



PRESS RELEASE

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Pleasanton, California Ranks #4 on 24/7 Wall Street's List of America's 50 Best Cities to Live In *Excellent Schools, Low Crime Rates, and High Employment Numbers Skyrocket East Bay City to Top of the List*

Pleasanton, CA— Pleasanton, California ranked number four in a recent survey of America's 50 Best Cities to Live In conducted by *24/7 Wall Street*, a nationally recognized online website targeting investors and the business community. The list was profiled in an article in the Wednesday, September 17, 2014 edition of *USA Today* newspaper.

The staff at *24/7 Wall Street* reviewed data on 550 cities with populations of 65,000 or more, as measured by the U.S. Census Bureau. The ranking was determined on the basis of variables such as crime, education, employment growth, leisure, infrastructure, environment, and housing affordability.

"Pleasanton is a community where *everyone* makes an investment into the greater good—and it's reflected through excellent schools, a robust economy, and amenities for all who live and work here," observed Pleasanton City Manager Nelson Fialho. "We're very honored to receive this recognition."

Pleasanton ranked highest on safety, with a 97.4% score in the category, not surprising considering that violent crime per 100,000 residents is 68.2.

Education in Pleasanton garnered another high score, at 91%, and the survey narrative describes local students as "having access to a high-quality education, with secondary students performing well above the state average in math, language arts, and science last year." The website *nerdwallet.com* ranks Pleasanton Unified School District among the Top Ten School Districts in California, and both of the city's comprehensive high schools consistently rank among the Top 100 High Schools in California by *U.S. News and World Report*.

Economic indicators were also factored into the formula to determine America's 50 Best Cities to Live In, and Pleasanton ranked high in this category, with an 84.7. The median income in Pleasanton (\$112,000) is among the highest in the country, and the unemployment rate in the city is just 3.7%, one of the lowest rates nationwide. Several large business parks, including Hacienda, the largest in Northern California, provide employment for more than 40,000 workers in the city.

The high employment is complemented by Pleasanton's central location, at the axis of Interstates 580 and 680, and with two BART stations, giving it an average commuter travel time of 28.9 minutes.

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