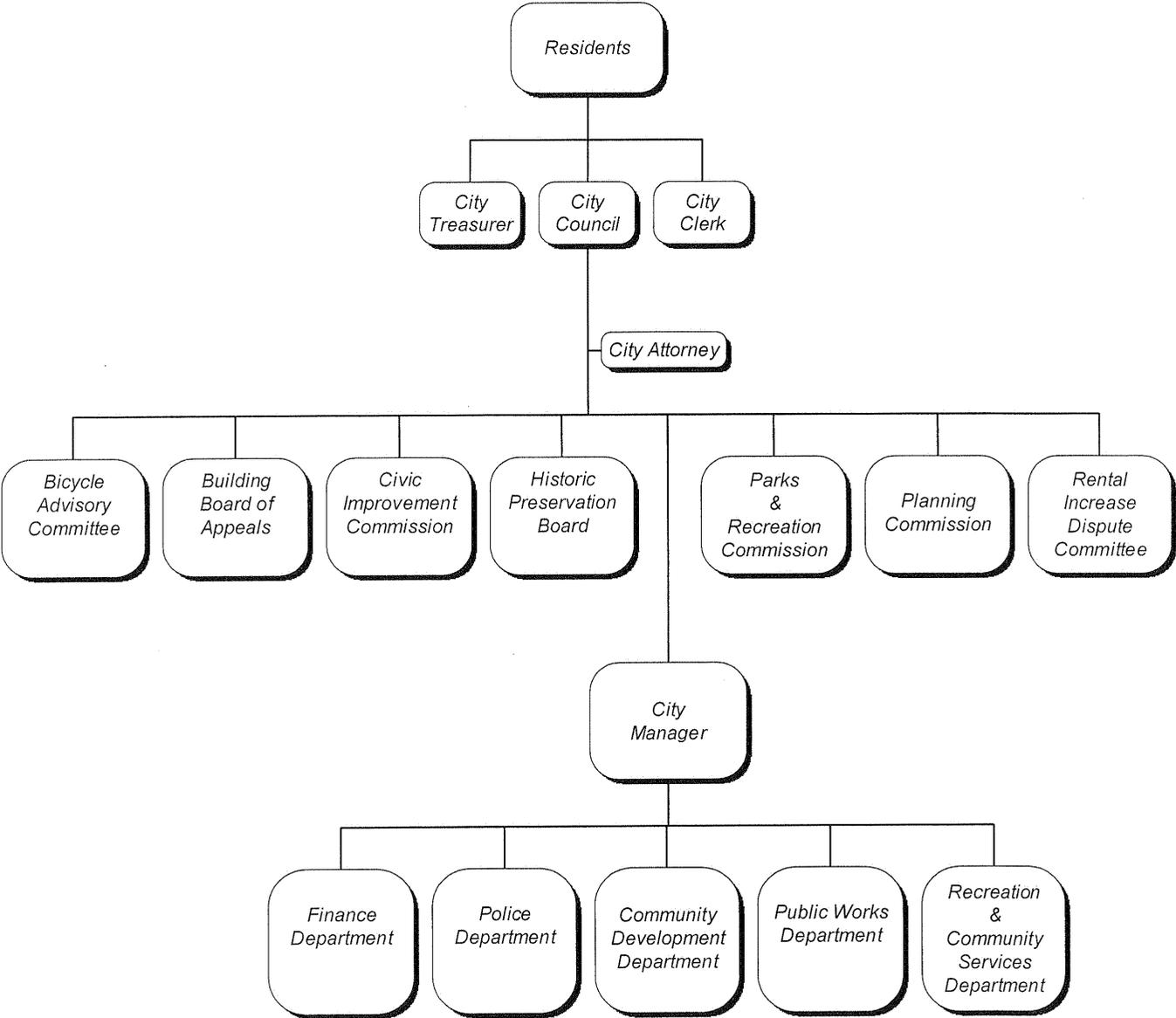


General Organization 2010 - 2011



CITY OFFICIALS

CITY COUNCIL & REDEVELOPMENT AGENCY BOARD

Mayor - Evan D. Low

Vice Mayor - Jason Baker

Councilmember - Daniel E. Furtado

Councilmember - Jane P. Kennedy

Councilmember - Michael F. Kotowski

Note: Mayor serves an annual term from November to November. Names and positions are as of July 1, 2010.

CITY ADMINISTRATIVE STAFF

City Manager - Daniel Rich

City Clerk - Anne Bybee (Elected)

City Treasurer - Gerald Kennedy (Elected)

City Attorney - William Seligmann

Community Development Director - Kirk Heinrichs

Finance Director - Jesse Takahashi

Recreation & Community Services Director - Cynthia Bojorquez

Police Chief - Gregory Finch

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 deliver 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 outlined 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 3/21/06
Updated 2/17/09, Resolution #10998

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.
- 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.

7.0 Environmental Programs

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

- 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 City government activities.



Adopted 11/94
Updated 3/99

COUNCIL COMMITTEE RESPONSIBILITIES

MAYOR LOW

Advisory Commissioner Appointment Interview Committee
City Attorney & City Manager Performance/Compensation Committee
CDBG Program Committee (Alternate)
Education Liaison Subcommittee
Emergency Preparedness Council (Alternate)
Joint Venture Leadership Group Liaison
Legislative Subcommittee
Recycling Waste Reduction Commission*
Santa Clara County Cities Mayor's Selection Committee
West Valley Mayors and Managers
West Valley Solid Waste Authority JPA

VICE MAYOR BAKER

Advisory Commissioner Appointment Interview Committee
City Attorney Performance/Compensation Committee
City Manager Performance/Compensation Committee
County Library District JPA Board of Directors (Alternate)
County Expressway Policy Advisory Board (Alternate)
Economic Development Committee
Housing Rehabilitation Loan Committee
Santa Clara Cities Association Board of Directors (Alt)
Santa Clara Valley Water District:
County Water Commission
Flood Control Advisory Commission (Alternate)
Silicon Valley Animal Control Authority Board (Alternate)
20% Housing Committee (RDA)
Valley Transportation Authority Policy Advisory Committee (Alternate)
West Valley Sanitation District (Alternate)

COUNCILMEMBER KENNEDY

Association of Bay Area Governments (ABAG) (Alternate)
Campbell Historical Museum & Ainsley House Foundation Liaison
Downtown Committee
Economic Development Committee
Finance Committee
Friends of the Heritage Theatre Liaison
Housing Bond Advisory Committee (County) (Alternate)
Santa Clara Valley Water District:
County Water Commission (Alternate)
Flood Control Advisory Committee
Silicon Valley Animal Control Authority Board (SVACA)

COUNCILMEMBER FURTADO

Association of Bay Area Governments
ABAG Executive Board*
County Library District JPA Board of Directors
Emergency Preparedness Council
Housing Trust – Board of Directors*
League of California Cities:*
Board of Directors
Peninsula Division Council Liaison
Public Safety Policy Committee
Legislative Subcommittee
National League of Cities*
Board of Directors
Public Safety Steering Committee
Santa Clara Cities Association – Board of Directors
20% Housing Committee (RDA)
West Valley Sanitation District

COUNCIL MEMBER KOTOWSKI

CDBG Program Committee (County)
County Expressway Policy Advisory Board
Downtown Committee
Education Liaison Subcommittee
Finance Committee
Housing Bond Advisory Committee (County)
Housing Rehab. Loan Committee (Alternate)
League of California Cities:*
Community Services Policy Committee
Valley Transportation Authority Policy Advisory Committee
West Valley Solid Waste Authority JPA (Alternate)

Council Responsibilities Effective 1/05/10

*Appointed by other agencies

COMMISSIONS, COMMITTEES AND ADVISORY BOARDS

Planning Commission

Elizabeth Gibbons , Chairperson
Michael Rocha, Vice Chairperson
Theresa Alster
Jeffrey Cristina
Mark A. Ebner
Philip Reynolds Jr.
Robert A. Roseberry

Parks & Recreation Commission

Jann Harbor, Chairperson
Richard Waterman, Vice Chairperson
Bruce Baker
Aaron Bueno
Charles Gibson
Scott Hughes
Paul Resnikoff

Civic Improvement Commission

Traci Mitchell, Chairperson
Madalyn Perrine, Vice Chairperson
Jacquie Davidson
Ann Herosy
Frank Jewett
Cheryl Kupras
Susan Tobias

Building Board of Appeals

Bruno Marcelic
Jim Morelan
Jay Perrine
Kevin Salazar
Todd Zeman

Historical Preservation Board

JoElle Hernandez, Chairperson
Susan Blake, Vice Chairperson
Jule Heinzler
Joyce Mestrovich
Masel Sheehan

Rental Increase Fact Finding Committee

Matthew Minic
Eric Bracher
John W. Figueroa
Phil Doetsch
Vacant

Bicycle Committee

Herman Wadler, Chairperson
Lara Smith, Vice Chairperson
Brian Conroy
Andrea Shaheen Sehestedt
David Pasfield
Geoff Bradley (Alternate)

Note: Names and positions as of July 1, 2010.

**PERMANENT AUTHORIZED BUDGETED PERSONNEL POSITIONS
FISCAL YEAR 2010 - 2011**

Job Classification	Number of Positions	Dept.	Monthly Pay Ranges
City Manager	1	CM	N/A
Community Development Director	1	CD	\$ 10,704 - \$ 14,321
Finance Director	1	FIN	10,704 - 14,321
Recreation & Community Services Director	1	R&CS	10,704 - 14,321
Public Works Director	1	PW	10,704 - 14,321
Police Chief	1	PD	10,704 - 14,321
Police Captain	2	PD	10,610 - 12,899
City Engineer	1	PW	10,203 - 12,402
Human Resources Manager	1	CM	9,968 - 12,116
Public Works Superintendent	1	PW	9,042 - 10,990
Senior Civil Engineer (1 FTE until 12/31/10 then will be frozen.) #	2	PW	9,042 - 10,990
Traffic Engineer	1	PW	9,042 - 10,990
Building Division Manager/Building Official	1	CD	9,042 - 10,990
Planning Manager	1	CD	9,042 - 10,990
Information Technology Manager	1	FIN	8,939 - 10,866
Assistant to the City Manager	1	CM	8,688 - 10,557
Recreation Manager	1	R&CS	8,686 - 10,557
Finance Manager	1	FIN	8,686 - 10,557
Police Sergeant	7	PD	8,115 - 9,865
City Clerk	1	CM	7,777 - 9,452
Support Services Manager	1	PD	7,752 - 9,423
Associate Civil Engineer	1	PW	7,666 - 9,318
Facilities Maintenance Manager	1	R&CS	7,392 - 8,985
Information Technology Administrator	1	FIN	7,312 - 8,888
Recreation Services Manager	1	R&CS	7,312 - 8,888
Police Agent	6	PD	7,297 - 8,868
Senior Public Works Inspector (FTE reduced to .9) #	1	PW	7,132 - 8,669
Redevelopment Coordinator	1	CM	7,065 - 8,587
Park Maintenance Supervisor	1	PW	6,846 - 8,320
Police Officer	24	PD	6,832 - 8,297
Assistant Engineer (1 FTE reduced to .9) #	2	PW	6,791 - 8,254
Public Works Inspector	1	PW	6,676 - 8,115
Building Inspector	2	CD	6,676 - 8,115
Assistant/Associate Planner	2	CD	6,662 - 8,097
Communications Supervisor	1	PD	6,460 - 7,852
Code Enforcement Officer/Inspector	1	CD	6,248 - 7,595
Lighting & Traffic Signal Supervisor	1	PW	6,231 - 7,574
Equipment Maintenance Supervisor	1	PW	6,231 - 7,574
Street Maintenance Field Supervisor	1	PW	6,170 - 7,499
Information Technology Technician (1 FTE reduced to .8) #	2	FIN	6,154 - 7,481
Police Officer Trainee (1 FTE = .5) #	1	PD	6,146 - -
Accountant	2	FIN	6,142 - 7,466
Recreation Program Supervisor	4	R&CS	6,084 - 7,395
Senior Services Supervisor	1	R&CS	6,084 - 7,395
Police Records Supervisor	1	PD	5,656 - 6,875
Executive Assistant to the City Manager (Reduced to .9) #	1 ***	CM	5,630 - 6,843

**PERMANENT AUTHORIZED BUDGETED PERSONNEL POSITIONS
FISCAL YEAR 2010 - 2011**

Job Classification	Number of Positions	Dept.	Monthly Pay Ranges	
Public Safety Dispatcher	8	PD	\$ 5,588	- \$ 6,793
Senior Museum Specialist	1	R&CS	5,279	- 6,417
Accounting Technician	1 ***	FIN	5,228	- 6,354
Lighting & Traffic Signal Technician	1	PW	5,210	- 6,334
Mechanic II (1 FTE voluntary separation 12/31/10)#	1	PW	5,068	- 6,162
Building Maintenance Lead Worker	1	R&CS	5,065	- 6,157
Executive Assistant (1 FTE reduced to .9 & 1 FTE reduced to .8)#	4	*	4,986	- 6,060
Deputy City Clerk	1	CM	4,986	- 6,060
Recreation Program Coordinator	1	R&CS	4,754	- 5,779
Community Services Officer (2 FTE's reduced .20 ea = 4.6 FTE's.)	5	PD	4,738	- 5,759
Park Maintenance Lead Worker	2	PW	4,720	- 5,737
Street Maintenance Lead Worker	1	PW	4,720	- 5,737
Property/Evidence Specialist	1	PD	4,690	- 5,701
Accounting Clerk II	2	FIN	4,646	- 5,648
Permit Technician	1	CD	4,627	- 5,624
Building Maintenance Worker	2	R&CS	4,607	- 5,600
Museum Education Coordinator (FTE =.75)#	1	R&CS	4,528	- 5,504
Office Specialist (1 FTE reduced to 9.)#	2	PW	4,521	- 5,495
Police Records Specialist (1 FTE reduced .5 = 4.5)#	5	PD	4,444	- 5,404
Senior Office Assistant	1	R&CS	4,303	- 5,231
Street Maintenance Worker II	3	PW	4,289	- 5,219
Park Maintenance Worker II	8	PW	4,289	- 5,219
Utility Worker	1	R&CS	4,171	- 5,070
Office Assistant	3	**	3,895	- 4,734
Park Maintenance Worker I	1	PW	3,886	- 4,725
Street Maintenance Worker I	2	PW	3,886	- 4,725
Total Permanent Full-Time Positions	<u>150</u>			

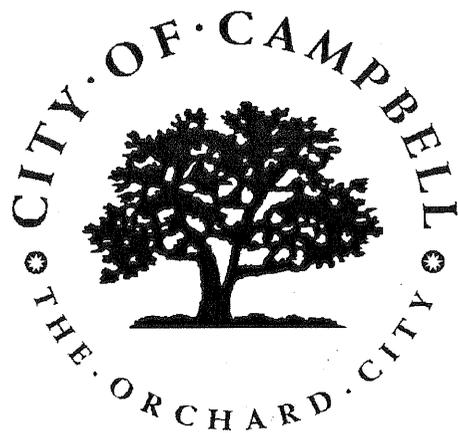
Permanent Part-Time	Number of Positions	Dept.	Hourly Pay Ranges	
Housing & Community Development Coordinator	0.75	CD	39.15	- 47.58
Public Safety Dispatcher	0.50	PD	32.24	- 39.19
Human Resources Technician (2 @ .75)	1.50 ***	CM	30.04	- 36.51
Office Assistant	0.80	PW	21.70	- 26.37
Nutrition Site Manager	0.50	R&CS	19.05	- 23.16
Food Server	0.50	R&CS	13.20	- 16.02
Total Permanent Part-Time Positions	<u>4.55</u>			

* CD, PD, PW, R&CS

** FIN (1), PW (1), R&CS (2)

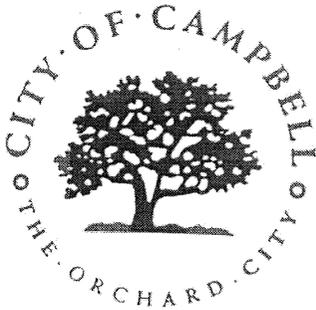
*** Confidential

FTE Reduced due to Budget Correction Strategy

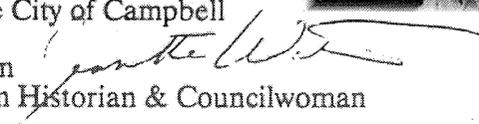


**FROZEN / UNFUNDED POSITIONS
FISCAL YEAR 2010 - 2011**

<u>Permanent Full or Part-Time Positions</u>	<u>Number of Positions (FTE's)</u>	<u>Dept.</u>
Administrative Analyst I	1.00	PW
Administrative Services Director	1.00	CM
Assistant Engineer	1.10	PW
Assistant Planner	1.00	CD
Associate Civil Engineer	1.00	PW
Associate Planner	1.00	CD
Community Center Manager	1.00	R&CS
Community Services Officer	3.00	PD
Executive Assistant	1.30	CD/FIN/PD
Executive Assistant to the City Manager	0.10	CM
Information Technologies Technician	0.20	FIN
Lighting & Traffic Signal Assistant	1.00	PW
Mechanic I/II	1.00	PW
Museum Education Coordinator	0.25	R&CS
Office Assistant	1.20	CD/PW
Office Specialist	0.20	PW/R&CS
Police Captain	1.00	PD
Police Sergeant	1.00	PD
Police Officer	4.00	PD
Police Records Specialist	1.50	PD
Public Safety Dispatcher	0.75	PD
Public Safety Systems Specialist	1.00	PD
Recreation Coordinator	2.00	R&CS
Recreation Manager (Replaces Community Center Manager)	(1.00)	R&CS
Redevelopment Manager	1.00	RDA
Senior Building Inspector	1.00	CD
Senior Civil Engineer	1.60	PW
Senior Planner	1.00	CD
Senior Public Works Inspector	0.10	PW
Support Services Manager (Replaces Police Captain)	(1.00)	PD
Utility Worker	1.00	R&CS
Total Frozen / Unfunded Permanent Full-Time Positions	<u>30.3</u>	



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.

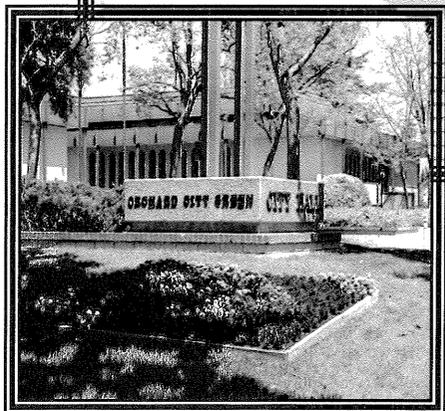
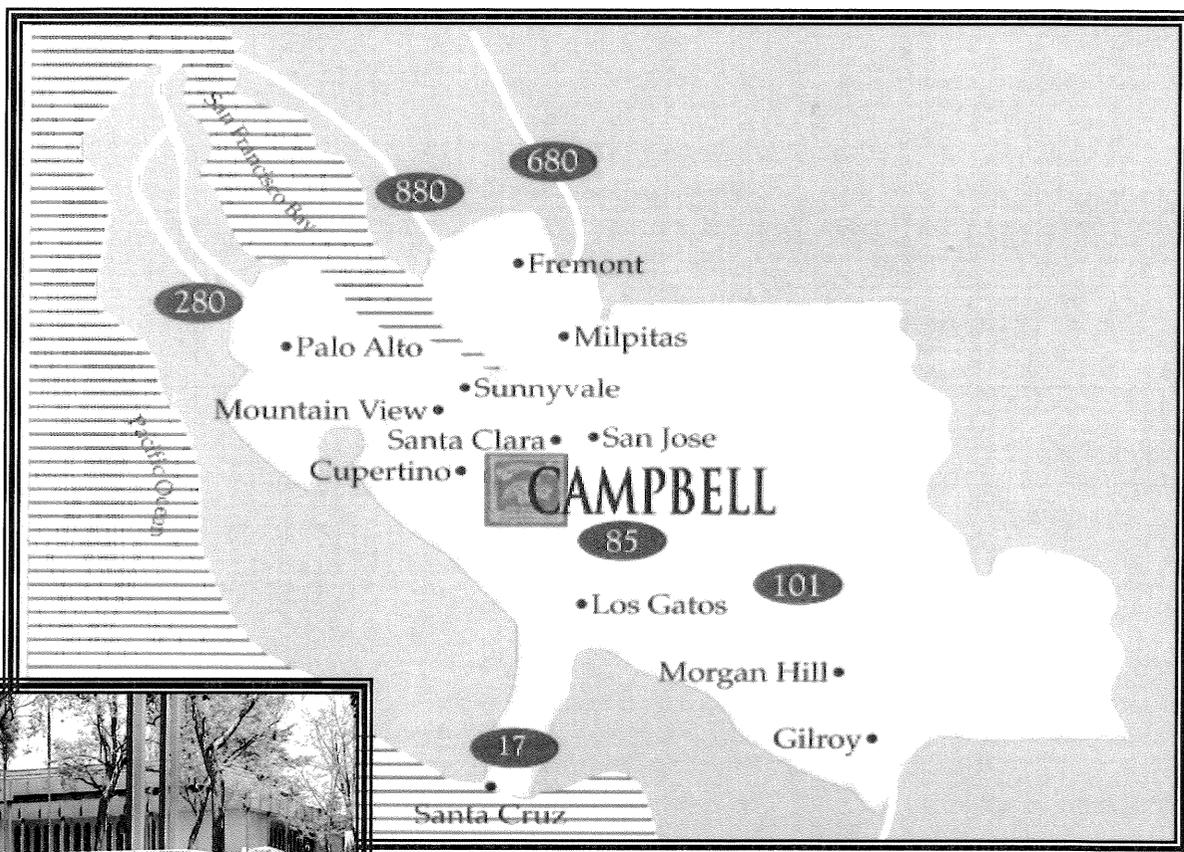
You'd be happy to know that we've had women on our City Council since 1985. It took thirty-three years to accomplish that feat. I'm sure that surprises you because there were three women on the first "town-council" which was established in 1892 at an Old Settler's Day celebration. However, the town wasn't 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."

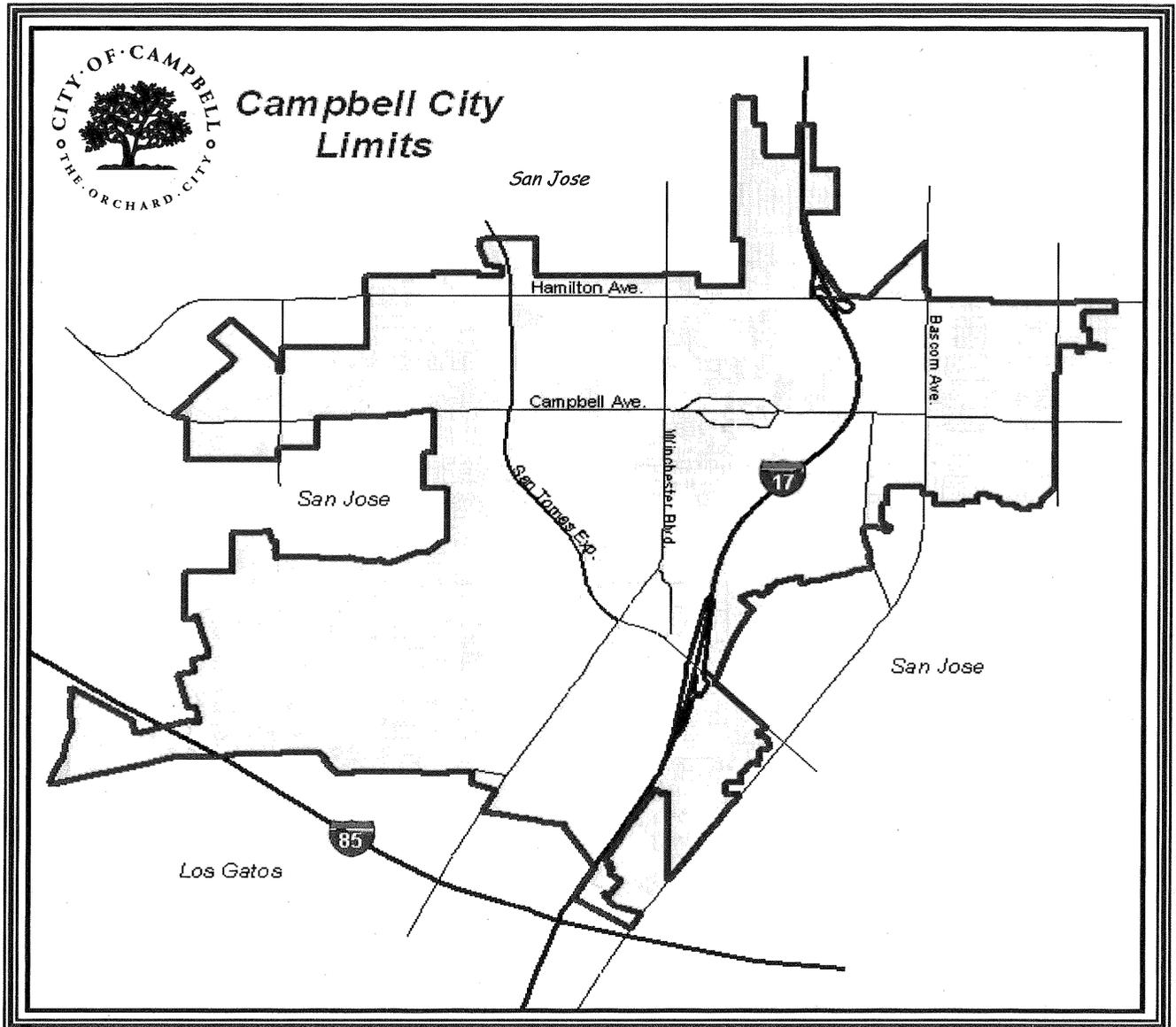
Your faithful servant, JMW

Note:

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



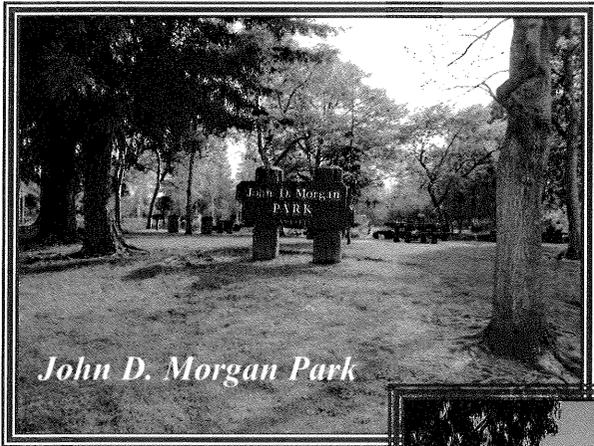
Campbell Community Profile – Demographic Statistics (General)



- 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 - 40, 860 (As of 1/1/10 - CA Department of Finance)
- 19,857 Registered Voters
- 17,553 (88.4%) Votes Cast in Last General Election
- Public Safety - 67 Police Employees (41.5 Sworn)
- Public Safety - Two Fire Stations
- Public Safety - Fire Services Contracted with the County of Santa Clara
- Total Permanent Positions – 180 *

* As of 7/1/109 – 30.3 Frozen or Unfunded Positions

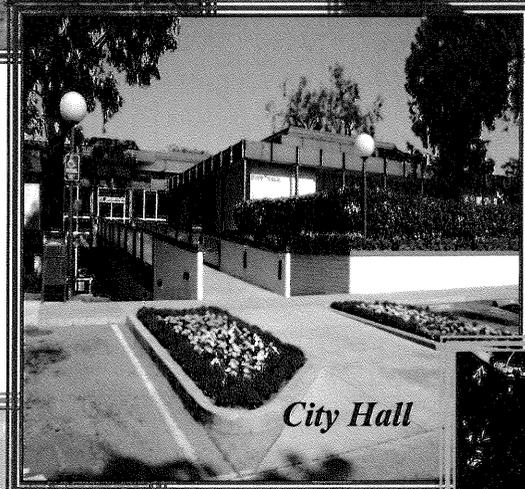
Campbell Community Profile – Demographic Statistics (Infrastructure)



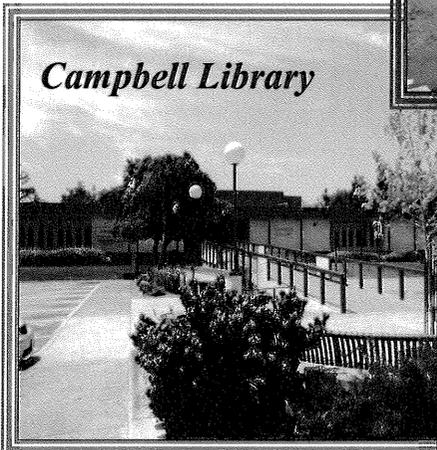
John D. Morgan Park



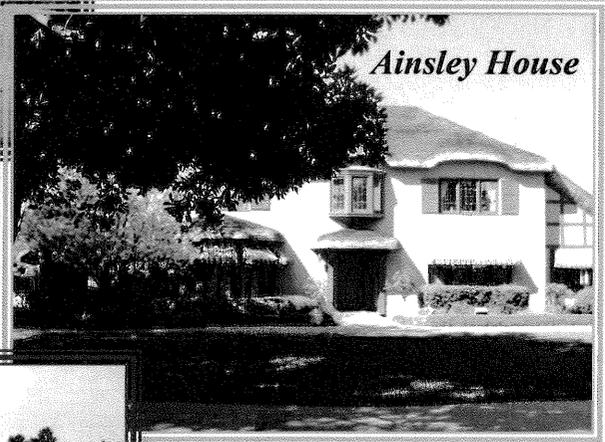
Community Center



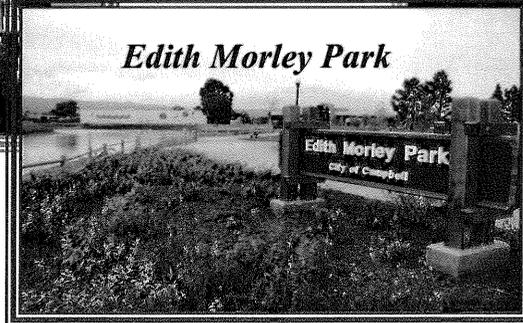
City Hall



Campbell Library



Ainsley House



Edith Morley Park

<u>Category</u>	<u>2010</u>
Miles of Streets (Major / Secondary)	14.3 / 89.0
Miles of Sewers (Storm / Sanitary) ⁽¹⁾	42.25 / 484.0
Miles of Sidewalks	78.5
Street Lights	2,535
Parks - Number of Acres	107

⁽¹⁾ West Valley Sanitation District

Campbell Community Profile – Demographic Statistics (Housing)



Apartments



Single Family Homes



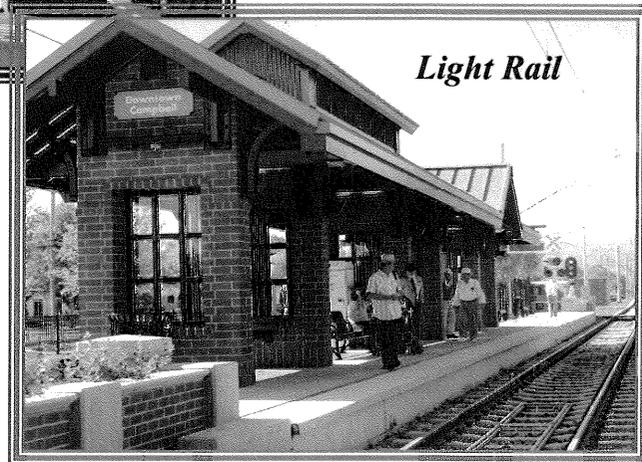
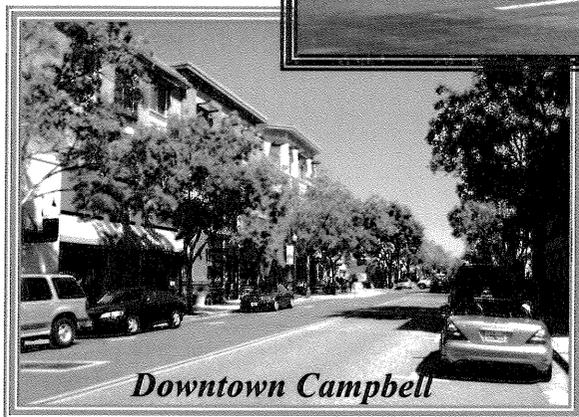
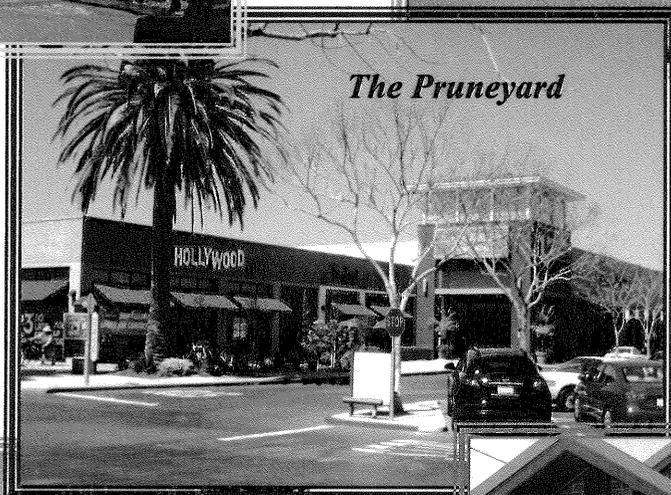
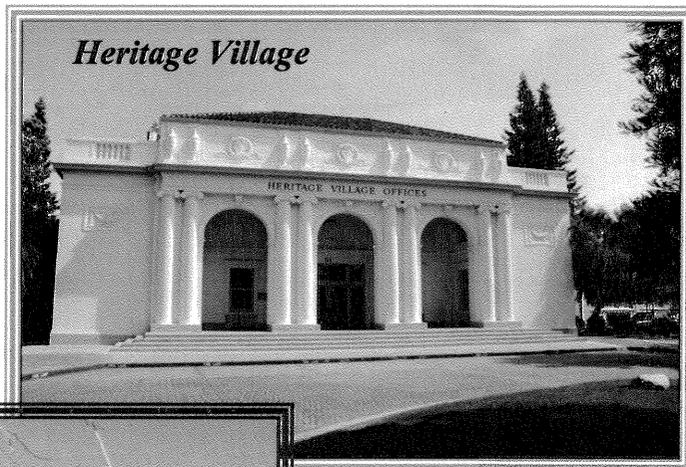
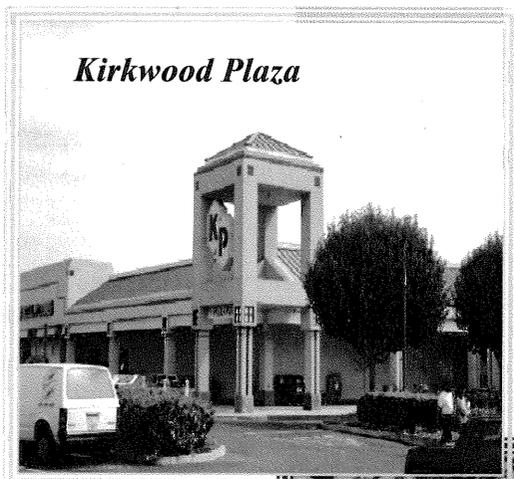
Condominiums

<u>Category</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>
Average Household Size ⁽¹⁾	2.37	2.4	2.4	2.4
Number of Households ⁽¹⁾	16,852	16,465	16,855	16,483
Median Age ⁽¹⁾	39.4	35.2 / 39.1	35.2	35.2
Average Single Family Home ⁽²⁾	\$790,611	\$611,014	\$881,882	\$856,000
% of Households with Income of \$75,000 or Greater ⁽¹⁾	49.6%	47.27%	45.40%	44.80%

⁽¹⁾ U S Census Bureau - American Fact Finder/Campbell

⁽²⁾ SCC Association of Realtors 12/09

Campbell Community Profile – Demographic Statistics (Employment & Education)



<u>Category</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>
Jobs per Household ⁽¹⁾	1.61	1.66	1.40	1.35
Employed Residents ⁽¹⁾	30,794	29,873	30,858	29,294
Mean Family Income ⁽¹⁾	\$96,548	\$89,285	\$94,249	\$82,967
% of Adults over 25 with Bachelor's Degree or Higher ⁽¹⁾	44.1%	44.80%	40.00%	40.00%

⁽¹⁾ U S Census Bureau - American Fact Finder/Campbell

Major Employers

(100 or More Employees - Listed Alphabetically)

Barracuda Networks Inc ~ Manufacturing (210)
Century 21 Alpha ~ Real Estate Agents (129)
Children's Recovery Center ~ Hospital (111)
City of Campbell ~ Government (157)
Durham School Services LP ~ Service (144)
Fry's Electronics, Inc. ~ Retail (287)
Home Depot ~ Retail (209)
Kaiser Permanete Medical Group ~ Outpatient (116)
Kohl's ~ Retail (112)
Mohler, Nixon & Willaims Accountancy ~ Service (178)
Pacific Netsoft, Inc. ~ Service (138)
Safeway ~ Retail / Grocery (143)
Signature Building Maintenance Inc ~ Service (118)
Whole Foods ~ Retail / Grocery (250)

Principal Property Taxpayers

(Listed Alphabetically)

747 Camden LLC ~ Commercial Real Estate
Bay Apartment Communities Inc. ~ Residential Real Estate
Blackhawk Parent LLC ~ Retail / Electronics
Buzolich Lynn A Etal. ~ Commercial Real Estate
Campbell Technology Park LLC ~ Commercial Real Estate
Hamilton Plaza Investors, LLC ~ Commercial Real Estate
Hines Vaf Northern Cal Properties LP ~ Commercial Real Estate
Kirkorian Partnership ~ Residential Real Estate
Legacy III Campbell LLC ~ Residential Real Estate
Lyon The Commons Apts. LLC ~ Residential Real Estate

Top 40 Sales Tax Producers

(Listed Alphabetically)

America's Tire~ Retail Auto Supply
Arco AM/PM Mini-Mart ~ Service Station
Barnes & Noble Bookstore ~ Stationery/Books
Bed Bath & Beyond ~ Retail Store
Chevron Station ~ Service Station
Clement Support Services ~ Plumbing & Electrical
CVS / Pharmacy ~ Retail Drug Store
DVD Play ~ Retail Movie Rental
Economy Lumber ~ Retail Building Materials
El Burro Restaurants ~ Restaurant
Elephant Bar - Restaurant
Fry's Electronics ~ Retail Appliance Store
Groupware Technology Company ~ Services
Home Depot ~ Retail Building Materials
Joe Escobar Diamonds ~ Retail Jewelry Store
Kohl's Department Store ~ Retail Department Store
Marshall's Department Store ~ Department Store
Nob Hill General Stores ~ Grocery Store
Officemax ~ Retail Office Equipment Store
Outback Steakhouse ~ Restaurant
Pacific Office Designs ~ Office Equipment
PetSmart ~ Retail Pet Supplies
Railway Distributing ~ Retail Building Materials
Regrid Power ~ Electrical Contractor
Rock Bottom Brewery ~ Restaurant
Ross Dress for Less ~ Department Store
Rotten Robbie ~ Service Station
RV Cloud Company ~ Retail Building Materials
Safeway Stores ~ Retail Grocery Store
San Jose Camera Shop ~ Retail Camera Store
Shell Service Stations ~ Service Station
Sierra Pacific Turf Supply ~ Retail Nursery
Staples Office Superstore - Retail Office Supplies
Tactx Medical ~ Medical Device Design & Development
Telecom Management Solutions ~
Tesoro Service Stations ~ Service Station
Trudy's ~ Retail Women's Apparel
Valero Service Stations ~ Service Station
Walgreens Drug Store ~ Retail Drug Store
Whole Foods Market ~ Grocery Store

