

2009-2010 PROPERTY DATA
THE CITY OF PLEASANTON
PROPERTY TAX REPORTS ADDENDUM



Revenue Management for Local Government



THE CITY OF PLEASANTON 2009/10 PROPERTY TAX

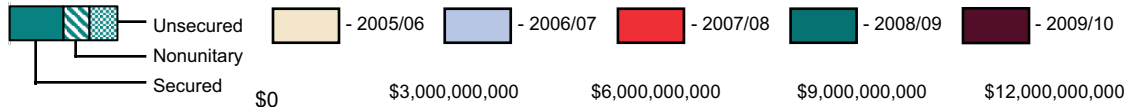
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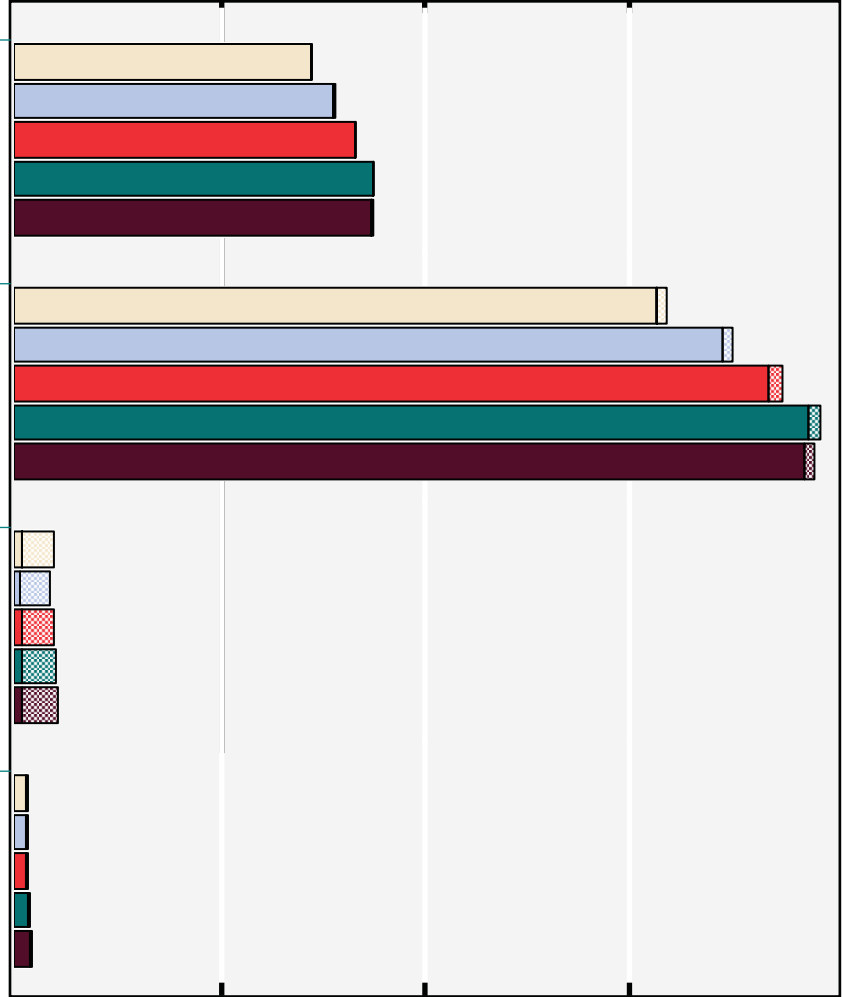
THE CITY OF PLEASANTON

2005/06 TO 2009/10 ASSESSED VALUES



Land

\$4,368,490,990
 \$4,698,602,446
 \$5,007,231,884
 \$5,272,817,096
 \$5,264,607,722



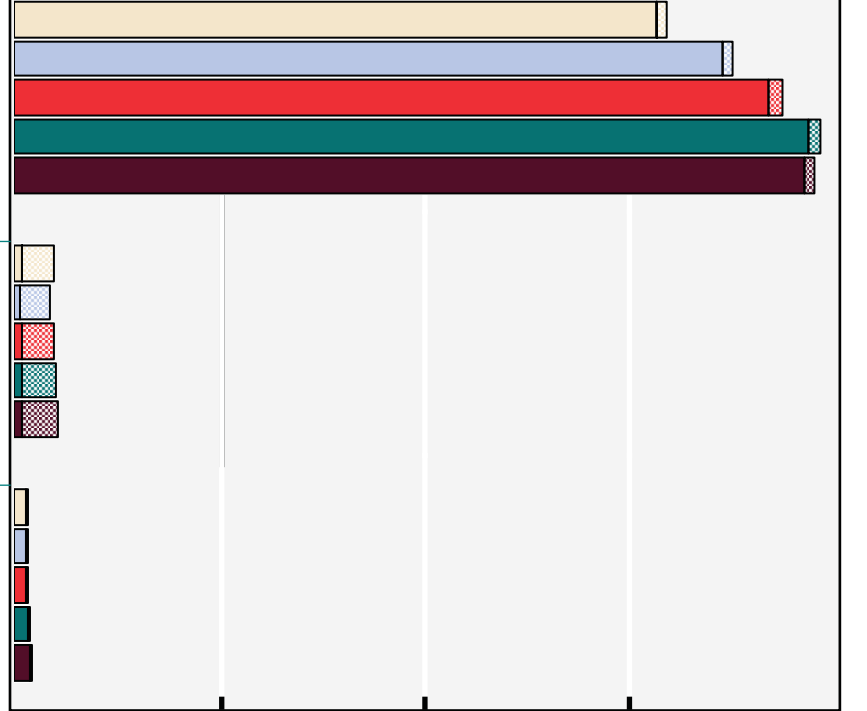
Percent Change

City	County
------	--------

7.6%	10.2%
6.6%	9.0%
5.3%	4.7%
-0.2%	-2.8%

Improvements

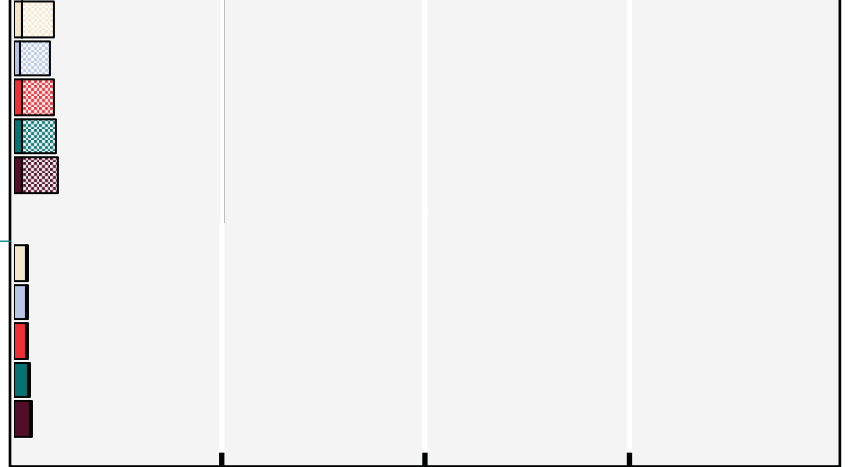
\$9,577,306,002
 \$10,536,034,855
 \$11,263,595,299
 \$11,835,962,492
 \$11,750,031,900



10.0%	9.4%
6.9%	8.0%
5.1%	4.8%
-0.7%	-2.4%

Personal Property

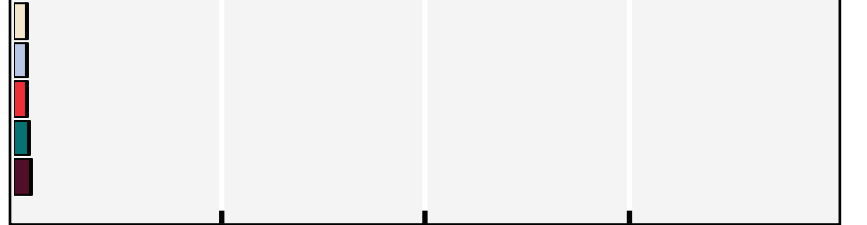
\$576,709,249
 \$527,721,260
 \$572,090,883
 \$603,344,699
 \$641,963,528



-8.5%	2.5%
8.4%	4.4%
5.5%	4.8%
6.4%	2.5%

Exemptions

\$197,163,913
 \$199,243,535
 \$213,975,014
 \$229,891,858
 \$257,899,683



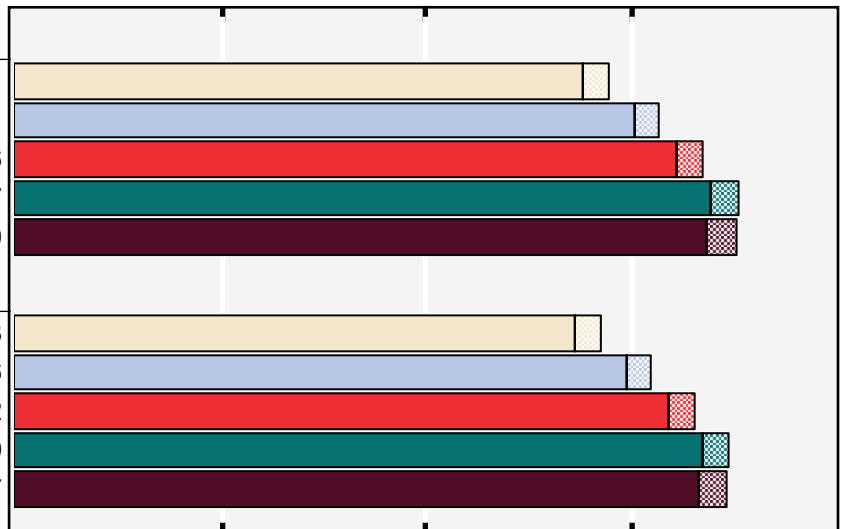
1.1%	2.5%
7.4%	13.2%
7.4%	4.8%
12.2%	7.0%

\$5,000,000,000 \$10,000,000,000 \$15,000,000,000 \$20,000,000,000

City County

Gross Assessed

\$14,522,506,241
 \$15,762,358,561
 \$16,842,918,066
 \$17,712,124,287
 \$17,656,603,150



8.5%	9.3%
6.9%	8.1%
5.2%	4.7%
-0.3%	-2.3%

Net Taxable Value

\$14,325,342,328
 \$15,563,115,026
 \$16,628,943,052
 \$17,482,232,429
 \$17,398,703,467



8.6%	9.5%
6.8%	8.0%
5.1%	4.7%
-0.5%	-2.5%



THE CITY OF PLEASANTON TRANSFER OF OWNERSHIP (2005 - 2009)

Single Family Residential Multifamily, Commercial, Industrial, Vacant Totals

Tax Year	# SFR Sales	Original Values	Sale Price	% Change	Non SFR Sales	Original Values	Sale Price	% Change	Total Sales	Original Values	Sale Values	% Change	\$ Change
GENERAL FUND <i>Valid Sales Price Analysis*</i>													
2009 1/1/09-12/31/09	664	\$401,873,152	\$471,832,134	17.4%	24	\$16,267,139	\$26,193,500	61.0%	688	\$418,140,291	\$498,025,634	19.1%	79,885,343
								<i>Est. Revenue Change:</i>					\$201,320.89
2008 1/1/08-12/31/08	489	\$337,844,210	\$418,473,360	23.9%	65	\$27,422,530	\$58,344,362	112.8%	554	\$365,266,740	\$476,817,722	30.5%	111,550,982
								<i>Est. Revenue Change:</i>					\$281,617.76
2007 1/1/07-12/31/07	701	\$422,919,371	\$614,621,325	45.3%	78	\$53,667,211	\$115,180,500	114.6%	779	\$476,586,582	\$729,801,825	53.1%	253,215,243
								<i>Est. Revenue Change:</i>					\$663,315.79
2006 1/1/06-12/31/06	857	\$448,115,220	\$731,205,568	63.2%	128	\$92,415,066	\$206,500,645	123.4%	985	\$540,530,286	\$937,706,213	73.5%	397,175,927
								<i>Est. Revenue Change:</i>					\$1,046,737.26
2005 1/1/05-12/31/05	1,125	\$530,078,454	\$941,358,133	77.6%	176	\$118,154,136	\$275,756,409	133.4%	1,301	\$648,232,590	\$1,217,114,542	87.8%	568,881,952
								<i>Est. Revenue Change:</i>					\$1,478,865.59

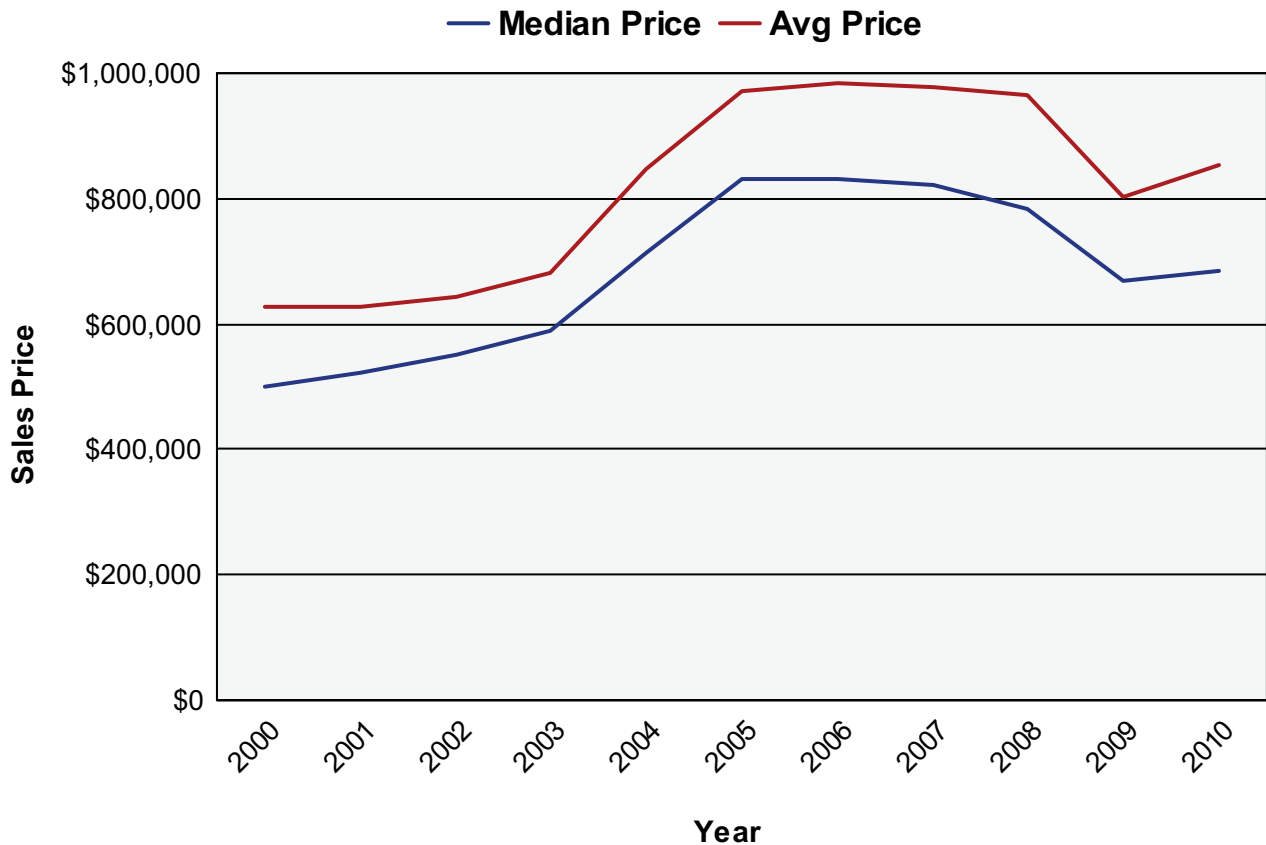
* Sale value is a sum of all Non Subordinate Full Value Parcel Sales (Sales not included in the analysis are quitclaim deeds, trust transfers, partial sales, timeshares, multiple parcel transactions and non-reported document number transfers)



THE CITY OF PLEASANTON SALES VALUE HISTORY

Detached Single Family Residential Full Value Sales (01/01/2000 - 02/28/2010)

Year	Full Value Sales	Average Price	Median Price	Median % Change
2000	946	\$626,606	\$500,000	
2001	626	\$628,214	\$521,000	4.20%
2002	898	\$643,832	\$550,000	5.57%
2003	896	\$681,988	\$590,000	7.27%
2004	913	\$847,837	\$715,000	21.19%
2005	742	\$972,306	\$830,000	16.08%
2006	586	\$984,915	\$830,000	0.00%
2007	496	\$976,187	\$823,250	-0.81%
2008	369	\$965,889	\$785,000	-4.65%
2009	481	\$801,862	\$670,000	-14.65%
2010	57	\$854,526	\$685,000	2.24%



*Sales not included in the analysis are quitclaim deeds, trust transfers, timeshares, and partial sales.



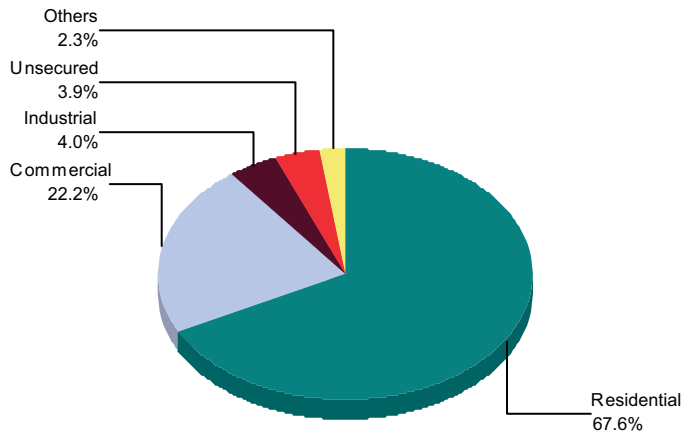
THE CITY OF PLEASANTON

2009/10 USE CATEGORY SUMMARY

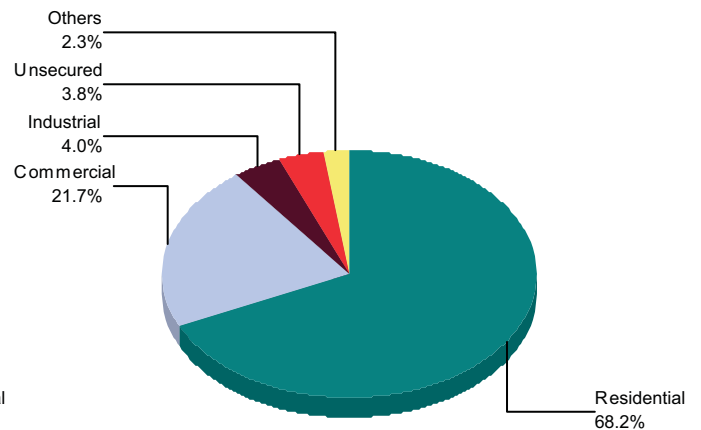
BASIC PROPERTY VALUE TABLE

Category	Parcels	Net Taxable Value	Revenue
Residential	21,747	\$11,756,419,542 (67.6%)	\$29,985,890.73 (68.2%)
Commercial	702	\$3,855,905,785 (22.2%)	\$9,533,020.65 (21.7%)
Industrial	247	\$704,578,017 (4.0%)	\$1,756,441.43 (4.0%)
Dry Farm	29	\$39,660,603 (0.2%)	\$102,776.14 (0.2%)
Government Owned	7	\$13,191,555 (0.1%)	\$33,298.29 (0.1%)
Institutional	31	\$23,064,420 (0.1%)	\$58,236.29 (0.1%)
Recreational	12	\$35,369,837 (0.2%)	\$88,863.75 (0.2%)
Vacant Land	359	\$290,151,180 (1.7%)	\$744,634.47 (1.7%)
Exempt	593	\$0 (0.0%)	\$0.00 (0.0%)
SBE Nonunitary	[16]	\$1,520,242 (0.0%)	\$3,863.74 (0.0%)
Unsecured	[3,705]	\$678,842,286 (3.9%)	\$1,683,961.12 (3.8%)
TOTALS	23,727	\$17,398,703,467	\$43,990,986.63

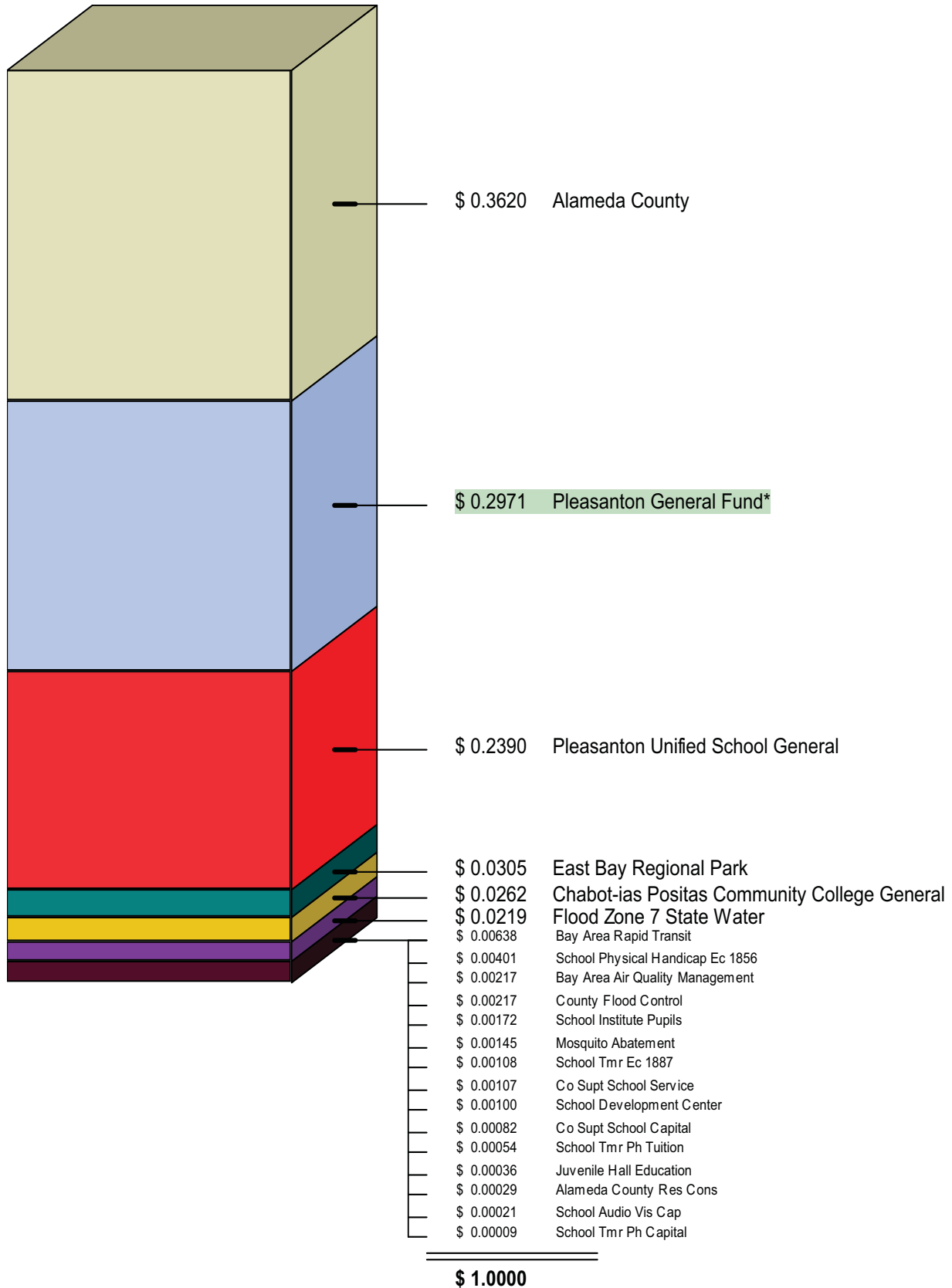
Net Taxable Value



Revenue



THE CITY OF PLEASANTON PROPERTY TAX DOLLAR BREAKDOWN



ATI (Annual Tax Increment) Ratios for Tax Rate Area 19-006, Excluding Redevelopment Factors & Additional Debt Service

*ERAF (Educational Revenue Augmentation Fund) general fund tax shifts are not included in tax ratio figures

Data Source: Alameda County Assessor 2009/10 Annual Tax Increment Tables

Prepared On 4/22/2010 By NEC

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THE CITY OF PLEASANTON PROPERTY TAX REVENUE - 2009/10

Estimated Revenue, Assuming Zero Delinquency

Roll	Non RDA TRAS Taxable Value	Rate	General Fund Revenue	Debt Rate	Debt Revenue	Total Revenue
SEC	\$16,718,340,939	0.307317788	\$51,378,435.51	0.000000	\$0.00	\$51,378,435.51
UTIL	\$1,520,242	0.308803118	\$4,694.55	0.000000	\$0.00	\$4,694.55
UNS	\$678,842,286	0.301400014	\$2,046,030.75	0.000000	\$0.00	\$2,046,030.75
TOTAL	\$17,398,703,467	0.307087025	\$53,429,160.81	0.000000	\$0.00	\$53,429,160.81
+ Aircraft	\$0	0.000000000	\$0.00	0.000000	\$0.00	\$0.00
Total Before ERAF Adjustment	\$17,398,703,467	0.307087025	\$53,429,160.81	0.000000	\$0.00	\$53,429,160.81
- Adjustment for ERAF (From Basic Non-Aircraft Tax Rate Revenue Only)			-\$9,438,174.20			-\$9,438,174.20
Non RDA TRAs Total		0.252840602	\$43,990,986.61			\$43,990,986.61

Homeowner Exemption revenues are included in the revenue model used for this report

Data Source: Alameda County Assessor 2009/10 Combined Tax Rolls

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THE CITY OF PLEASANTON

2009/10 TOP TEN PROPERTY TAXPAYERS

Top Property Owners Based On Net Values

Owner	Secured		Unsecured		Combined		Primary Use & Primary Agency
	Parcels	Value	% of Net AV	Parcels	Value	% of Net AV	
1) KAISER FOUNDATION HEALTH PLAN (Pending Appeals On Parcels)	4	\$240,725,928	1.44%	3	\$488,666	0.07%	Commercial Pleasanton General Fund
2) STONERIDGE PROPERTIES	1	\$232,772,444	1.39%				Commercial Pleasanton General Fund
3) PLEASANT PROPERTY LLC	3	\$209,374,758	1.25%	1	\$8,052	0.00%	Commercial Pleasanton General Fund
4) NINN BRITANNIA BUSINESS CENTER II LLC AND N	6	\$198,179,160	1.19%				Commercial Pleasanton General Fund
5) 6200 STONERIDGE MALL ROAD INVESTORS LLC	4	\$191,369,883	1.14%	2	\$62,315	0.01%	Commercial Pleasanton General Fund
6) C T STONERIDGE LLC (Pending Appeals On Parcels)	6	\$159,700,356	0.96%				Commercial Pleasanton General Fund
7) APPLERA CORPORATION (Pending Appeals On Parcels)	4	\$150,930,814	0.90%	1	\$13,898	0.00%	Commercial Pleasanton General Fund
8) SAFEWAY INC (Pending Appeals On Parcels)	13	\$131,326,219	0.79%	7	\$10,053,561	1.48%	Commercial Pleasanton General Fund
9) STONERIDGE RESIDENTIAL LLC (Pending Appeals On Parcels)	524	\$135,522,685	0.81%				Residential Pleasanton General Fund
10) TISHMAN SPEYER ARCHSTONE SMITH HACIENDA (Pending Appeals On Parcels)	1	\$117,258,097	0.70%				Residential Pleasanton General Fund
Top Ten Total	566	\$1,767,160,344	10.57%	14	\$10,626,492	1.57%	
City Total		\$16,719,861,181			\$678,842,286		



THE CITY OF PLEASANTON

2009/10 TOP 25 PROPERTY TAXPAYERS - SECURED

Top Property Taxpayers Based On Property Tax Revenue

Owner (Number of Parcels)	Assessed Value	Est. Total Revenue
1) KAISER FOUNDATION HEALTH PLAN (4)	\$240,725,928	\$588,631.01
2) STONERIDGE PROPERTIES (1)	\$232,772,444	\$569,182.89
3) PLEASANT PROPERTY LLC (3)	\$209,374,758	\$512,110.16
4) NNN BRITANNIA BUSINESS CENTER II LLC AND NNN B (6)	\$198,179,160	\$484,594.24
5) 6200 STONERIDGE MALL ROAD INVESTORS LLC (4)	\$191,369,883	\$467,943.97
6) C T STONERIDGE LLC (6)	\$159,700,356	\$390,504.60
7) APPLERA CORPORATION (4)	\$150,930,814	\$379,871.74
8) STONERIDGE RESIDENTIAL LLC (524)	\$135,522,685	\$331,384.57
9) SAFEWAY INC (13)	\$131,326,219	\$321,473.97
10) TISHMAN SPEYER ARCHSTONE SMITH HACIENDA LLC (1)	\$117,258,097	\$286,723.38
11) BOEHRINGER MANNHEIM CORPORATION (1)	\$109,658,738	\$268,141.18
12) STATE COMPENSATION INSURANCE FUND (2)	\$98,566,821	\$241,018.85
13) CLOROX SERVICES COMPANY (7)	\$97,054,381	\$237,320.59
14) HACIENDA MD LLC (3)	\$80,839,292	\$197,670.91
15) LEGACY HACIENDA TERRACE LLC (1)	\$75,000,000	\$183,392.48
16) HACIENDA PORTFOLIO VENTURE LLC (6)	\$73,787,305	\$180,427.16
17) LBA REALTY FUND III COMPANY VII LLC (2)	\$67,830,000	\$165,860.16
18) SYCAMORE PLAZA I LLC (2)	\$61,779,899	\$165,232.55
19) PEOPLESOFT PROPERTIES INC (1)	\$65,930,708	\$161,215.95
20) CENTRO NP ROSE PAVILION LP (12)	\$57,486,594	\$144,692.98
21) BERNAL CORPORATE PARK II A LLC AND BERNAL CORP (2)	\$53,527,898	\$143,162.28
22) CLAIR A. AND G D. ROBISON TRUST (13)	\$55,465,862	\$142,071.66
23) SPRINGHOUSE PLEASANTON APARTMENTS (1)	\$56,065,275	\$137,092.67
24) PLEASANTON GATEWAY LLC (1)	\$46,058,875	\$115,235.47
25) BAY ASSET GROUP INC (1)	\$43,473,356	\$109,421.71

The 'Est. Total Revenue' for each owner is the estimated revenue for that owner; the 'Est. RDA 1% Revenue' estimated the revenue apportioned as 1% increment. Although these estimated calculations are performed on a parcel level, county auditor/controllers' offices neither calculate nor apportion revenues at a parcel level. Top Owners last edited on 04/06/10 by maheav using sales through 02/05/10

Data Source: Alameda County Assessor 2009/10 Combined Tax Rolls and the SBE Non Unitary Tax Roll

Prepared On 4/22/2010 By NEC

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THE CITY OF PLEASANTON

2009/10 TOP 25 PROPERTY TAXPAYERS - UNSECURED

Top Property Taxpayers Based On Property Tax Revenue

Owner (Number of Parcels)	Assessed Value	Est. Total Revenue
1) ROCHE MOLECULAR SYSTEMS INC (1)	\$52,968,178	\$129,519.54
2) ROBERT HALF INTERNATIONAL INC (7)	\$37,727,366	\$92,252.20
3) SBC INTERNET SERVICES INC (9)	\$27,794,819	\$68,617.03
4) ORACLE CORPORATION (2)	\$26,741,726	\$65,389.75
5) THORATEC CORPORATION (2)	\$17,045,726	\$41,680.77
6) ROSS DRESS FOR LESS INC (3)	\$12,949,328	\$32,593.24
7) COMCAST OF CALIFORNIA COLOR TEXAS WASH INC (5)	\$11,477,318	\$28,895.44
8) EMC CORPORATION (2)	\$9,976,800	\$26,683.31
9) COOPERVISION INC (2)	\$10,405,937	\$25,444.94
10) SAFEWAY INC (7)	\$10,053,561	\$24,879.95
11) CISCO SYSTEMS INC (1)	\$9,644,307	\$23,582.58
12) PROMENADE HOUSING ASSOCIATES (1)	\$9,151,895	\$23,034.03
13) ADP PLEASANTON NATIONAL SERVICE CENTER INC (4)	\$9,392,166	\$22,968.55
14) MDS REALTY II LLC (1)	\$8,940,965	\$21,862.74
15) HANSON AGGREGATES MID-PACIFIC INC (1)	\$7,451,600	\$18,754.63
16) RALEY'S CORPORATE OFFICE (1)	\$6,281,730	\$15,810.24
17) HP FINANCIAL SERVICES (1)	\$5,976,333	\$15,041.59
18) ZANTAZ INC (1)	\$5,409,065	\$13,226.42
19) SHAKLEE CORPORATION (1)	\$5,157,632	\$12,611.61
20) MACY'S DEPARTMENT STORES INC (3)	\$4,895,102	\$11,983.59
21) PACIFIC IMAGING PARTNERS (1)	\$4,696,958	\$11,485.16
22) NELLCOR PURITAN BENNETT INC (1)	\$4,688,194	\$11,463.73
23) NATIONAL CITY COMM CAPITAL COMPANY LLC (1)	\$4,315,862	\$10,862.42
24) SUB-ONE TECHNOLOGY INC (1)	\$4,327,630	\$10,582.06
25) TRAPEZE NETWORKS INC (1)	\$4,285,131	\$10,478.14

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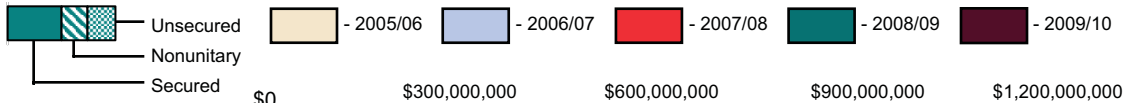
Data Source: Alameda County Assessor 2009/10 Combined Tax Rolls and the SBE Non Unitary Tax Roll

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THE CITY OF PLEASANTON RUBY HILL ANNEXATION PARCELS 2005/06 TO 2009/10 ASSESSED VALUES



Land

\$410,589,266
\$437,205,945
\$450,086,602
\$463,652,364
\$463,458,607

Improvements

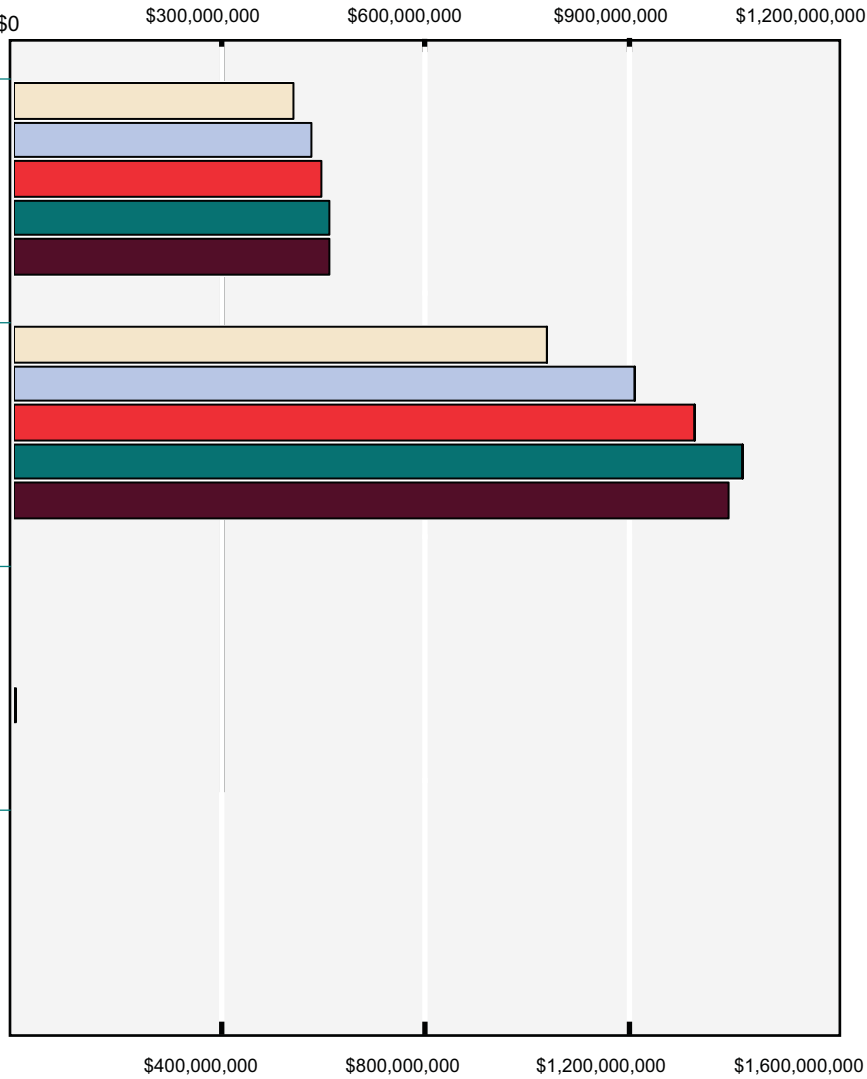
\$780,278,479
\$909,159,506
\$998,337,364
\$1,067,839,863
\$1,047,512,508

Personal Property

\$756,336
\$746,239
\$1,234,064
\$1,491,629
\$1,292,717

Exemptions

\$0
\$0
\$0
\$0
\$0



Percent Change Parcels County

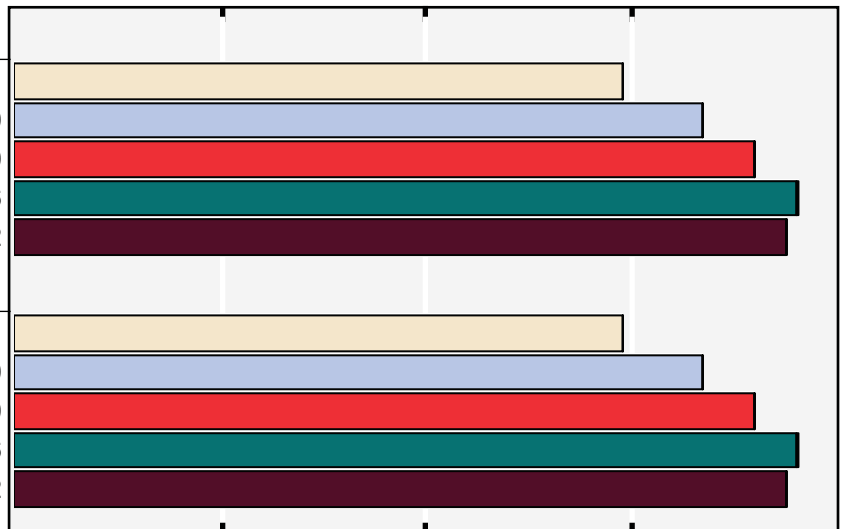
Year	Parcels	County
2005/06		
2006/07	6.5%	10.2%
2007/08	2.9%	9.0%
2008/09	3.0%	4.7%
2009/10	0.0%	-2.8%

Gross Assessed

\$1,191,624,081
\$1,347,111,690
\$1,449,658,030
\$1,532,983,856
\$1,512,263,832

Net Taxable Value

\$1,191,624,081
\$1,347,111,690
\$1,449,658,030
\$1,532,983,856
\$1,512,263,832



Parcels County

Year	Parcels	County
2005/06		
2006/07	13.0%	9.3%
2007/08	7.6%	8.1%
2008/09	5.7%	4.7%
2009/10	-1.4%	-2.3%

Data Source: Alameda County Assessor 2005/06 To 2009/10 Combined Tax Rolls



THE CITY OF PLEASANTON
RUBY HILL ANNEXATION PARCELS
2009/10 ROLL SUMMARY
 Taxable Property Values

	Secured	Nonunitary Utilities	Unsecured
Parcels	972	0	3
TRAs	5	0	1
Values			
Land	463,458,607	0	0
Improvements	1,047,350,014	0	0
Personal Property	1,250,290	0	42,427
Fixtures	162,494	0	0
Aircraft	0	0	0
Total Value	\$1,512,221,405	\$0	\$42,427
Exemptions			
Real Estate	0	0	0
Personal Property	0	0	0
Fixtures	0	0	0
Aircraft	0	0	0
Homeowners*	4,187,400	0	0
Total Exemptions*	\$0	\$0	\$0
Total Net Value	\$1,512,221,405	\$0	\$42,427

Combined Values	Total
Total Values	\$1,512,263,832
Total Exemptions	\$0
Net Total Values	\$1,512,263,832
Net Aircraft Values	\$0

* Note: Homeowner Exemptions are not included in Total Exemptions

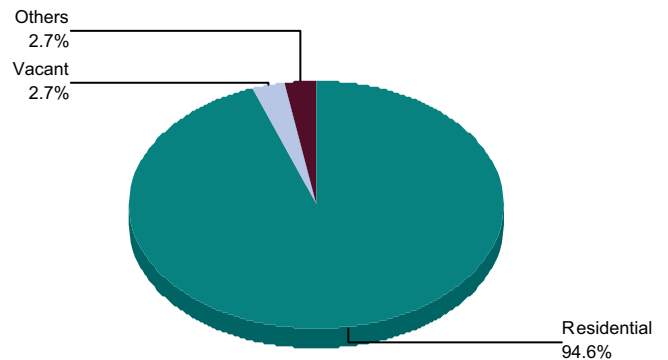
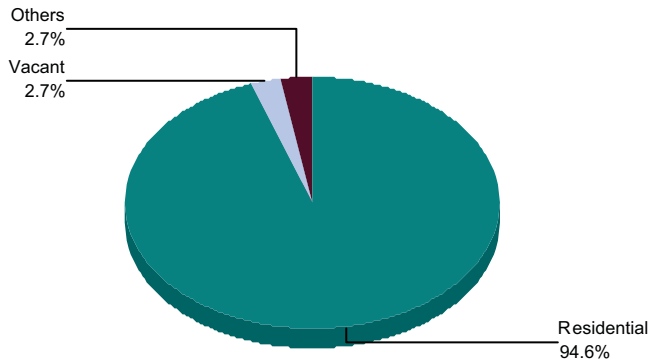
Totals do not Include Aircraft Values or Exemptions

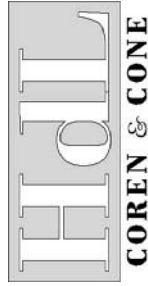
BASIC PROPERTY VALUE TABLE

Category	Parcels	Net Taxable Value	Revenue
Residential	915	\$1,430,361,449 (94.6%)	\$3,666,106.60 (94.6%)
Commercial	3	\$15,019,579 (1.0%)	\$38,666.16 (1.0%)
Dry Farm	3	\$7,065,429 (0.5%)	\$18,188.20 (0.5%)
Government Owned	1	\$618 (0.0%)	\$1.57 (0.0%)
Recreational	8	\$19,234,078 (1.3%)	\$49,395.40 (1.3%)
Vacant Land	42	\$40,540,252 (2.7%)	\$104,006.41 (2.7%)
Exempt	8	\$0 (0.0%)	\$0.00 (0.0%)
Unsecured	[3]	\$42,427 (0.0%)	\$109.22 (0.0%)
TOTALS	980	\$1,512,263,832	\$3,876,473.56

Net Taxable Value

Revenue





THE CITY OF PLEASANTON
RUBY HILL ANNEXATION PARCELS
2009/10 TOP TEN PROPERTY TAXPAYERS
 Top Property Owners Based On Net Values

Owner	Secured		Unsecured		Combined		Primary Use & Primary Agency
	Parcels	Value	Parcels	Value	Value	% of Net AV	
1) RUBY HILL LAND COMPANY LLC <small>(Pending Appeals On Parcels)</small>	24	\$19,234,078			\$19,234,078	1.27%	Recreational
2) PATRICK W. AND DEBORAH A. NEAL	2	\$13,024,780			\$13,024,780	0.86%	Residential
3) MICHAEL J. AND SHARON L. CALLAHAN TRUST	3	\$11,835,956			\$11,835,956	0.78%	Commercial
4) VEENA KAUL	2	\$5,791,500			\$5,791,500	0.38%	Residential
5) KENNETH H. AND ROBIN B. CALHOUN TRUST	1	\$5,625,181			\$5,625,181	0.37%	Residential
6) STEALTH STREET PARTNERS <small>(Pending Appeals On Parcels)</small>	2	\$5,263,200			\$5,263,200	0.35%	Dry Farm
7) CHARLES W. AND HELEN C. SMITH TRUST	2	\$5,032,000			\$5,032,000	0.33%	Residential
8) AZIZ IMRAN AND YAMINAZIZ AMBREEN	1	\$5,000,000			\$5,000,000	0.33%	Residential
9) VICTOR M. AND PAULA K. RINKLE TRUST	2	\$4,802,546			\$4,802,546	0.32%	Vacant Land
10) RALPH R. AND CLAIRE MCLAUGHLIN TRUST <small>(Pending Appeals On Parcels)</small>	1	\$4,500,000			\$4,500,000	0.30%	Residential
Top Ten Total	40	\$80,109,241	0	\$0	\$80,109,241	5.30%	
Parcel Total		\$1,512,221,405		\$42,427	\$1,512,263,832		



THE CITY OF PLEASANTON
RUBY HILL ANNEXATION PARCELS
2009/10 TOP 25 PROPERTY TAXPAYERS - SECURED
 Top Property Taxpayers Based On Property Tax Revenue

Owner (Number of Parcels)	Assessed Value	Est. Total Revenue
1) RUBY HILL LAND COMPANY LLC (24)	\$19,234,078	\$49,395.40
2) PATRICK W. AND DEBORAH A. NEAL (2)	\$13,024,780	\$33,350.99
3) MICHAEL J. AND SHARON L. CALLAHAN TRUST (3)	\$11,835,956	\$30,470.29
4) VEENA KAUL (2)	\$5,791,500	\$14,909.54
5) KENNETH H. AND ROBIN B. CALHOUN TRUST (1)	\$5,625,181	\$14,481.37
6) STEALTH STREET PARTNERS (2)	\$5,263,200	\$13,548.57
7) CHARLES W. AND HELEN C. SMITH TRUST (2)	\$5,032,000	\$12,954.30
8) AZIZ IMRAN AND YAMINAZIZ AMBREEN (1)	\$5,000,000	\$12,871.92
9) VICTOR M. AND PAULA K. RINKLE TRUST (2)	\$4,802,546	\$12,227.87
10) RALPH R. AND CLAIRE MCLAUGHLIN TRUST (1)	\$4,500,000	\$11,584.73
11) ROY AND ARLEEN A. MARCELO (1)	\$4,450,000	\$11,456.01
12) S AND P SOHAL TRUST (3)	\$4,418,082	\$11,373.84
13) GURDIP S. AND JASWINDER K. SEKHON TRUST (1)	\$4,300,000	\$11,069.85
14) JOSE B. AND DEOLINDA CALDEIRA TRUST (1)	\$4,300,000	\$11,069.85
15) WAHID A. AND JULIE TADROS (1)	\$4,200,000	\$10,812.41
16) WELLS FARGO BANK NA (2)	\$4,289,000	\$10,786.60
17) RONALD D. JR AND SHAWNA K. PERKINS TRUST (1)	\$4,100,000	\$10,554.97
18) JUNG E. AND JONG I. KIM TRUST (1)	\$4,100,000	\$10,554.97
19) BALWANT S. AND SUKHWANT K. DENHOY (2)	\$4,060,155	\$10,452.40
20) JEFFREY E. AND MELISSA F. WILLIAMS TRUST (2)	\$4,033,031	\$10,382.57
21) MICHAEL T. COBLER TRUST (2)	\$4,013,895	\$10,333.30
22) CONSTANTINOS P. KARKALEMIS (2)	\$4,005,501	\$10,311.70
23) KEVIN AND CAROLYN COMERFORD TRUST (1)	\$3,930,000	\$10,117.33
24) KENNETH J. AND MICHELLE A. TOMPKINS (1)	\$3,900,000	\$10,040.10
25) KAZI TANSEER AND NANDY PAPIHA (1)	\$3,890,000	\$10,014.35

The 'Est. Total Revenue' for each owner is the estimated revenue for that owner; the 'Est. RDA 1% Revenue' estimated the revenue apportioned as 1% increment. Although these estimated calculations are performed on a parcel level, county auditor/controllers' offices neither calculate nor apportion revenues at a parcel level. Top Owners last edited on 04/06/10 by maheav using sales through 02/05/10



THE CITY OF PLEASANTON
RUBY HILL ANNEXATION PARCELS
2009/10 TOP 25 PROPERTY TAXPAYERS - UNSECURED
Top Property Taxpayers Based On Property Tax Revenue

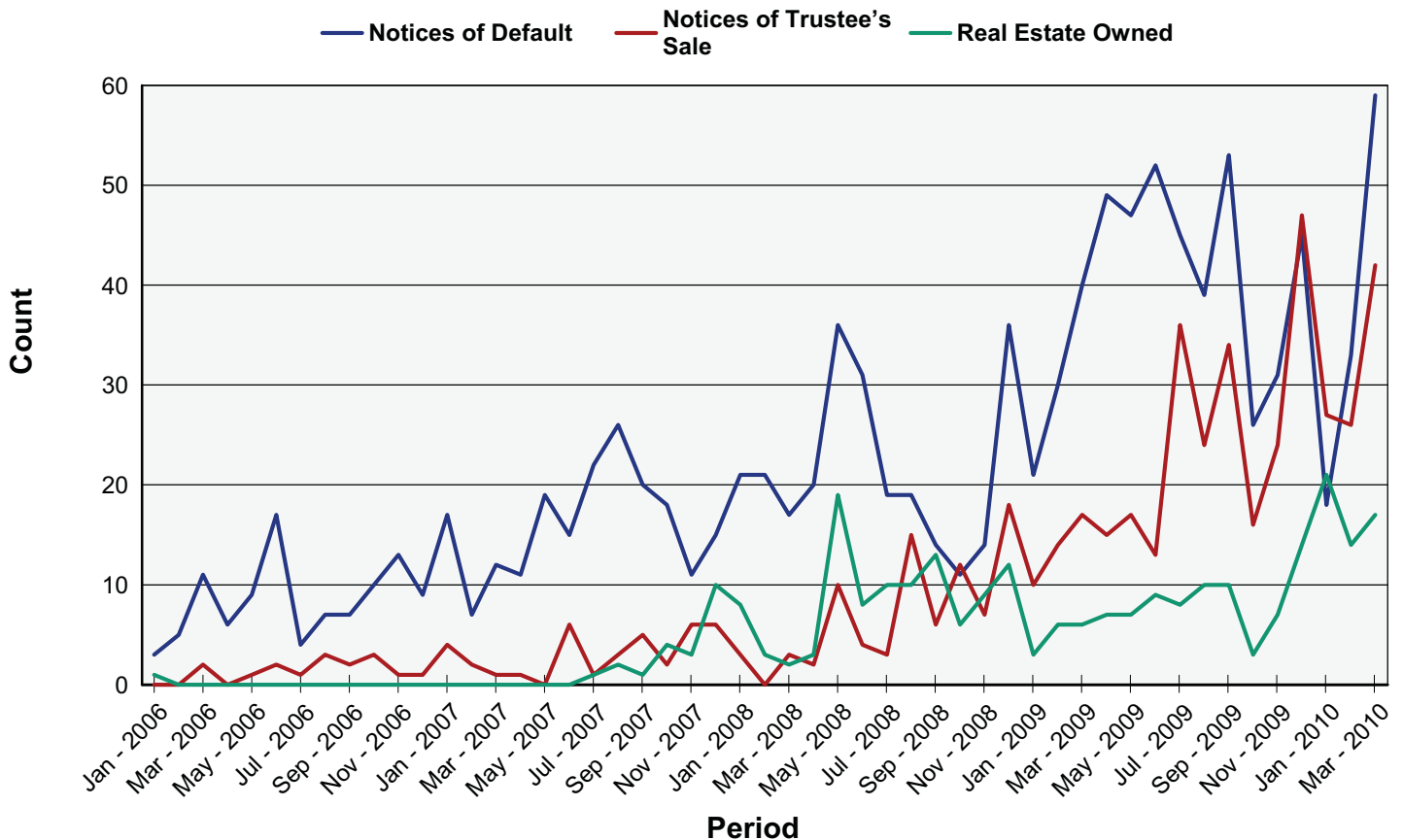
Owner (Number of Parcels)	Assessed Value	Est. Total Revenue
1) BEETS CATERING INC (1)	\$271,024	\$697.72
2) MITCHELL KATZ WINERY (1)	\$34,737	\$89.43
3) MCM PARTNER'S INC (1)	\$5,310	\$13.67
4) PYUN OK JUNG (1)	\$2,380	\$6.13

The 'Est. Total Revenue' for each owner is the estimated revenue for that owner; the 'Est. RDA 1% Revenue' estimated the revenue apportioned as 1% increment. Although these estimated calculations are performed on a parcel level, county auditor/controllers' offices neither calculate nor apportion revenues at a parcel level. Top Owners last edited on 04/06/10 by maheav using sales through 02/05/10



THE CITY OF PLEASANTON FORECLOSURE ACTIVITY

	Notices of Default Filed	Notices of Trustee's Sale Filed	Real Estate Owned by Lender Increase	Total Foreclosure Activity	% of Households
Sep - 2008	14	6	13	33	0.1%
Oct - 2008	11	12	6	29	0.1%
Nov - 2008	14	7	9	30	0.1%
Dec - 2008	36	18	12	66	0.3%
Jan - 2009	21	10	3	34	0.1%
Feb - 2009	30	14	6	50	0.2%
Mar - 2009	40	17	6	63	0.2%
Apr - 2009	49	15	7	71	0.3%
May - 2009	47	17	7	71	0.3%
Jun - 2009	52	13	9	74	0.3%
Jul - 2009	45	36	8	89	0.3%
Aug - 2009	39	24	10	73	0.3%
Sep - 2009	53	34	10	97	0.4%
Oct - 2009	26	16	3	45	0.2%
Nov - 2009	31	24	7	62	0.2%
Dec - 2009	45	47	14	106	0.4%
Jan - 2010	18	27	21	66	0.3%
Feb - 2010	33	26	14	73	0.3%
Mar - 2010	59	42	17	118	0.5%



Notes

Foreclosure data is grouped by zip code which may not follow municipal boundaries.

Notices of Default: Indicates that the property owner has missed at least one scheduled loan payment.

Notice of Trustee's Sale: A document announcing the public sale of a property to recover debt owed by the owner of the property.

Real Estate Owned: Property is now owned by the lender as a result of a foreclosure.

Description of Terms

Foreclosure

A process that allows a lender to recover the amount owed on a defaulted loan by selling or taking ownership (repossession) of the property securing the loan. The foreclosure process begins when a borrower/owner defaults on loan payments (usually mortgage payments) and the lender files the necessary documents to begin the foreclosure proceedings.

Notice of Default (NOD)

A publicly recorded notice that a property owner has missed scheduled loan payments for a loan secured by a property. Some states require lenders to record a notice of default to begin the foreclosure process.

Lis Pendens (LIS)

A publicly recorded notice of a pending lawsuit against a property owner that may affect the ownership of a property. Some states require lenders to file a lis pendens to begin the foreclosure process if a borrower is in default on loan payments.

Notice of Sale (NTS or NFS):

A document announcing the public sale of a property to recover a debt owed by the owner of the property. The notice is mailed to parties affected by the sale of a property, advertised in local publications and recorded in public records. Among other information, it provides the date, time and location of the sale.

REO: Real Estate Owned by the lender, this status indicates the property is now owned by the lender or bank as a result of a foreclosure.

Lien

A legal claim on a property by a lender or other entity that is owed money by the owner of the property. The entity that files the legal claim is called the lien holder. If the owner does not pay off the loan or debt that is owed, the lien holder can take steps to sell or repossess the property to recover the debt owed (foreclosure).

Junior Liens

Liens that have a lower priority in terms of their legal claim on a property. The priority is usually determined by the date when the lien was filed. The first lien, or senior lien, against a property is usually the first mortgage or deed of trust recorded when the owner bought the property. Junior liens are typically cleared out at public foreclosure sale, but the purchaser at the sale may be responsible to pay off senior or higher priority liens.

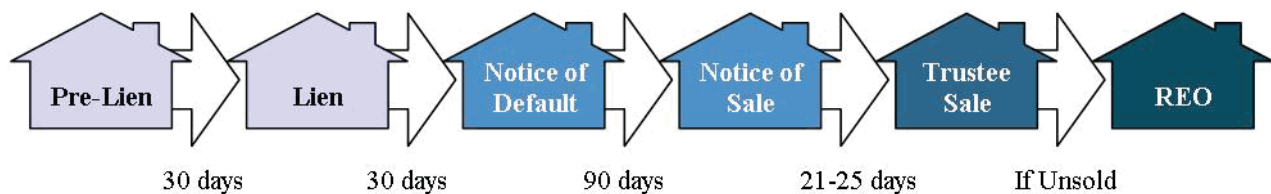
Deed of Trust

A legal document that dictates the terms of a loan used to buy a property and transfers the ownership of the property to a third party called a trustee until the loan has been paid in full. The trustee can sell the property to recover the remaining loan balance for the lender if the borrower violates the terms of the loan (i.e. does not make monthly payments).

Reinstatement

The stoppage of foreclosure proceedings and return to the original terms of a loan that occurs when an borrower pays off the amount in default on the loan to bring the loan payments current. The borrower's chance to reinstate ends before the public foreclosure sale in most states.

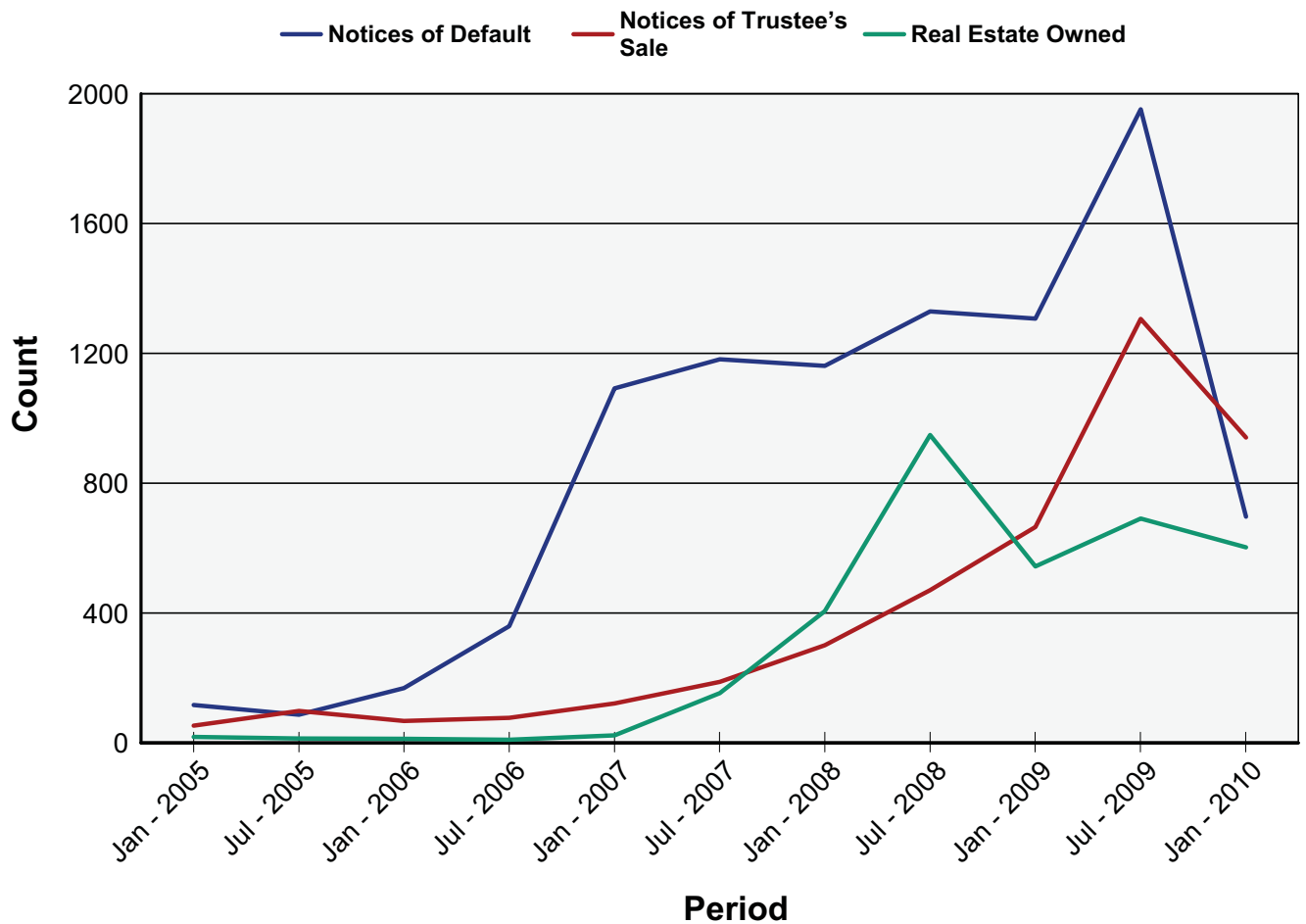
Foreclosure Timeline





THE COUNTY OF ALAMEDA COUNTY FORECLOSURE ACTIVITY

Alameda	Notices of Default Filed	Notices of Trustee's Sale Filed	Real Estate Owned by Lender Increase *
Jan - 2005	117	53	18
Jul - 2005	87	98	14
Jan - 2006	169	68	13
Jul - 2006	360	77	10
Jan - 2007	1,092	122	23
Jul - 2007	1,182	188	153
Jan - 2008	1,162	301	406
Jul - 2008	1,329	471	949
Jan - 2009	1,307	665	544
Jul - 2009	1,952	1,306	691
Jan - 2010	697	941	603



Notes

Foreclosure data is grouped by zip code which may not follow municipal boundaries.

Notices of Default: Indicates that the property owner has missed at least one scheduled loan payment.

Notice of Trustee's Sale: A document announcing the public sale of a property to recover debt owed by the owner of the property.

Real Estate Owned: Property is now owned by the lender as a result of a foreclosure.

Data Source: RealtyTrac U.S. Foreclosure Market Report

Prepared On 4/22/2010 By NEC

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THE COUNTY OF ALAMEDA

COUNTY FORECLOSURE ACTIVITY

City Name	Notices of Default Filed			Notices of Trustee's Sale Filed			Real Estate Owned by Lender Increase		
	Jan 09	Jan 10	Change	Jan 09	Jan 10	Change	Jan 09	Jan 10	Change
ALAMEDA	18	13	-28%	8	13	63%	5	8	60%
ALBANY	3	5	67%	3	6	100%	2	4	100%
BERKELEY	26	26	0%	20	31	55%	42	10	-76%
CASTRO VALLEY	45	24	-47%	13	20	54%	8	23	188%
DUBLIN	32	20	-38%	15	23	53%	16	21	31%
EMERYVILLE	53	21	-60%	14	22	57%	15	17	13%
FREMONT	117	86	-26%	65	99	52%	54	52	-4%
HAYWARD	236	108	-54%	128	134	5%	83	112	35%
LIVERMORE	71	53	-25%	44	60	36%	37	34	-8%
NEWARK	54	37	-31%	19	36	89%	20	16	-20%
OAKLAND	409	190	-54%	220	325	48%	186	202	9%
PIEDMONT	0	0	0%	0	0	0%	0	0	0%
PLEASANTON	21	18	-14%	10	27	170%	3	21	600%
SAN LEANDRO	102	48	-53%	47	56	19%	37	36	-3%
SAN LORENZO	32	9	-72%	15	26	73%	12	13	8%
Unincorporated	1	0	-100%	0	0	0%	0	0	0%
UNION CITY	87	39	-55%	44	63	43%	24	34	42%



THE CITY OF PLEASANTON 2009/10 SECURED LENDER OWNED LISTING

Residential Parcels In Owner Name Order

Parcel	TRA	Owner	Situs Address	Use Code Descr.	Taxable Value	\$ Change	% Change	Last Sale date	Last Sale Price
948-0010-075-00	19-000	American Home Mortgage Trust 2006-6	5724 San Luis Ct	Single Family	\$877,000	\$0	0.0%	8/31/05	\$877,000
946-3325-017-00	19-010	Aurora Loan Services Llc	4428 Sutter Gate Ave	Single Family	\$810,000	-\$133,500	-14.1%	1/26/07	\$925,000
946-4554-007-00	19-000	Aurora Loan Services Llc	4368 Valley Ave C4	Planned Development (Townt	\$316,518	\$6,207	2.0%	3/9/99	\$260,000
950-0012-025-00	19-109	Aurora Loan Services Llc	2809 Vizzolini Ct	Single Family	\$2,019,000	-\$681,000	-25.2%	5/16/06	\$2,820,000
941-1601-211-00	19-066	Bank Of America Na	7560 Canyon Meadow Cir G	5+ Units, Condominium	\$312,000	-\$126,380	-28.8%	8/20/08	\$163,609
946-3328-010-00	19-000	Bank Of America Na	2357 Fairfield Ct	Single Family	\$226,633	\$4,442	2.0%	8/4/82	\$106,500
946-4569-068-00	19-044	Bank Of America Na	2935 Liberty Dr	Planned Development (Tract	\$475,000	-\$1,264	-0.3%	1/8/04	\$440,000
946-4589-133-00	19-064	Bank Of America Na	2919 Chocolate St	Single Family	\$677,000	-\$108,000	-13.8%	4/24/06	\$815,000
946-2551-104-00	19-000	Beck C F And Matthew Trust And Cleve F And Sanwr	3569 Norton Way	5+ Units, Condominium	\$201,491	\$3,949	2.0%	4/10/87	\$130,000
946-3201-056-00	19-010	Carrington Mortgage Loan Trust 2006-Nc3	3170 Pawnee Way	Planned Development (Townt	\$295,000	-\$111,000	-27.3%	6/19/06	\$475,000
950-0027-006-00	19-109	Chevy Chase Bank	3860 Antonini Way	Single Family	\$2,700,000	-\$150,000	-5.3%	6/13/07	\$2,850,000
948-0017-014-00	19-107	Deutsche Bank National Trust 2006-Ar2	6068 Sycamore Ter	Single Family	\$1,540,000	-\$460,000	-23.0%	5/19/06	\$2,000,000
946-1111-029-00	19-001	Deutsche Bank National Trust 2007-B	4024 Fairlands Dr	Planned Development (Tract	\$600,000	-\$32,400	-5.1%	1/24/07	\$620,000
946-1109-065-00	19-010	Federal Hm Loan Mortgage Corporation	4477 Fairlands Dr	Planned Development (Townt	\$319,000	-\$106,000	-24.9%	9/12/05	\$520,000
094-0085-068-00	19-029	Federal Home Loan Mortgage Corporation	3839 Vineyard Ave E	5+ Units, Condominium	\$300,000	-\$90,000	-23.1%	11/23/05	\$389,000
094-0095-005-00	19-029	Federal Home Loan Mortgage Corporation	4163 Vineyard Ave	3 Units	\$585,054	\$11,470	2.0%	1/25/01	\$500,000
941-1601-039-00	19-066	Federal Home Loan Mortgage Corporation	7765 Canyon Meadow Cir G	5+ Units, Condominium	\$312,000	-\$153,440	-33.0%	5/6/04	\$430,000
941-1601-095-00	19-066	Federal Home Loan Mortgage Corporation	8185 Mountain View Dr G	5+ Units, Condominium	\$312,000	-\$123,000	-28.3%	6/21/05	\$489,000
941-2803-044-00	19-006	Federal Home Loan Mortgage Corporation	4089 San Giorgio Ct	Planned Development (Townt	\$370,000	-\$60,000	-14.0%	3/27/07	\$287,000
946-1120-042-00	19-001	Federal Home Loan Mortgage Corporation	3791 Thistle Way	Planned Development (Townt	\$306,000	-\$79,000	-20.5%	12/7/06	\$425,000
941-1601-021-00	19-066	Federal Home Loan Mortgage Corporation	7835 Canyon Meadow Cir E	5+ Units, Condominium	\$312,000	-\$123,000	-28.3%	8/3/06	\$462,000
946-2549-056-00	19-000	Federal National Mortgage Association Fhma	633 Palomino Dr A	Planned Development (Townt	\$183,568	\$3,599	2.0%	11/27/06	\$628,000
941-1307-113-00	19-006	First Franklin Mortgage Loan 2007-Ff1 T	6268 Robin Ct	Single Family	\$177,353	\$3,478	2.0%	6/30/06	\$685,000
946-1682-046-00	19-082	First Horizon Home Loans	46 Shore Dr	Single Family	\$500,000	-\$150,000	-23.1%	3/28/07	\$699,000
094-0037-016-00	19-029	Gmac Mortgage Llc	4382 1St St	Single Family	\$550,000	-\$149,000	-21.3%		
946-3319-091-00	19-000	Gsr Mortgage Loan Trust 2006-Oa1	4571 Mohr Ave	Single Family	\$70,827	\$1,389	2.0%		
941-1008-016-00	19-006	Harborview 2005-1 Trust Fund	7850 Marigold Ct	Planned Development (Tract	\$622,391	\$12,201	2.0%	7/26/04	\$575,000
941-1601-106-00	19-066	Home Equity Asset Trust 2005-8	8145 Mountain View Dr F	5+ Units, Condominium	\$312,000	-\$128,544	-29.2%	5/21/04	\$407,000
946-1699-063-00	19-057	Indymac Bank Fsb	3713 Vine St	Planned Development (Tract	\$371,311	\$7,280	2.0%		
946-4569-075-00	19-044	Ing Bank Fsb	2963 Liberty Dr	Planned Development (Tract	\$591,000	-\$108,900	-15.6%	3/16/07	\$700,000
946-4587-026-00	19-064	Jp Morgan Chase Bank Fa	2771 Fressia Ct	Single Family	\$568,700	-\$96,300	-14.5%	12/22/08	\$569,000
950-0022-012-00	19-109	Jpmorgan Chase Bank Na	1180 Paladin Way	Single Family	\$2,374,000	-\$226,000	-8.7%	6/1/07	\$2,600,000
946-4537-031-00	19-000	New Century Home Equity 2006-1 T	5835 Northway Rd	Single Family	\$474,000	-\$146,000	-23.5%	3/10/06	\$660,000
946-3571-165-00	19-000	Onwest Bank Fsb	2305 Foothill Rd	5+ Units, Condominium	\$176,282	\$3,456	2.0%	10/29/99	\$148,000
946-3201-189-00	19-010	Regions Bank	3010 Tonopah Cir	Planned Development (Townt	\$356,000	-\$71,555	-16.7%	6/3/04	\$395,000
946-1106-053-00	19-093	Reo Laurie A	3268 Monmouth Ct	Planned Development (Tract	\$410,471	\$8,046	2.0%	6/18/93	\$304,500
946-1736-025-00	19-006	Silicon Valley Bank	Vista Diablo Ct	Planned Development (Tract	\$0	\$0			
941-0906-039-00	19-006	United Home Loan Company Inc	3554 Kings Canyon Ct	Single Family	\$295,237	\$5,787	2.0%	12/2/88	\$28,500
094-0085-029-00	19-029	United Home Loans Company Inc	3847 Vineyard Ave 6	5+ Units, Condominium	\$112,187	\$2,199	2.0%	3/25/94	\$1,000

This report is a computer generated listing using common words for banks, mortgage, lending, and savings and loan companies. Some proper names may therefore be included that are not lending institutions and some lending institutions may not be included. This listing includes sales transactions through 02/28/2010 and may be subject to changes as REO properties are acquired or sold from lending institutions.

Data Source: Alameda County Assessor 2009/10 Secured Tax Roll

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THE CITY OF PLEASANTON 2009/10 SECURED LENDER OWNED LISTING

Residential Parcels In Owner Name Order

Parcel	TRA	Owner	Situs Address	Use Code Descr.	Taxable Value	\$ Change	% Change	Last Sale date	Last Sale Price
941 -1004-072-00	19-006	Us Bank Na Series 2005-C Trust	7637 Desertwood Ln	Single Family	\$688,301	\$13,494	2.0%	7/5/01	\$600,000
094 -0085-052-00	19-029	Us Bank Na Wfasc 2005-Ar3 Trust	3839 Vineyard Ave B	5+ Units, Condominium	\$225,000	-\$7,720	-3.3%	4/15/04	\$215,000
946 -3571-152-00	19-000	Us Bank National Association Trust	2341 Foothill Rd	5+ Units, Condominium	\$240,000	-\$85,000	-26.2%	6/24/08	\$254,000
941 -1054-089-00	19-006	Wachovia Bank Na 2005-A4 Trust	5265 Riverdale Ct	Planned Development (Townt	\$456,000	-\$119,000	-20.7%	4/8/05	\$645,000
946 -4566-089-00	19-000	Wamu 2005-Ar2	1842 Harms Dr	Planned Development (Townt	\$517,773	\$10,151	2.0%	1/31/01	\$442,500
941 -1052-110-00	19-006	Wamu Mortgage 2005-Ar17 Trust	7241 Valley View Ct	Planned Development (Townt	\$466,000	-\$109,000	-19.0%	5/13/05	\$645,000
941 -0902-051-00	19-006	Wamu Mortgage Series 2006-Ar7 Trust	3517 Glacier Ct	Single Family	\$153,754	\$3,014	2.0%	5/29/87	\$42,500
941 -1312-062-00	19-006	Wells Fargo Asset 2005-Ar16	4226 Echo Ct	Single Family	\$478,000	-\$127,000	-21.0%	7/11/05	\$675,000
941 -1803-032-00	19-096	Wells Fargo Bank Na	5758 Athenour Ct	Single Family	\$723,127	\$14,177	2.0%	11/6/00	\$618,000
946 -2544-030-00	19-000	Wells Fargo Bank Na	628 Del Sol Ave	Single Family	\$717,638	\$14,066	2.0%	3/18/04	\$650,000
946 -3312-068-00	19-000	Wells Fargo Bank Na	2630 Starling Ct	Single Family	\$526,548	\$10,323	2.0%	10/4/00	\$450,000
950 -0017-044-00	19-108	Wells Fargo Bank Na	1925 Via Di Salemo	Single Family	\$2,400,000	-\$228,000	-8.7%	10/20/05	\$2,628,000
950 -0017-051-00	19-108	Wells Fargo Bank Na	1904 Via Di Salemo	Single Family	\$1,889,000	-\$211,000	-10.0%	6/8/05	\$1,622,000
946 -4577-005-00	19-000	Wells Fargo Home Equity 2005-3 T	1855 Plumeria Ct	Planned Development (Tract	\$462,193	\$9,062	2.0%	8/31/00	\$395,000
53 Records					31,954,357	-4,353,213	-12.0%		34,266,109

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Data Source: Alameda County Assessor 2009/10 Secured Tax Roll

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Prepared On 4/22/2010 By NEC



DESCRIPTION OF GF/RDA REVENUE ESTIMATE REPORT

Budgeting 2010-11 property tax revenues will be challenging due to increasing foreclosures and significant valuation reductions that are being processed by assessors throughout the State. HdL Coren & Cone has prepared a budget worksheet to assist you in estimating property tax and VLF (in-lieu) revenues for next fiscal year. While we have excellent tools for revenue modeling, projections for 2010-11 are particularly challenging due to the difficulty in estimating how much value will be removed in this 3rd year of reductions due to Proposition 8 adjustments. These administrative reductions performed by assessors will be addressed differently in each county. Some assessors will be very aggressive, hoping to limit the number of assessment appeal filings and others will make more moderate reductions. We encourage you to contact us with any questions on this model. As city staff you may have information that we have not received and that information, once applied to the revenue model, may change the outcome.

THIS REPORT IS ONLY A GUIDE. Estimating property tax receipts is not an exact science. County assessors make changes to the property rolls daily to reflect transfers in ownership, new construction, assessment appeals, parcel splits and other dynamic changes. *Most assessors will be proactively applying Prop 8 reductions, to the 2010-11 roll, which recognize the fact that the current market value of a property has fallen below a property's (Prop 13) trended assessed value. Once a Prop 8 value has been enrolled, the property's value must be reviewed annually to determine whether its current market value is still less than its Prop 13 factored base value.*

The upper portion of the report includes trending information with regards to annual CPI adjustments, value changes as a result of parcel transfers (*in some cities this is a negative figure as properties are transferred to lenders or others at values less than the assessed value enrolled by the assessor*), and shows the estimated impact of Assessor applied Prop 8 reductions. These reductions have been factored based on the *median single family sales price during the final quarter of 2009 when compared to the final quarter of 2008 applied to already reduced properties in the 2008-09 or 2009-10 FY*. In many cases, parcels which were granted Prop. 8 reductions in the 2009-10 fiscal year will be reduced further as market values continued to decline during the 2009 calendar year. Our model holds secured personal property, unsecured and unitary values constant between the current and estimated tax year.

This year the Assessor's applied CPI factor is NOT positive and will result in an overall reduction of all properties that have not already been reduced through Prop 8 reductions by **-.237%**.

Building permit or project completion information will be available from your city's building official. It is suggested that you use the 2009 calendar year for the 2010-11 new construction projections, and focus on *completed new construction outside of the RDAs fir the general fund and inside the RDAs for each project's estimate. Our model provides an estimated adjustment for potential successful appeal reductions for commercial or industrial property; however, the increased filings have not been heard in significant numbers to do accurate modeling for future years. We are anticipating assessment appeal filings to increase over the next two years and subsequent reductions in assessed value will be multiplied, as the multi-year successful appeals are taken from a single year's apportionment.*

The VLF in-lieu estimate is based on the change in value for the entire city. This revenue source is now tied to property value change between tax years.

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DESCRIPTION OF PROPERTY TAX REPORTS

Roll Summary Graph

Displays by value type (land, improvements, personal property, and exemptions) the value deviations between the current tax year and each of the prior 5 tax years. The lower portion of the graph identifies the total assessed value and net taxable assessed value comparisons.

Sales-Transfer of Ownership

5-Year summary of sales transactions of SFR, properties other than SFR and all properties detailed by Entire City, General Fund and Combined RDAs. This report provides the original assessor's enrolled value of the properties sold, the sales price paid and the differential value expected to be enrolled for the following tax year. Only full valued sales are tracked in this report.

Category Summary

This table summarizes parcels within the city by use code and provides number of parcels, assessed value and property tax information. The report can be also be prepared for Absentee Owned, Pre Prop 13, or special geographic assembly requested by the city.

Roll Summary

Report detailing land, improvement, fixtures, personal property, and exemptions for each taxing agency. The value of this report is that city staff can readily see where deviations occur from one year to the next.

Tax Dollar Breakdown Graph (Color)

The breakdown of the county's 1% general levy factor file is displayed, with those portions of the tax collected for the City highlighted, for illustrative purposes. This report looks at the largest value, non-redevelopment TRA (tax rate area) as a representative breakdown. In some counties the ERAF (Educational Revenue Augmentation Fund) shift is not calculated on the TRA level.

Property Tax Revenue Calculation

By using the information from the Agency Reconciliation Report, the Base Year Value Report, the County file detailing the breakdown of the 1% General Tax Levy and voter approved debt, the lien date roll is extended, and property tax revenue projections are provided for budgeting purposes.

Top Secured Property Owner/Taxpayer Summary

These listings are compiled by a computer sort of all parcels owned by the same individual or group of individuals with a common mailing address. This assembly of parcels provides information about the largest overall secured property owners and/or taxpayers. The Top Ten Property Taxpayers includes the percentage of the entire tax levy attributed to a taxpayer as well as the use code and taxing jurisdiction of the property owner.

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