

East Central Region

CONCORD * CONTRA COSTA UNINCORPORATED *
PLEASANT HILL *

The East Central region is the “heart” of Contra Costa County. Central County, as it is commonly known, has a strong, vital and diverse economy located in the Diablo Valley at the base of Mt Diablo (3,849 feet), which is surrounded

by a 90,000 acre State Park that includes some of the most beautiful open space in all of Northern California.

QUICK FACTS



Significant employers include: the County of Contra Costa, Mt. Diablo Unified School District, Diablo Valley College Foundation, Kaiser Foundation Hospitals, AT&T Services, Celco Partnership, John Muir Health, AAA Northern California, Nevada and Utah, Frances Mary Accessories Inc., Contra Costa Newspapers Inc., Shell Martinez Refining Co., and PMI Group Inc.



Other important sectors in this area include trade, transportation and utilities (26,021 jobs) and professional and business services (20,088 jobs). Many businesses in this area are located in well-designed business parks.



The strongest sector in this region is educational and health services, sustaining over 30,000 jobs at distinguished educational institutes such as Diablo Valley College, John F. Kennedy University, and Chapman University. Also located in East Central are notable medical services providing state of the art health care such as the John Muir/Mt. Diablo Regional Medical Centers in Walnut Creek and Concord; Kaiser Hospital and clinics in Walnut Creek and Martinez along with the Contra Costa Regional Medical Center in Martinez.



In 2010, the East Central Region was the most populated of the Contra Costa County regions with 18.4% of the East Bay's population; 14.7% of the labor force; an unemployment rate of 12.2%; 19.2% of the jobs; 20.1% of the businesses; and 17.6% of the taxable sales.



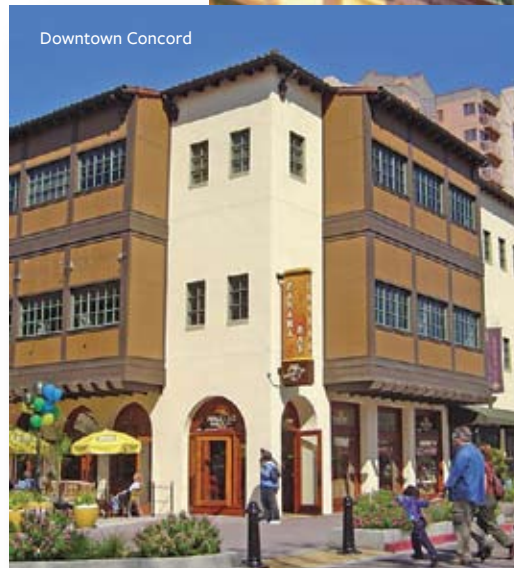
The East Central Region's average temperature (61.3 degrees) and its highest and lowest temperatures were warmer than the Northern region but cooler than the North Eastern region. That pattern was followed in its total precipitation of 20.89 inches that fell on 17% of its days. There was fog on 14% of the days in 2010.



Concord

Concord, the largest city in Contra Costa County, is the major office, retail, industrial, and employment center of the County. Highlights include:

- Four million square feet of Class A office space.
- Convenient freeways and BART access.
- Industrial land strategically located near freeways and transit.
- An efficient, business-friendly government.
- Quality housing for employees and executives.
- Family-friendly recreational amenities.
- Educated workforce.
- Three popular regional shopping centers and 20 thriving neighborhood centers.



Concord is the major office, retail, industrial and financial center of Contra Costa County.

Concord offers businesses a competitive advantage with lower lease rates for commercial space and better accessibility to the Bay Area than other East Bay cities. It has become a major corporate center for Chevron, Bank of America, Wells Fargo, Conco, Biocare Medical, John Muir Hospital, T-Mobile and more than 6,000 other businesses. Concord is also becoming a major hub for several new industries, from biotechnology to cleantech. The Concord Naval Weapons Station is being redeveloped into a 5,100 acre mixed-use development with office and industrial campus uses.

Downtown Concord offers delightful boutiques and restaurants — plus live music, family events and a weekly farmers market on the plaza. Concord also has the largest selection of high-end shopping, including Sunvalley Mall, the Willows and Clayton Valley Shopping Center. With its central location, low costs for business, superior quality of life and business-friendly government, Concord offers a unique choice for companies seeking to relocate and grow in the Bay Area.





Contra Costa Unincorporated

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With 22 communities and nearly 16% of the County's residents, the unincorporated portions of the County reflect the diversity of opportunity available in the County as a whole. From transit villages (Contra Costa Centre/Pleasant Hill BART and Bay Point); marina/waterfront settings (Bethel Island, Discovery Bay, Bay Point, and Rodeo); employment centers (Contra Costa Centre, Bay Point, North Richmond, unincorporated Martinez, and Pacheco); to downtown retailing (Crockett, Rodeo, El Sobrante, Bay Point, and Alamo); the unincorporated communities provide a business friendly atmosphere.

The unincorporated communities also offer diverse

residential opportunities in the inner East Bay (Kensington, East Richmond Heights, North Richmond, El Sobrante, Montalvin/Tara Hills/Bayview, Rodeo, Crockett, and Port Costa); in the suburban Central County (Alamo, Blackhawk, Clyde, Contra Costa Centre, Diablo, Mt. View, Pacheco, and Vine Hill); and in the suburbanizing East County (Bay Point, Bethel Island, Byron, Discovery Bay, and Knightsen).



Pleasant Hill

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Pleasant Hill is a lively and progressive city rich in educational resources with an educated workforce, abundant recreational open space, a flourishing business community and a wonderful community spirit. Significant resources have been dedicated to building and maintaining a vibrant and prosperous downtown and retail business district. Downtown Pleasant Hill is also home to the Art, Jazz & Wine Festival held each year in October, and a seasonal farmer's market running from May through November.

Pleasant Hill is a vibrant city rich in educational resources and a flourishing business community.

Residential housing options range from well-established, quiet neighborhoods to newer affordable housing in the downtown area. Pleasant Hill is located in the heart of central Contra Costa County with I-680 running north/south and Hwy-24 connecting the city to Oakland, the Bay Bridge and San Francisco and providing great freeway access throughout the city.

We are proud to be home to many California distinguished schools and higher education institutions including Diablo Valley College and John F. Kennedy University. We have dedicated staff ready to provide the highest level of support services to streamline and complement the business development process.

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