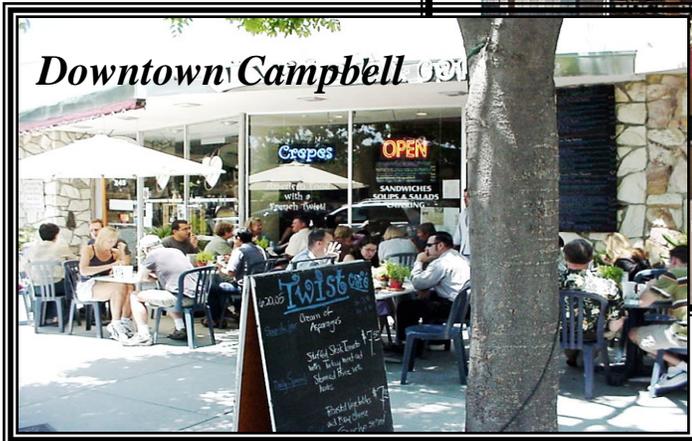
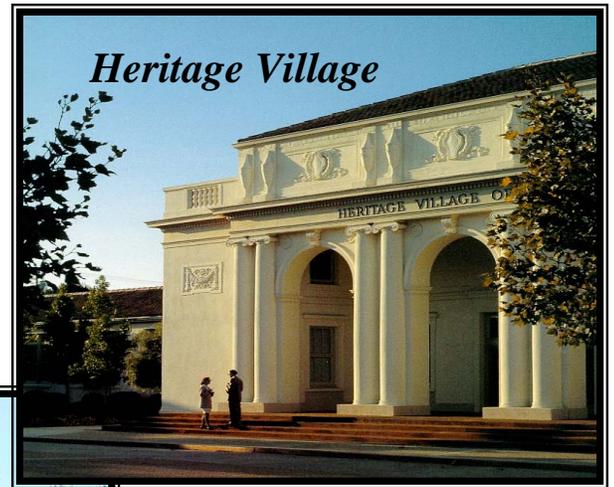
<sup>(6)</sup> CACI, Inc.

<sup>(7)</sup> SCC Association of Realtors

<sup>(8)</sup> 2000 Census

<sup>(9)</sup> Claritas Inc. Report - 3/14/05

# Campbell Community Profile – Demographic Statistics (Employment & Education)



<u>Category</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>
Jobs per Household <sup>(8)</sup>	1.35	1.35	1.35	1.35
Employed Residents <sup>(5)</sup>	29,294	24,046	27,840	27,840
Mean Household Income <sup>(5)</sup>	\$82,967	\$93,109	\$97,400	\$97,400
% of Adults over 25 with Bachelor's Degree or Higher <sup>(6) (9)</sup>	40.00%	40.00%	48.00%	48.00%

<sup>(1)</sup> California Department of Finance

<sup>(2)</sup> Campbell Community Development Dept.

<sup>(3)</sup> Contracted Services

<sup>(4)</sup> West Valley Sanitation District

<sup>(5)</sup> ABAG Projections

<sup>(6)</sup> CACI, Inc.

<sup>(7)</sup> SCC Association of Realtors

<sup>(8)</sup> 2000 Census

<sup>(9)</sup> Claritas Inc. Report - 3/14/05

## **Major Employers**

(100 or More Employees - Listed Alphabetically)

Adorno Construction, Inc. ~ Construction (114)  
Century 21 Alpha ~ Real Estate Agents (129)  
Children's Recovery Center ~ Hospital (100)  
City of Campbell ~ Government (161)  
Durham Transportation, Inc ~ Service (125)  
Elephant Bar ~ Restaurant (141)  
Fry's Electronics, Inc. ~ Retail (244)  
Home Depot ~ Retail (257)  
Kaiser Permanete Medical Group ~ Physicians (120)  
Kohl's ~ Retail (117)  
Mervyns ~ Retail (125)  
Mohler, Nixon & Willaims Accountancy ~ Service (159)  
Nova Salon Systems ~ Wholesale (100)  
Onstor, Inc. ~ Research (100)  
Pacific netsoft, Inc. ~ Service (138)  
Qualcom Inc. ~ Service (103)  
Rock Bottom Brewery ~ Restaurant (100)  
Safeway ~ Retail / Grocery (140)  
Sanco Pipelines, Inc. ~ Construction (100)  
Universal Janitorial Maintenance ~ Service (100)  
West Valley Construction ~ Construction (100)  
Whole Foods ~ Retail / Grocery (235)

## **Principal Property Taxpayers**

(Listed Alphabetically)

Aetna Life Insurance ~ Commercial Real Estate  
Bay Apartment Communities, Inc. ~ Residential Real Estate  
Brian Avery Trustee, et. Al. ~ Residential Real Estate  
EQR - Connor LLC ~ Residential Real Estate  
La Valencia Apartments LTD ~ Residential Real Estate  
Lincoln Bascom Office Center ~ Commercial Real Estate  
MP Hacienda, Inc. ~ Industrial  
OTR Trust - Commercial Real Estate  
P COM, Inc. ~ Unsecured Property  
Pruneyard Associates LP ~ Commercial Real Estate

## **Top 40 Sales Tax Producers**

(Listed Alphabetically)

Arco AM/PM Mini-Mart ~ Service Station  
Barnes & Nobel Bookstore ~ Stationery/Books  
Chevron Station ~ Service Station  
Douglass Enterprises ~ Building Materials  
Economy Lumber ~ Building Materials  
Elephant Bar - Restaurant  
Flying Logo Sisters ~ Services  
Fry's Electronics ~ Appliance Store  
Gardenland Power Equipment ~ Business Services  
Groupware Technology Company ~ Services  
Home Depot ~ Building Materials  
Joe Escobar Diamonds ~ Jewelry Store  
Kohl's Department Store ~ Department Store  
Longs Drugs Stores ~ Drug Store  
Marshall's Department Store ~ Department Store  
Mervyn's Department Store ~ Department Store  
Nova ~ Chemical Products  
Officemax ~ Office Equipment Store  
Outback Steakhouse ~ Restaurant  
Petsmart ~ Specialty Store  
Railway Distributing ~ Building Materials  
Rasputin Records ~ Music Store  
Regrid Power ~ Electrical Contractor  
Rock Bottom Brewery ~ Restaurant  
Ross Dress for Less ~ Department Store  
Rotten Robbie ~ Service Station  
RV Cloud Company ~ Building Materials  
Safeway Stores ~ Grocery Store  
San Jose Camera Shop ~ Camera Store  
Shell Service Stations ~ Service Station  
Sierra Pacific Turf Supply  
Sonoma Chicken Coop ~ Restaurant  
Sonoma Forest Products ~ Building Materials  
Staples ~ Office Equipment  
Trader Joe's ~ Grocery Store  
Trudy's ~ Women's Apparel  
USA Service Stations ~ Service Station  
Verizon Wireless ~ Cellular Phones & Service  
Walgreens Drug Store ~ Drug Store  
Whole Foods Market ~ Grocery Store