



Sonoma County 2011 Economic & Demographic Profile



Sonoma County 2010-11 Economic and Demographic Profile

Presented by
Sonoma County Economic Development Board
in partnership with
Sonoma County Workforce Investment Board



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Introduction

Welcome to the 2010-11 Sonoma County Economic & Demographic Profile. This document contains important information about Sonoma County's residents and communities. The data have been compiled to represent trends over the past ten to twenty years, where comparable data are available, and in some cases include projections for the next 20 years. The information can be used for many purposes, including workforce and small business development, market analysis, and grant writing. By exploring the structure of Sonoma County in various aspects, the Center for Economic Development (CED) and its partners hope to facilitate development and planning for both business, communities, and residents of the county.

As a community outreach organization of the CSU, Chico Research Foundation, CED receives funding from several sources, including the Economic Development Administration of the U.S. Department of Commerce, the U.S. Small Business Administration, the California Public Utilities Commission, and many non-profit and local government organizations throughout California.

CED has completely redesigned the county profile series in preparation of initial data releases from the 2010 Census. Based on client surveys and requests, as well as new research, CED updated this series to include more accurate and up-to-date information, revised narratives, and improvements in data display. The January 2011 release date enables us to include the most recent city and county data available, most of which is released in May and June. This ensures that the profile you hold contains the most recent and reliable data through March 2011.

CED continues to welcome any comments and/or suggestions for improvement. In addition, we have access to



community research and analysis professionals both in-house and within the communities we serve, and upon request will gladly facilitate to our fullest capacity additional community data research not included in this profile. For additional data on this county, please call (530) 898-4598.

CED cordially thanks the Sonoma County Economic Development Board and its partners for sponsoring the 2010-11 Sonoma County Economic and Demographic Profile. Compiled by the Center for Economic Development (CED) at California State University, Chico, this profile is distributed without charge by CED through the sponsor. For information about sponsoring other county profiles, please contact us at 530-898-4598.

Sonoma County

Location and Demographics

Home to 481,765 people, Sonoma County is a prime location for tourism as well as residence. Just thirty-five miles from the San Francisco Bay Area, there are nine incorporated cities in the county, in addition to seventeen unincorporated areas.

The city of Santa Rosa is the most populous area, home to approximately 33 percent of the county's population (roughly 158,000 people). The city was also recently named as one of the nation's "most livable communities" by Partners for Livable Communities. The cities of Petaluma and Rohnert Park are the next most populous, while the city of Cotati is the least populated.

Economic Development

Employment in Sonoma County has remained somewhat steady over the last few years, and again reached its highest total ever in 2007. Unemployment levels have been similar to statewide trends, while labor force data indicates steadier monthly unemployment trends than other Northern California counties throughout the year. In addition, new housing continues to increase throughout the county, while job growth and taxable sales also continue to rise.

Recreation

Sonoma County is renowned for its outstanding wineries, breathtaking vistas of the Pacific Ocean, rolling hills, and friendly atmosphere. The landscape is perfect for spending a day at one of the many spas or wine tasting rooms, mountain biking the various trails and country roads, or kayaking down the majestic rivers. The area is also known for its exquisite cuisine, much of which is cultivated in the orchards, gardens, and fields of Sonoma County.

Whether you are looking for a relaxing weekend getaway, or you feel like exploring the outdoors, Sonoma County has something for everyone. Located in the heartland of Wine Country, Sonoma County has more than 250 local wineries. There is a wide array of guided tours which explore the county's culture and history, and offer tastings of the finest wines in the country. When the sun sets, you can continue your relaxing stays at one of the finest resorts in the area. From day spas to beautiful golf courses, Sonoma County has become synonymous with the elegant and relaxing getaway.

For those seeking an outdoor adventure, Sonoma County is home to the giant redwoods and some of the most scenic coastal beaches. Hiking, bike riding, and horseback trails are available within any one of Sonoma Counties state and regional parks. Armstrong Redwoods State Natural Reserve is the largest protected area in the county, and is home to the oldest living creatures on the planet--the Giant Redwoods. These Redwoods are over 500 years old and are over 200 feet tall. More outdoor adventure includes a day on the river, renting a canoe and spending a relaxing day traveling down the Russian River. In addition, fishing and boating opportunities in fresh water or salt water can be found throughout Sonoma County.

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1. Demographics

Demographic indicators describe the characteristics of human populations and population segments, and are especially helpful in determining consumer spending patterns. Knowledge about the age, ethnic, and cultural aspects of the population provides more specific information regarding consumer preferences. This approach, known as market segmentation, is particularly useful for businesses needing to determine the extent of the market for a particular good or service. This information is also useful in evaluating education, housing, and employment opportunities and needs. In addition, demographic information is useful to grant writers and local governments during the process of determining the need and acquiring funding for specific public services in the area.

Demographic trends are typically the foundation upon which other community indicators are built. While this section focuses mostly on population counts and breakdowns of population (by age, race/ethnicity, etc.), most other sections focus on the characteristics of the population (such as Community Health) or of portions of the population (such as Labor Market).

When analyzing population data, it is important to understand the difference between an estimate and a projection. An estimate is based on other related data or change in this data, during the year for which the estimate is made. A projection is based on data trends, calculated over a number of years, and is used to forecast or project future levels, assuming past trends are unchanged. For example, total population in past years is an estimate because it is based on housing growth (among other factors) during the year in which total population is estimated and future total population is a projection.

Population by age is a projection because there is no data after the 2000 Census that can be used to accurately estimate how many people there are in each age group. The projection is based on 2000 Census data and past trends,

including those for in migration and death rates by age group. The resulting forecast is only reliable if those trends continue for the years between the census data and the year for which the projection is made.

Between 2000 and 2010, population increased 8 percent in Sonoma County. Analysis of the population by age reveals that in Sonoma County, the population aged 60-69 increased 76 percent between 2000 and 2010.

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1.1 Total Population

Overview

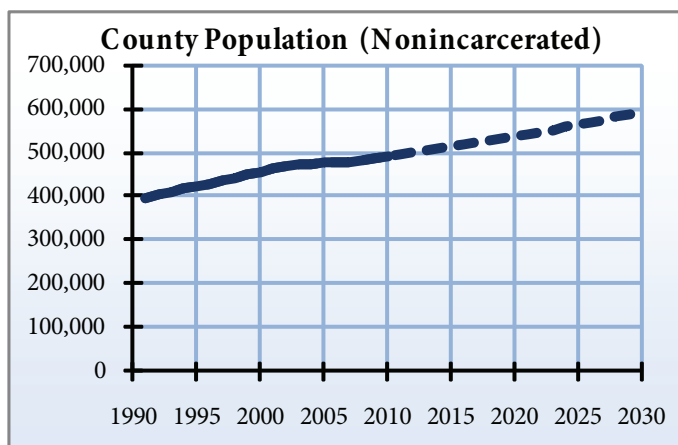
Total population is the number of people who consider the area their primary residence. It does not include persons residing here less than half the year, or persons who are here temporarily, only for work (unless they consider this area their primary residence). The data is estimated annually by the California Department of Finance and reflects population estimates on January 1 of that year. The data is released annually on or around May 1.

The three-year average change is the compound annual change over the past three years.

Population represents a general overview of the size of the consumer market, labor availability, and the potential impact of human habitation on the environment. The data is often required for grant applications and business and community development plans.

Sonoma County

The county's population grew by 8.0 percent over the past ten years (2000-2010), which was slower than the state's rate of 14.6 percent. The projection to 2030 anticipates continued slower growth than that in the rest of the state with the county growing by 20.3 percent over the next 20 years, compared with 27.4 percent in the state.

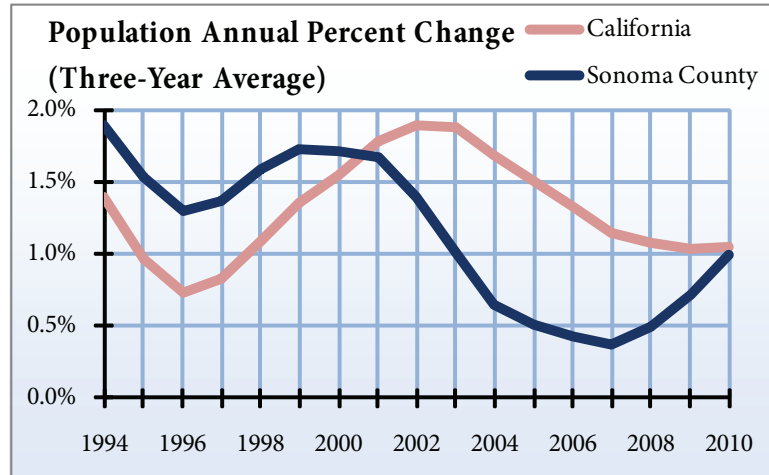


County Population

Year	County Population	1-year change	CA 1-year change
1991	394,070	n/a	n/a
1992	402,835	2.2 %	1.9 %
1993	410,785	2.0 %	1.4 %
1994	416,791	1.5 %	0.9 %
1995	421,676	1.2 %	0.6 %
1996	427,005	1.3 %	0.7 %
1997	434,133	1.7 %	1.2 %
1998	442,025	1.8 %	1.4 %
1999	449,455	1.7 %	1.5 %
2000	456,899	1.7 %	1.8 %
2001	464,555	1.7 %	2.1 %
2002	468,489	0.8 %	1.8 %
2003	470,885	0.5 %	1.7 %
2004	473,679	0.6 %	1.5 %
2005	475,703	0.4 %	1.3 %
2006	476,921	0.3 %	1.1 %
2007	478,935	0.4 %	1.0 %
2008	482,721	0.8 %	1.1 %
2009	487,259	0.9 %	1.0 %
2010	493,285	1.2 %	1.0 %
2020(p)	534,674	0.8 %	1.3 %
2030(p)	593,640	1.1 %	1.1 %

Source: California Department of Finance, Demographic Research Unit

Projections (p): Woods & Poole Economics



1.2 City Population

Overview

The California Department of Finance estimates the number of people living within each incorporated place in California as of January 1 of each year. An incorporated place is one with its own governmental body, including a city or town council. Not all places are incorporated.

The following figures present population data by city from 2000 to 2010.

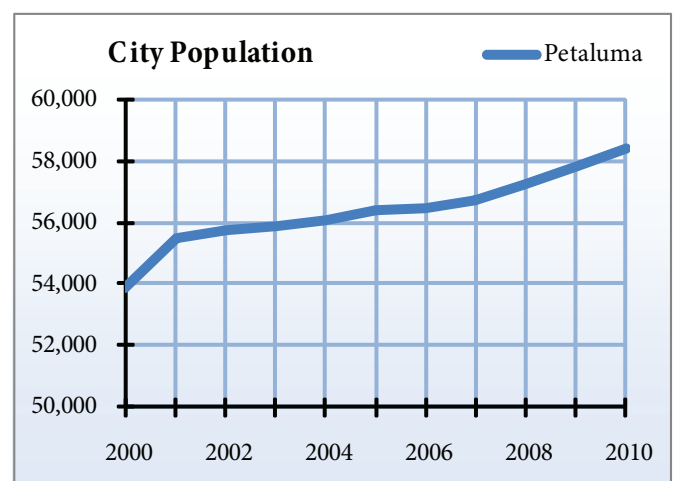
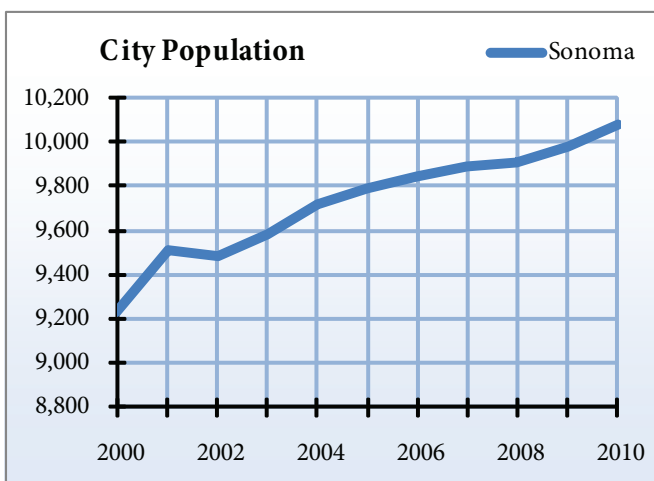
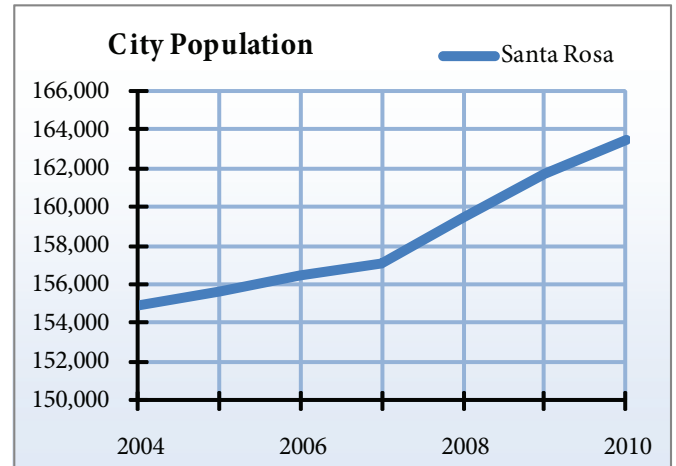
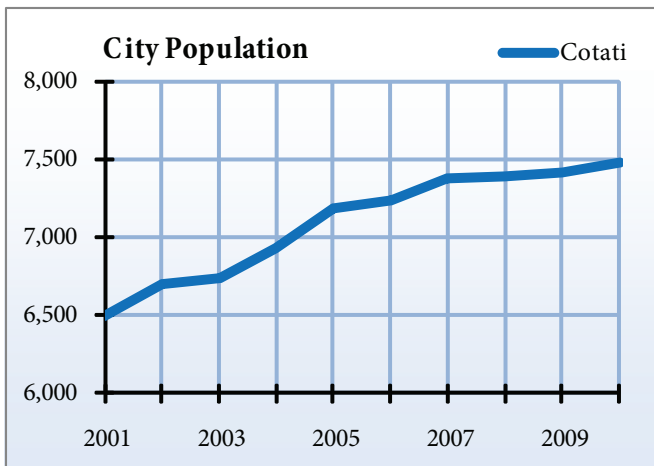
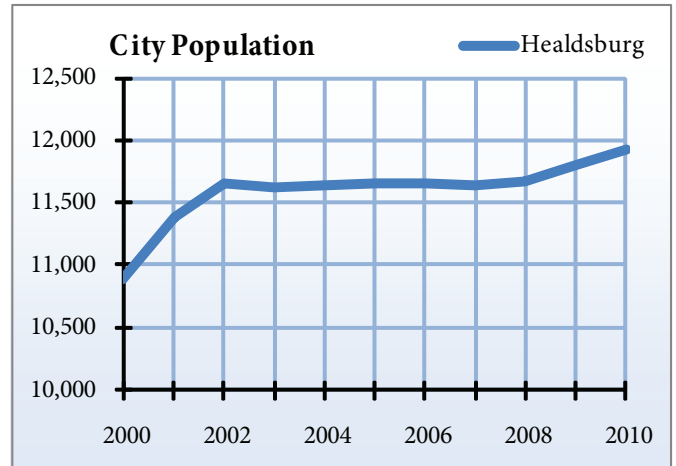
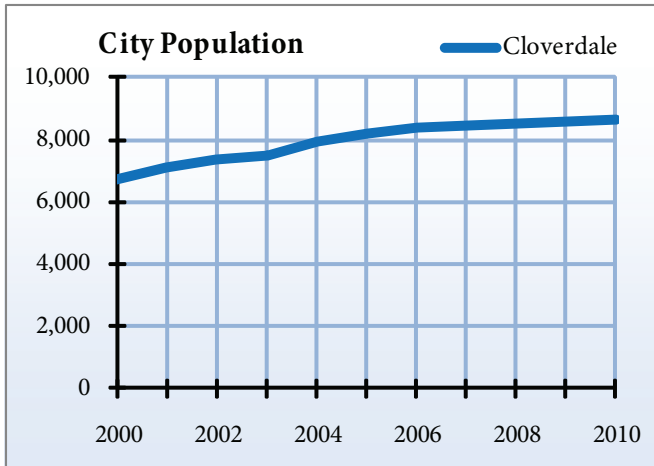
Sonoma County

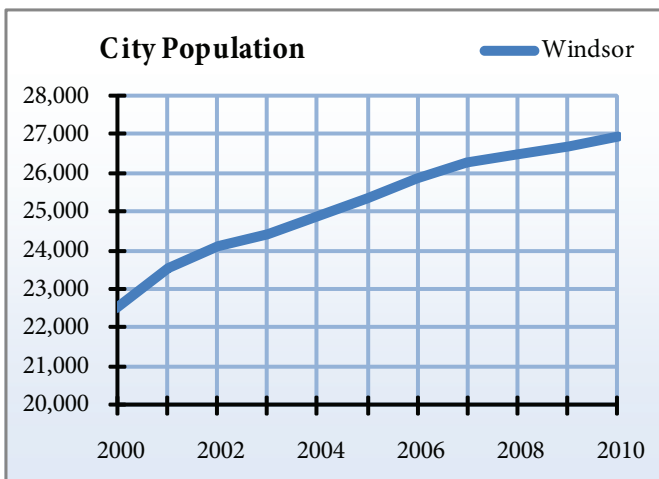
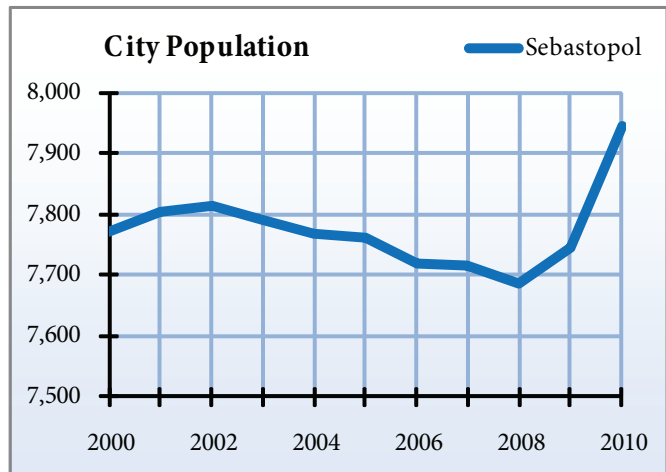
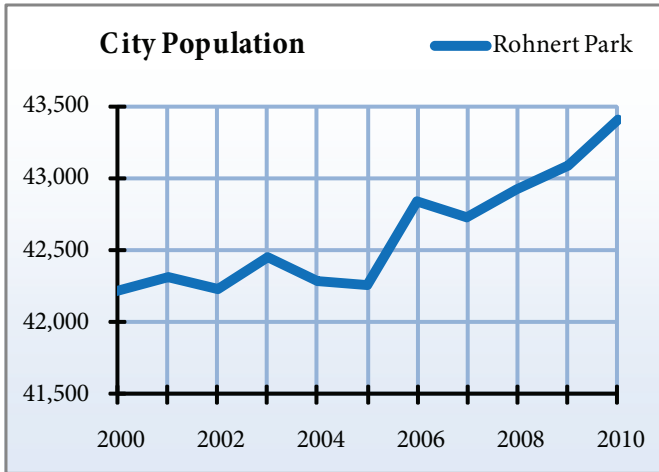
Of the nine incorporated cities in Sonoma County, the city of Santa Rosa was the most populous, with nearly 163,500 people in 2010. The city of Cloverdale is the fastest growing city in the county, with an annual average population increase of 2.6 percent between 2000 and 2010, followed by the city of Windsor with an annual average increase of just under 2 percent during the same time. Cotati and Healdsburg each had an annual average increase of 1.5 percent over the last decade, and the cities of Petaluma and Sonoma experienced 1 percent average annual increases. Rohnert Park and Sebastopol's average annual increases were the lowest at 0.3 percent and 0.2 percent respectively.

City Population

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor
2000	6,697	6,480	10,896	53,896	42,209	146,871	7,772	9,232	22,529
2001	7,088	6,497	11,388	55,483	42,309	149,648	7,805	9,507	23,553
2002	7,340	6,701	11,650	55,775	42,233	152,053	7,814	9,483	24,130
2003	7,489	6,736	11,628	55,858	42,455	154,027	7,789	9,580	24,425
2004	7,965	6,926	11,639	56,091	42,282	154,944	7,768	9,721	24,867
2005	8,205	7,185	11,661	56,381	42,262	155,589	7,760	9,792	25,359
2006	8,415	7,230	11,651	56,479	42,833	156,431	7,718	9,847	25,889
2007	8,432	7,375	11,641	56,688	42,722	157,126	7,716	9,887	26,280
2008	8,512	7,388	11,668	57,241	42,922	159,469	7,687	9,911	26,471
2009	8,569	7,418	11,800	57,817	43,081	161,716	7,745	9,984	26,714
2010	8,636	7,476	11,931	58,401	43,398	163,436	7,943	10,078	26,955

Source: California Department of Finance, Demographic Research Unit





1.3 Components of Population Change

Overview

The California Department of Finance does annual estimates on how births, deaths, and net migration influence annual population change at the county level. The number of births and deaths is on record from the California Department of Public Health. Births minus deaths equals the natural rate of change. The remaining change in population is due to net migration. Net migration is immigration minus out-migration. In- and out-migration are not independently estimated by the Department of Finance.

If growth is primarily due to natural increase, then the community may be a place where families are growing. If natural rate of change is negative (more deaths than births), then generally age distribution is weighted towards the elderly. Migration can occur for several reasons. People may migrate either in or out due to employment opportunities, housing prices, quality of life, etc.

NOTE: Birth and Death estimates in this section do not precisely match those in the health section because the sections show different cut-off dates. This section is July 1 through June 30, while birth and death data in section 8 is for the calendar year.

Sonoma County

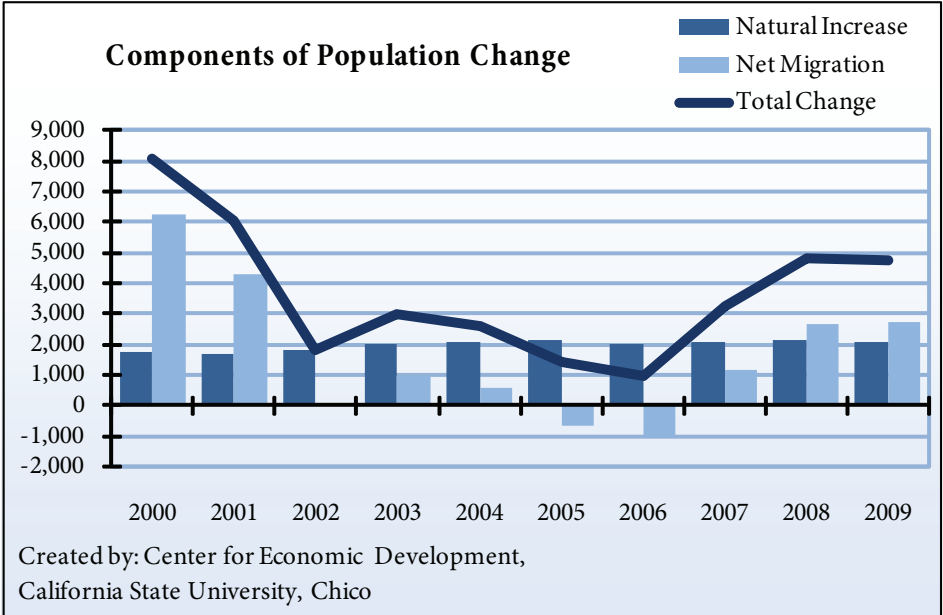
In 2009, there was a net migration of 2,703 people into Sonoma County. There were 5,699 births and 3,649 deaths in Sonoma County in the same year, resulting in a natural increase of 2,050 people.

The following figures show the components of population change in Sonoma County since 2000.

Components of Population Change

Year	Births	Deaths	Net Foreign Migration	Net Domestic Migration	Total Change
2000	5,547	3,774	1,731	4,546	8,050
2001	5,629	3,919	1,626	2,696	6,032
2002	5,697	3,914	1,334	- 1,309	1,808
2003	5,793	3,792	1,210	- 215	2,996
2004	5,903	3,859	1,347	- 794	2,597
2005	5,743	3,627	1,051	- 1,715	1,452
2006	5,763	3,745	1,140	- 2,168	990
2007	5,795	3,698	1,413	- 249	3,261
2008	5,809	3,673	1,970	716	4,822
2009	5,699	3,649	1,359	1,344	4,753

Source: California Department of Finance, Demographic Research Unit



1.4 Age Distribution

Overview

Population breakdowns by age are projected by the California Department of Finance (DOF) as of July 1st of each year. The projections use the 2000 Census as a base. These models are based on total net migration and fertility rates by ethnicity. There is little data available, other than what is collected for the census, that would produce more accurate projections of population by age.

Age distribution information is valuable to companies that target specific age groups. It is used for revenue projections, business plans, and for marketing purposes. The age distribution in a given area affects the area's school system, public services, and overall economy. It is also an important measure of diversity within a community. A large older teen and young adult demographic has a greater need for higher education and vocational training facilities, while a large middle-aged group creates more focus on employment opportunities. An area with a large mature or retired population typically has fewer employment concerns, but a greater need for medical services. A county with a large number of young children is attractive to day care centers, and other family related services. Age

distribution information is also used in conjunction with components of population change in order to project population growth in the future.

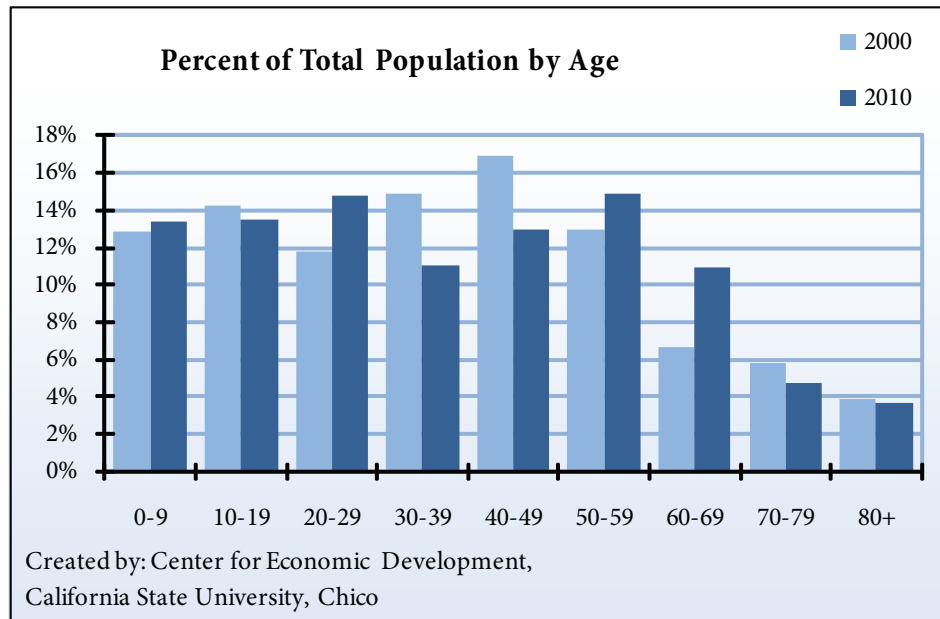
Sonoma County

The largest age group in Sonoma County in 2010 was the 50-59 year-old age group, with nearly 74,000 people. This number represents approximately 15 percent of Sonoma County's population, which is 2 percent higher than that of the state. Since 2000, the number of people between the ages of 60-69 increased 76 percent, while those between 30-39 decreased 20 percent. These trends may indicate that people looking towards retirement maybe migrating into the area. Residents over 60 make up a higher percentage of the population in Sonoma County than the state average

Age Distribution

Year	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
2000	59,177	65,498	54,550	68,536	78,064	59,990	30,731	27,031	18,041
2001	60,294	67,058	55,618	66,931	78,201	63,470	31,551	26,514	18,605
2002	60,172	67,626	57,363	64,275	77,350	66,268	32,713	25,616	18,917
2003	60,637	67,891	59,667	61,566	76,543	68,629	34,512	24,923	19,172
2004	61,567	68,084	62,035	59,066	75,671	70,824	36,490	24,286	19,396
2005	61,643	67,836	64,275	56,657	74,109	72,718	38,296	23,630	19,210
2006	62,098	67,596	66,499	55,333	72,057	74,073	40,519	23,139	19,047
2007	63,085	67,604	68,388	54,855	69,908	74,129	44,054	23,025	18,849
2008	64,229	67,524	70,195	54,496	67,820	74,205	47,318	23,137	18,651
2009	65,388	67,359	71,790	54,457	66,152	73,926	50,596	23,307	18,440
2010	66,470	67,086	73,137	54,893	64,094	73,865	54,072	23,524	18,271

Source: California Department of Finance, Demographic Research Unit



1.5 Population by Race/Ethnicity

Overview

While sometimes difficult to classify, race and ethnicity of a population is self-determined, meaning that individuals identify their own race or ethnicity in the census. There are five race categories: American Indian, Asian, Black, White, and other. Alternative names for these classifications are also used to address matters of social sensitivity, although the people classified in each of these categories remains the same. The CED uses these classifications only because these are the names used by the U.S. Census Bureau.

The 1990 Census asked people to choose their primary racial category. The question changed for the 2000 Census, which allowed respondents to choose as many race categories as they deemed appropriate, leading to a change in the data categories for 2000.

Hispanic is an ethnic classification. Some people who con-

sider themselves Hispanic do not consider themselves to be members of one of the four specific race categories, and therefore classify themselves as “other.” The California Department of Finance responded by adding Hispanic origin as a separate category in its projections of population by race. In the data table, Hispanic includes all persons who consider themselves to be of Hispanic origin, while all other categories exclude this group. Therefore, the sum of all categories is equal to the projected population in each year.

As with age distribution, population by race/ethnicity is a projection based on data from the 2000 Census. All projections are for July 1 of the given year.

Population by race statistics are used by advertisers to market products to a particular ethnic group and to determine whether investments in businesses with race specific target markets are likely to be lucrative. For

Population by Race/Ethnicity

Year	Total	White	Hispanic	Asian	American		
					Black	Indian	Other
2000	461,618	346,634	80,028	14,404	6,376	3,613	10,563
2001	468,242	345,520	85,586	15,821	6,542	3,824	10,949
2002	470,300	343,239	88,897	16,438	6,627	3,913	11,186
2003	473,540	341,269	92,822	17,239	6,735	4,035	11,440
2004	477,419	339,368	97,189	18,123	6,856	4,171	11,712
2005	478,374	336,378	100,376	18,585	6,877	4,230	11,928
2006	480,361	334,007	103,801	19,350	6,954	4,365	11,884
2007	483,897	332,054	107,832	20,346	7,185	4,513	11,967
2008	487,575	330,186	111,910	21,344	7,422	4,660	12,053
2009	491,415	328,409	116,047	22,347	7,660	4,808	12,144
2010	495,412	326,723	120,241	23,359	7,897	4,953	12,239
2020(p)	534,674	316,647	174,908	27,548	10,381	5,190	n/a
2030(p)	593,640	298,446	244,799	33,605	11,494	5,296	n/a

Source: California Department of Finance, Demographic Research Unit (p): Woods & Poole Economics

example, investing in a start-up Spanish radio station may be a better investment in a predominantly Hispanic area. Advertising companies use race/ethnicity data in order to make their advertisements appealing to the dominant ethnic groups in a given area.

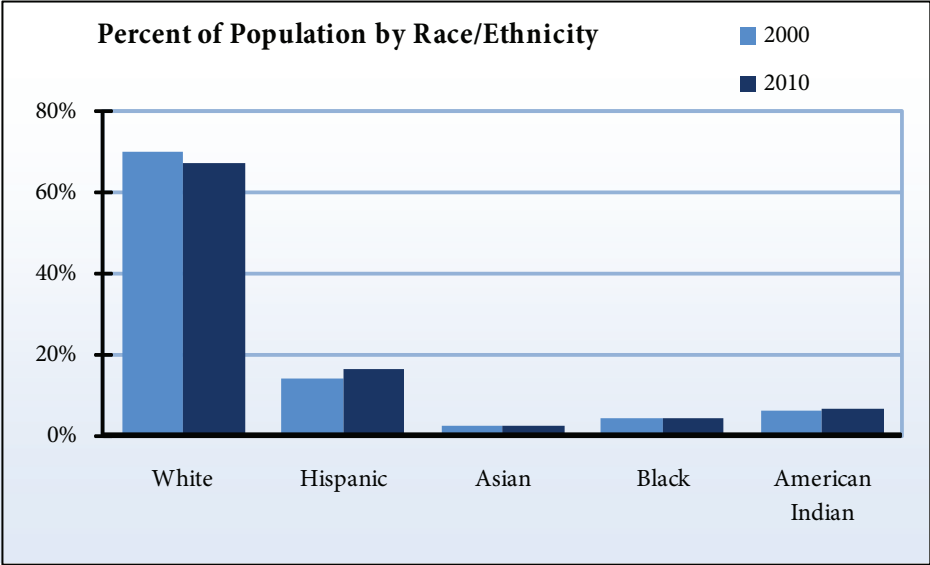
Grant writers use race/ethnicity data to create arguments to acquire funding for programs targeted toward specific groups, or to show population disparities that are favorable in grant priority scoring. Government officials and political candidates also use race/ethnicity data in order to tailor their campaigns to distinct ethnic groups in certain locations.

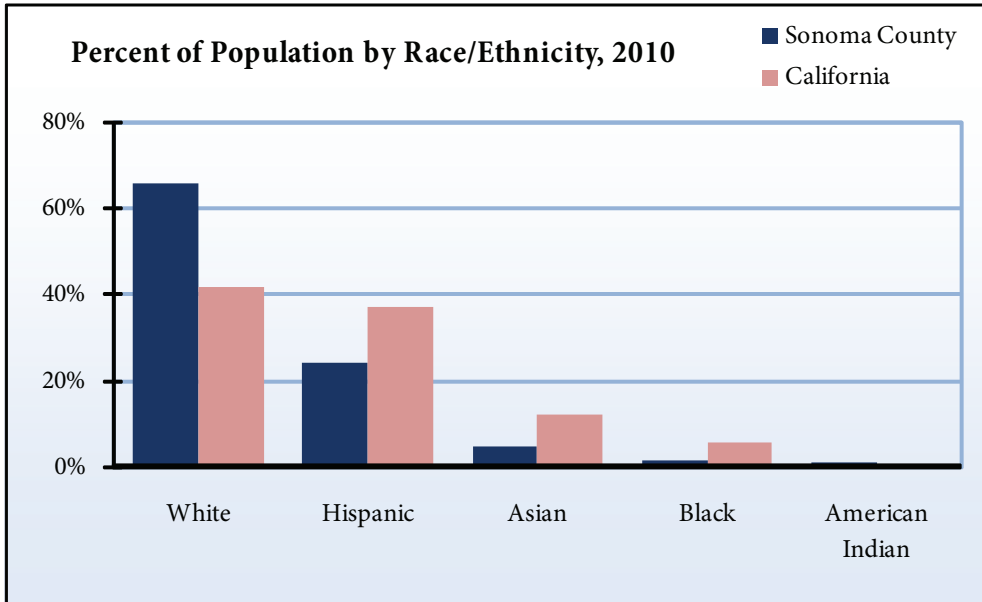
Sonoma County

Approximately 68 percent of residents in Sonoma County classified themselves as white in 2008, compared to 43 percent in California. The white population is expected to increase 4 percent by 2015 across the county. Hispanics represented the next largest group, with 23 percent of the population, compared with 36 percent in California. The Hispanic population is projected to increase 24 percent by 2015 in Sonoma County. Asians and blacks were the next largest groups, with 21,344 and 7,422 people, respectively. The Asian population is projected to increase 24

percent, and the black population is expected to increase 19 percent within seven years. American Indians were the smallest census-classified group, with 4,660 people. That number is expected to decrease significantly by 2015. The following figures show Sonoma County’s population by ethnicity since 1990.

NOTE: Race/ethnic data is projected on July 1 of each year. This creates a discrepancy between the total population data (section 1.1) and the total population by race/ethnicity data since it is collected on January 1 of each year.





1.6 Population by Educational Attainment

Overview

Educational attainment is requested by the U.S. Census Bureau during the decennial census. The data represents the number of people 18 years and over who have achieved a specified level of education.

Educational attainment has a direct influence on family income. Often gains in annual income for men and women result from more education. Conversely, a family's income affects their ability to pay the high costs of pursuing a two-year, four-year, or graduate degree. High educational attainment by the local population exhibits a degree of permanence and can be a factor in attracting new businesses to an area, particularly those requiring skilled workers. Increased income, whether linked to higher educational attainment or other factors, increases tax revenues generated in a particular county through increased taxable retail sales.

Educational attainment information is also used by businesses for market research, primarily by those wishing to target customers of a particular educational level.

Sonoma County

In 2008, 28.6 percent of Sonoma County residents had some college but earned no degree, making them the largest educational group in the area. This rate is slightly higher than the rest of the state, in which 24.7 percent of all residents attended some college but earned no degree. High school graduates and residents holding bachelor's degrees were the next most common educational groups in Sonoma County, at 21.1 and 18.6 percent, respectively.

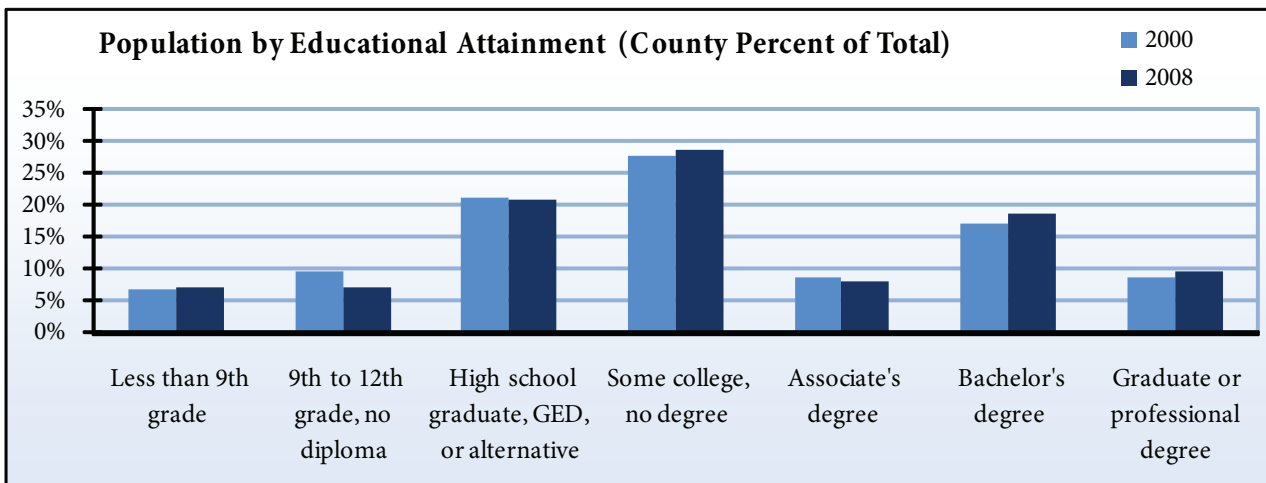
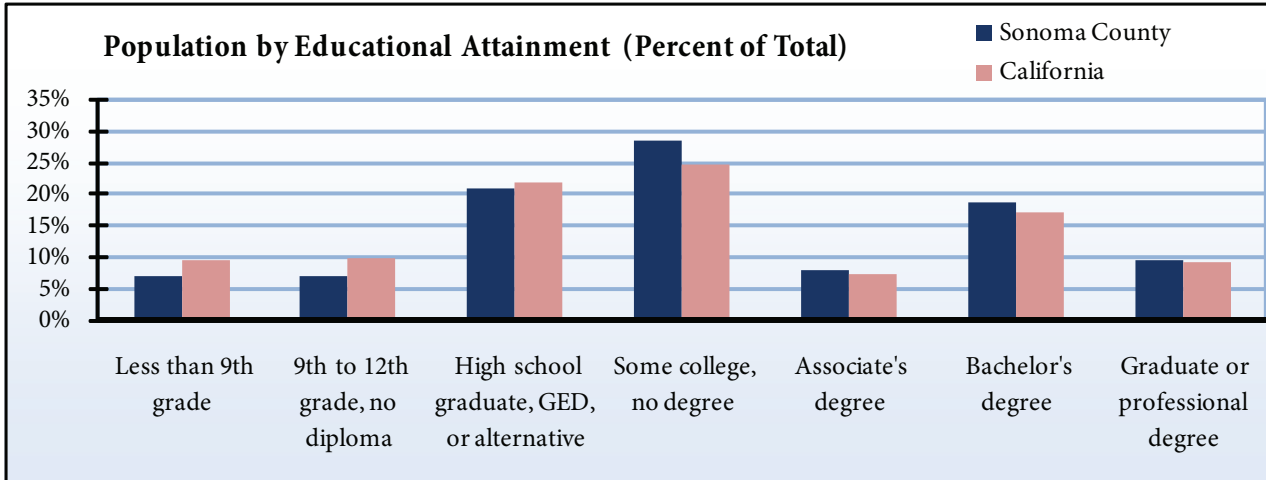
In 2008, Sonoma County was above the state-wide average for residents holding an associate's degrees, bachelor's degrees, and graduate or post-

graduate degrees. This indicates that Sonoma County's residents are generally better educated than the average resident of California.

Population by Educational Attainment, Population 18 and Over

Educational Attainment	2000	2008
Less than 9th grade	23,791	25,509
9th to 12th grade, no diploma	34,003	25,548
High school graduate, GED, or alternative	73,610	76,588
Some college, no degree	96,694	104,016
Associate's degree	29,770	29,461
Bachelor's degree	59,336	67,648
Graduate or professional degree	29,963	34,781
Total	347,167	363,551

Source: U.S. Department of Commerce, Bureau of the Census



1.7 Net Migration

Overview

This indicator includes information concerning migration patterns between Sonoma and other nearby counties with the highest levels of migration interaction. It includes the top five counties in terms of out-migration, the top five in terms of in-migration, and their respective median income levels. Collected from the Internal Revenue Service (IRS) database, these numbers are based on taxes paid by all citizens.

In-migration is the number of people moving into Sonoma County from some other area in the world and out-migration is the number moving from Sonoma County to other areas. Net migration is in-migration minus out-migration.

This indicator provides information on likely changes in the economic, political, and social structure of an area based on the characteristics of the area from which the migrants originate. For example, migrants coming from large cities bring with them a particular set of characteristics and values that may affect the local political climate. They also bring their patterns of consumer spending that create opportunities for businesses to provide the kinds of products and services these individuals are accustomed to receiving at their urban place of origin.

Neighboring counties, as well as those with higher population totals, generally show the most migration activity. However, if a non-neighboring county, even one with a smaller total population, is present among the top five counties in terms of migration, there may be a unique interaction that is worth further evaluation.

That portion of population growth driven by in migration is the product of some economic factor or amenity attracting new residents. The attraction could be an increase in employment opportunities, the recognition of the environmental advantages of the area, or expanding business opportunities. In general, new residents do not move to an area without good reason, and when they do, they fuel economic expansion.

Sonoma County

The top five counties for out-migration all lie within close proximity of Sonoma County. More people moved to Sonoma County from Sacramento, CA than from any other county. The number one destination for people migrating out of Sonoma County in 2009 was California's San Francisco Bay Area, Maring County, San Francisco County, and Alameda County respectively.

Top 5 In-Migration by County

2007-08

County	Number
Marin, CA	3,166
San Francisco C , CA	1,340
Alameda, CA	1,102
Contra Costa, CA	950
Los Angeles, CA	924

Source: Internal Revenue Service, 2009

Top 5 Out-Migration by

County 2007-08

County	Number
Marin, CA	2,140
San Francisco C , CA	1,192
Alameda, CA	1,150
Sacramento, CA	996
Lake, CA	928

Source: Internal Revenue Service, 2009

1.8 Voter Registration

Overview

Voter information includes voter registration and political party affiliation. The choice of a party generally reflects certain attitudes towards government including relative tolerance for higher taxes, land preservation, and allocation of local government funds. The information made available from voter registration data may provide general guidance to local government in terms of its role in public policy and fiscal matters.

A registered voter may or may not choose a political party. The data presented shows the number of registered voters for each party, and party members as a percentage of the total number of registered voters. The accuracy of this data depends on the ability of the county clerk to update their voter rolls and remove those who no longer live at the address where they registered.

NOTE: In the following table, those persons registered to vote are shown as a percent of the total eligible.

People typically choose a political party representing

Voter Registration as of May 24, 2010

Political affiliation	Number of people	Percent of total eligibles
Eligible	337,812	n/a
Registered	245,136	72.6 %
Democratic	128,306	52.3 %
Republican	56,085	22.9 %
American Independent	5,146	2.1 %
Green	4,583	1.9 %
Libertarian	1,448	0.6 %
Peace and Freedom	659	0.3 %
Miscellaneous	849	0.3 %
Decline to affiliate	48,060	19.6 %

Source: California Secretary of State, Elections Divisions

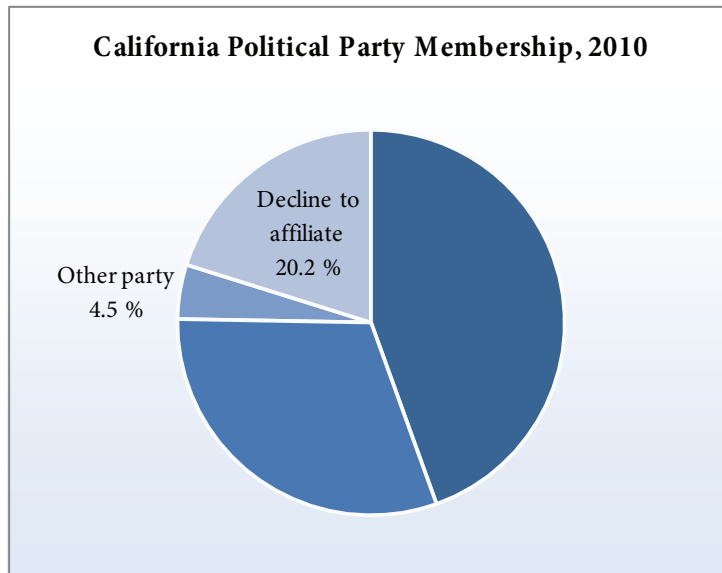
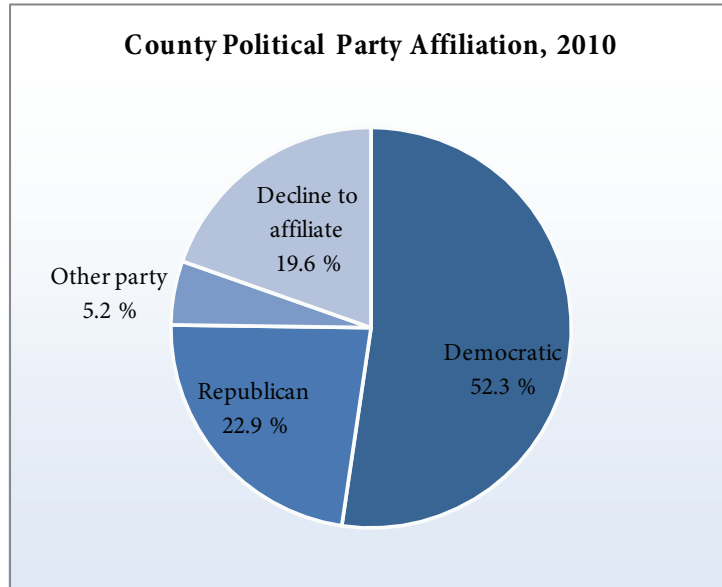
social and economic values close to their own. Therefore, political party membership may allow a business or organization to evaluate whether the community may or may not support particular proposals for development or regulation.

Registrants as a percentage of those estimated to be eligible to vote may indicate the level of civic participation and political involvement within the community. Communities with high levels of voter participation ordinarily have a strong sense of community and that may be a characteristic attractive to potential new residents and also to new businesses and potential employers.

Sonoma County

As of May 24, 2010, of the 337,812 Sonoma County residents eligible to vote, 72.6 percent were registered. In comparison, 72.4 percent of eligibles were registered in California.

In Sonoma County, 52.3 percent of eligible voters were registered Democrat and 22.9 percent were registered Republican. In California, 44.5 percent of eligible voters were registered Democrat and 30.8 percent were registered Republican.



1.9 Daytime Population

Overview

Daytime population refers to the number of people who are present in an area during normal business hours, including workers. This is in contrast to the “resident” population during the evening and nighttime hours.

Workers who commute are more likely to shop in a community other than the one where they live, making daytime population a better estimate of market potential for some industries serving residents.

Sonoma County

In 2008, total daytime population was 463,386, which was 4.8 percent higher than in 2002. Residential population only grew by 3.4 percent in that time, so more people are commuting to work in Sonoma County. Indeed, workers commuting in has increased by 25.7 percent since 2000, while workers commuting out of the county increased by only 9.9 percent. Still a large disparity remains between those commuting out of the county and those commuting in to work. In 2008, 28 percent of all county jobs were held by workers outside of the county, while 36 percent of county jobholders worked outside the county.

Daytime Population in Sonoma County, 2000

Area	Total Population	Estimated Daytime Population	Daytime Population Change due to Commuting	
			Number	Percent
Sonoma	458,614	434,025	24,589	5.4 %
California	33,871,648	33,852,825	18,823	0.1 %

Source: Census Bureau, 2000

2. Environmental Factors

Environmental factors can influence a county’s agriculture, economic standing, recreation, and the quality of life of its residents. Climate is a key factor in determining what types of limitations or opportunities exist for agricultural production or recreational activities. Proper waste management protects public health, safety, and the environment. This section provides information useful for making decisions concerning residential and business location.

Due to the varied terrain and coastal environment of Sonoma County, much of its recreational opportunities lie within the county’s eleven California state parks, encompassing a total of 36,000 acres. The Austin Creek State Recreation Area is the largest state park in the county, with a total acreage of 5,927. Also, the California State Beach along the Pacific Coast boasts 5,427 acres of coastline. The Fort Ross and Petaluma Adobe State Historic parks may be of interest to western frontier enthusiasts, while visitors of a slightly more literary turn may enjoy the Jack London State Historic Park, with an acreage of 1,610.

In this section:

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2.1 Land Area and Population Density

Overview

Population density is determined by dividing the total population of the area by its size in land area. This section shows population density in persons per square mile of land area, a commonly used measure.

The concept of “urban” versus “rural” is a relative one. For example, people living in San Francisco might con-

sider the city of Santa Rosa to be rural, while residents of Sebastopol may consider Santa Rosa to be “the city.” Population density provides a quantitative measure of the degree of an area’s urbanization.

This measure can be an important quality of life indicator for an area. Economic use for land includes the production of raw materials, factories and other production facilities, office space, housing, food production, recreation, and transportation of goods and people. As population density rises, certain activities become more expensive to maintain. Farming can be crowded out by more profitable industrial or residential development. This structural change is likely to be associated with increasing area economic activity, but can also lead to adverse impacts on the quality of life. Vehicle use also rises and as more vehicle miles are traveled in a confined location, traffic slows down causing more congestion. This not only increases commute time, but also increases air pollution emissions per square mile. As a result, in addition to the positive impacts of the associated economic growth, an increase in population density can have negative impacts on the mental health (stress) and physical well-being (increased exposure to toxins) of a community.

Persons per acre, rather than persons per square mile, is a measure more commonly found in large dense cities, or by local government planning departments when evaluating community density or the density of a proposed development. To convert persons per square mile to persons per acre, divide persons per square mile by 640.

Population density can be used in grant writing and when comparing the degree of urbanization of different counties or areas.

Sonoma County

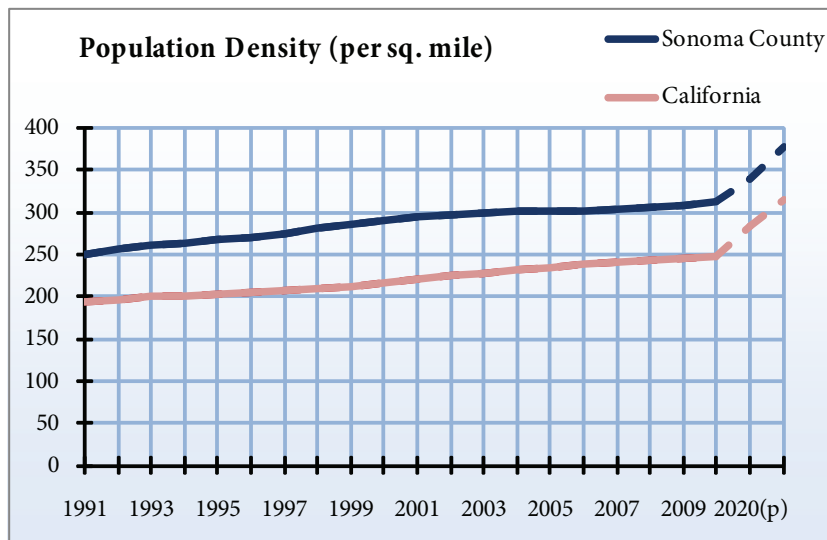
Sonoma County’s total land area is 1,576 square miles. Because population has increased while land area has remained constant, Sonoma County’s population density

Land Area and Population Density

Year	Land area (sq. miles)	Total population	Population density (per sq. mile)
1991	1,576	394,070	250
1992	1,576	402,835	256
1993	1,576	410,785	261
1994	1,576	416,791	264
1995	1,576	421,676	268
1996	1,576	427,005	271
1997	1,576	434,133	275
1998	1,576	442,025	280
1999	1,576	449,455	285
2000	1,576	456,899	290
2001	1,576	464,483	295
2002	1,576	468,379	297
2003	1,576	470,738	299
2004	1,576	473,516	300
2005	1,576	475,536	302
2006	1,576	476,659	302
2007	1,576	478,662	304
2008	1,576	482,297	306
2009	1,576	486,630	309
2010	1,576	493,285	313
2020(p)	1,576	534,674	339
2030(p)	1,576	593,640	377

Source: California Department of Finance

has steadily risen over time. As of 2008, the population density in the county was 307.4 residents per square mile, putting it above the overall California population density of 244 people per square mile. It is projected that by 2015, population density in Sonoma County will reach 339 people per square mile.



2.2 Urban Land Consumption

Overview

Every two years, the California Department of Conservation conducts aerial land surveys in agricultural areas to determine the extent to which farmland may or may not be replaced by other uses over time. Generally, the most common use into which agricultural land is converted is developed urban land.

Reductions in agricultural land permanently reduce agriculture as an industry in the county, which may be a critically important base industry in some counties. Many planners consider development that does not consume agricultural land as being more beneficial to the community.

Sonoma County

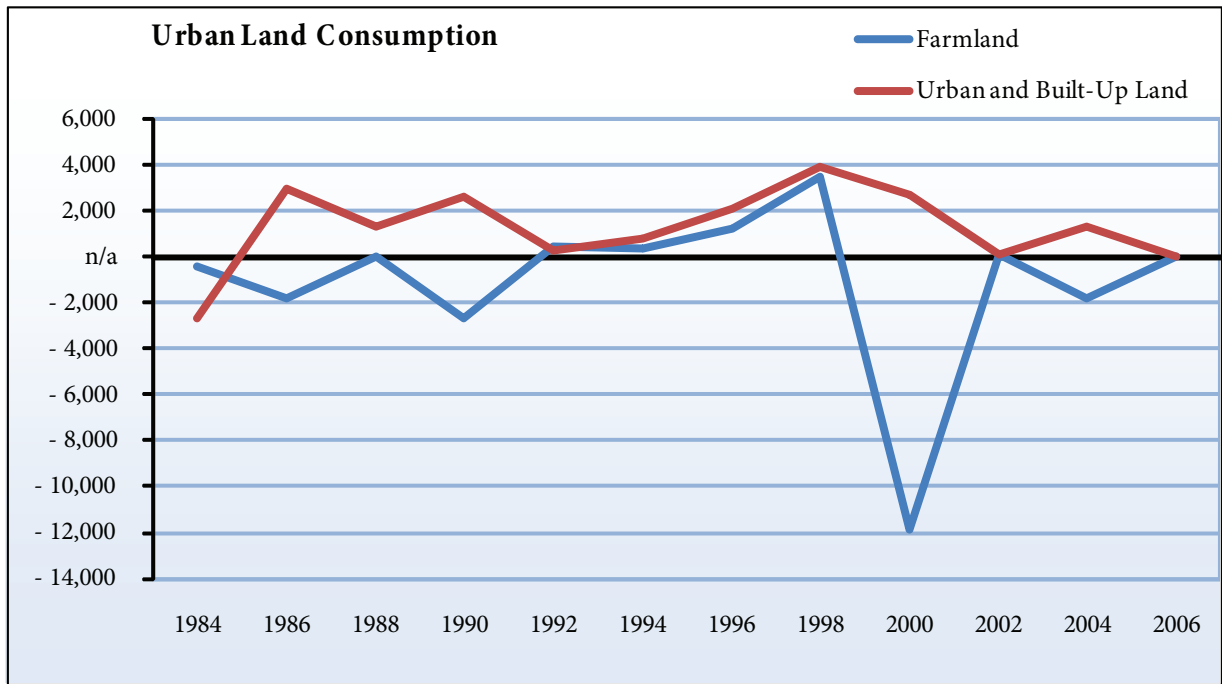
Since 1984, urban land has consumed not only farmland, but grazing land as well. Urban land has increased by over 15,000 acres, an increase of 27 percent, while farmland has

decreased by nearly 13,000 acres, or 7 percent. There has also been a decrease in grazing land of 35,000 acres and an increase in other land of 28,000 acres.

Urban Land Consumption (acres)

Year	Farmland	Grazing Land	Urban and Built-Up Land	Water Area	Other Land
1984	173,140	454,851	58,584	13,062	326,421
1986	172,737	449,083	55,961	17,376	330,902
1988	170,907	446,202	58,993	17,374	332,585
1990	170,905	445,236	60,322	17,482	332,114
1992	168,231	442,880	62,943	17,485	334,520
1994	168,740	442,335	63,250	17,528	334,208
1996	169,109	441,852	64,067	17,079	333,953
1998	170,369	438,636	66,178	17,214	333,663
2000	173,906	432,724	70,137	17,354	331,937
2002	162,008	421,166	72,847	17,354	352,685
2004	162,110	420,322	72,935	17,354	353,334
2006	160,339	420,022	74,231	17,532	353,931
2008	160,342	420,022	74,231	17,533	353,931

Source: California Department of Conservation



2.3 Climate

Overview

This indicator shows climate readings from selected weather stations in Sonoma County. Climate data is collected on an ongoing basis and is reported by the Western Regional Climate Center in December of each year unless otherwise noted. The data expresses an annual average calculated over the time indicated below.

It is important to know what types of weather a certain area may experience because of extremes of heat and cold, and severe storms may reduce the desirability of an area for tourists or retirees. These conditions may occur in a particular season and limit the attractiveness of an area at certain times of the year. This information can be useful for determining which particular businesses might be viable in a specific area.

Sonoma County

The five weather stations in Sonoma County are located in Cloverdale, Fort Ross, Healdsburg, Santa Rosa, and Sonoma. Of these, Cloverdale reports the most precipitation with an annual average of 44.2 inches. The following figure shows the average temperatures and precipitation rates in winter and summer for each weather station in the county.

NOTE: The data here reflects an average of monthly readings taken between the following years for each site:

Cloverdale:	7/22/1950 to present
Fort Ross:	7/ 1/1948 to present
Healdsburg:	1/ 1/1931 to present
Santa Rosa:	1/ 6/1931 to present
Sonoma:	2/12/1952 to present

Climate Station Readings as of July 2010

	Cloverdale	Fort Ross	Healdsburg	Santa Rosa	Sonoma
Average July maximum temp. (deg.)	91.6	66.5	88.8	82.5	88.6
Average January maximum temp. (deg.)	57.1	56.8	57.3	57.2	57.2
Average July minimum temp. (deg.)	54.9	48.0	51.9	50.5	51.2
Average January minimum temp. (deg.)	38.2	41.7	37.7	36.8	37.2
Average July precipitation (in.)	0.0	0.1	0.0	0.0	0.0
Average January precipitation (in.)	9.3	8.5	9.4	6.3	6.2
Average annual precipitation (in.)	43.8	40.6	41.3	30.1	29.6
Average January snowfall (in.)	0.1	n/a	0.1	0.4	n/a
Average annual snowfall (in.)	0.1	n/a	0.8	0.4	n/a

Source: Western Regional Climate Center

2.4 Climate Change

Overview

Climate change is a topic debated frequently, although local data on climate change is rarely discussed. However, the local impact of climate change depends greatly on how climate change happens locally. Measures from the Western Regional Climate Center can start to answer this question.

degree days have fallen (meaning that days heat up during shorter amounts of time).

Sonoma County

Average (mean) temperatures in Santa Rosa increased by 0.7 degrees between the 1960s and the 1990s. This increase is due to increases in average daily low temperatures of 2.0 degrees. Average daily high temperatures have actually decreased by 0.7 degrees. Precipitation levels have remained relatively unchanged, while average heating

Climate Change

	1961-1990 Average 12-Month			1971-2000 Average 12-Month			Total change: 1960s to 1990s 12-Month		
	January	July	Average	January	July	Average	January	July	Average
Mean Temperature (F)	47.4	67.6	58.4	48.7	67.6	59.1	1.3	0.0	0.7
Highest Mean Temperature (F)	51.1	70.2	62.7	51.9	70.4	63.1	0.8	0.2	0.4
Lowest Mean Temperature (F)	43.1	62.0	53.5	43.8	62.6	54.2	0.7	0.6	0.7
Mean Max. Temperature (F)	57.7	83.8	71.9	57.8	82.2	71.2	0.1	-1.6	-0.7
Highest Mean Max. Temperature (F)	63.1	89.6	78.3	63.1	88.1	77.9	0.0	-1.5	-0.5
Lowest Mean Max. Temperature (F)	52.2	74.7	64.4	52.2	74.7	64.5	0.0	0.0	0.1
Mean Min. Temperature (F)	37.0	51.2	44.9	39.5	53.0	46.8	2.5	1.8	2.0
Highest Mean Min. Temperature (F)	42.9	55.1	50.3	46.9	55.9	51.6	4.0	0.8	1.3
Lowest Mean Min. Temperature (F)	31.8	48.3	40.3	33.9	50.4	42.2	2.1	2.1	1.9
Mean Precipitation (in.)	6.5	0.1	2.5	6.3	0.1	2.6	-0.2	0.0	0.1
Highest Precipitation (in.)	15.9	1.6	8.5	17.1	1.6	8.3	1.2	0.0	-0.2
Lowest Precipitation (in.)	0.4	0.0	0.1	0.4	0.0	0.1	0.0	0.0	0.0
Heating Degree Days (F)	546.0	27.0	240.3	507.0	29.0	224.5	-39.0	2.0	-15.8
Cooling Degree Days (F)	0.0	108.0	40.8	0.0	110.0	43.8	0.0	2.0	3.1

Source: Western Regional Climate Center

2.5 Air Quality

Overview

Air quality is the general term used to describe various aspects of the air that plants and human populations are exposed to in their daily lives. There are four main contaminants that decrease air quality: particulates (PM10 and PM 2.5), tropospheric ozone (O3), carbon monoxide (CO), and oxides of nitrogen (NOX). Air pollutants are emitted by both stationary and mobile sources. Stationary sources include factories, power plants, and agricultural burning (forest fires and field burning). Mobile sources of pollution include automobiles, motorcycles, trucks, buses, and various types of recreational vehicles. Mobile sources are primarily responsible for the decrease in air quality in Northern California.

Air quality standards are set at both state and federal levels. The allowable levels for a particular pollutant are established in affect to protect human health, avoid damage to sensitive vegetation, and preserve aesthetic values. If a region is in violation of one or more standards for allowable levels of the above four pollutants, the state may limit the type of new industrial facilities that can be built in the area and place more restrictions on existing operations in the future.

PM2.5 and Ozone are shown in this report because the California Air Resources Board includes metrics indicating long-term (8-hr) exposure to these pollutants. Long-term exposure is far more detrimental to human health than short-term (1-hr.) exposure. State standards are reported because they are higher than federal standards.

As industry, agricultural production, and traffic continues to increase across California, air quality becomes an important issue. Air quality affects all populations, especially the young, the elderly, and those with heart or lung problems. Ultimately, a county with high levels of pollutants will also see an increased need for health services. Air quality can be an important factor in determining where people are willing or able to live.

NOTE: Measurements shown in the table were taken in Santa Rosa at 5th Street.

Sonoma County

Between 2007 and 2009, county air quality never exceeded state or federal standards and has not exceeded the county state 8-hour Ozone average.

PM2.5 - Particulate matter over 2.5 microns in diameter composed of very small bits of ash, wood tars, soot and other substances created by combustion. Examples of sources include cars and trucks (especially diesels), woodstoves, and open burning. PM2.5 particles are so small that they can evade the body's natural defense mechanisms and penetrate deep into lung tissue. They can damage lung tissue, which can lead to serious respiratory problems.

O3 - Ozone. Concentrations are measured in parts per million. Sources include cars and trucks (especially diesels), industrial sources like chrome platers, neighborhood businesses, such as dry cleaners and service stations, and building materials and products. Overexposure to O3 can cause breathing difficulties and lung damage. Ozone is an invisible pollutant formed by chemical reactions involving nitrogen oxides, reactive hydrocarbons, and sunlight. It is a powerful respiratory irritant that can cause coughing, shortness of breath, headaches, fatigue and lung damage, especially among children, the elderly, the ill, and people who exercise outdoors. Ozone also damages plants, including agricultural crops, and degrades manufactured materials such as rubber and paint.

Air Quality

Year	Number of Days Above State 8 hour Ozone Average	Number of Days Above State PM2.5 Average
1999	10	0
2000	1	0
2001	1	0
2002	0	0
2003	1	0
2004	1	0
2005	0	0
2006	0	0
2007	0	0
2008	0	0
2009	0	0

Source: California Air Resource Board

2.6 Water Table Depth

Overview

Periodically, the California Department of Water Resources tests groundwater wells for pollution or contaminants. One of the outputs of this testing includes depth to groundwater. The CED used wells in the county with consistent measurement between 1999 and 2010, and corrected for wells not measured in any particular year.

Water is scarce in most parts of California, creating tremendous pressure to redistribute the state's water resources and to find new sources and ways to store and deliver water more efficiently. In addition, water is only plentiful parts of the year. Typically, whenever water shortages occur, groundwater is used to supplement surface water storage and delivery. Therefore, groundwater levels are the best measure to determine the sustainability of water availability, whether or not significant amounts of groundwater are used.

County Water Table

Depth

Year	Average Depth to groundwater (ft)
1999	31.68
2000	35.83
2001	36.42
2002	35.45
2003	33.68
2004	33.21
2005	33.53
2006	29.57
2007	34.67
2008	37.96
2009	39.01

Source: California

Department of Water

Resources

Sonoma County

Overall, Sonoma County has experienced little groundwater change over the past ten years. Levels have fluctuated between 28 and 37 feet, with no significant long-term trend. However, between 2009 and 2010, water levels fell sharply by 20 percent. We do not know if this is the beginning of a longer-term trend.

California Water Table

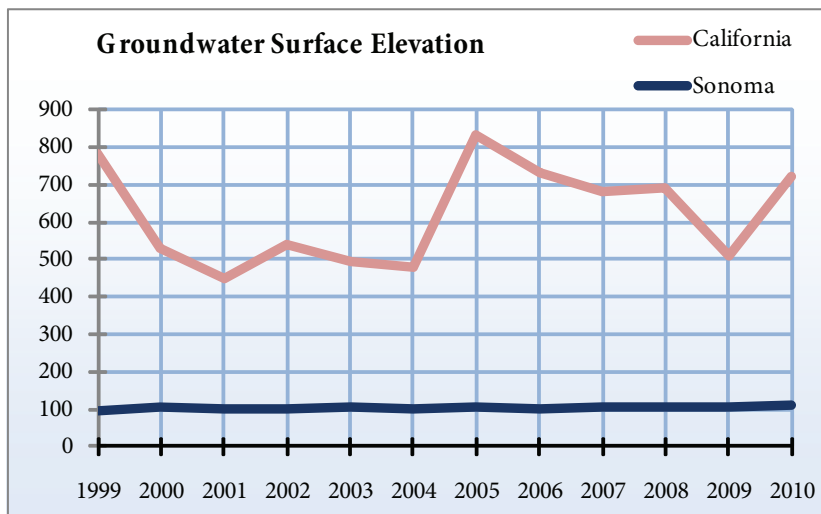
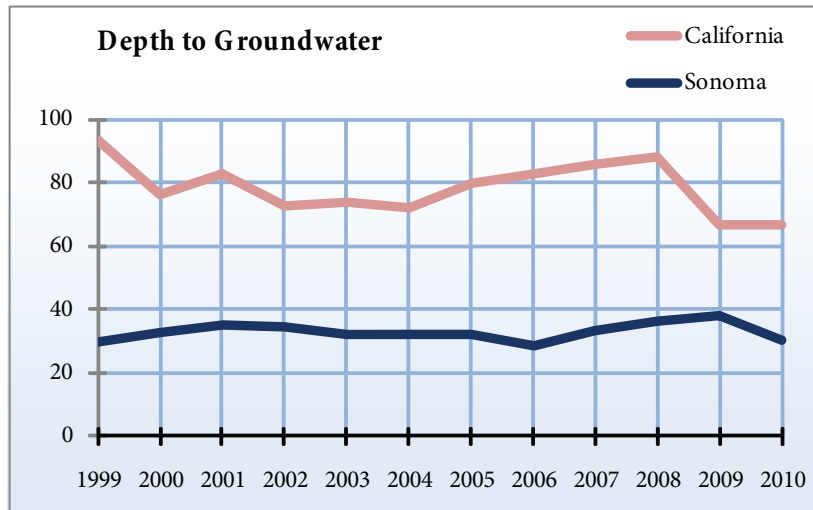
Depth

Year	Average Depth to groundwater (ft)
1999	94.44
2000	76.88
2001	83.69
2002	73.36
2003	75.11
2004	73.37
2005	80.74
2006	83.50
2007	87.22
2008	89.68
2009	68.24

Source: California

Department of Water

Resources



2.7 Generation Capacity

Overview

The California Department of Energy is responsible for licensing and monitoring of all electrical power plants in California with a capacity greater than 1/10 of a megawatt. Actual electricity production is not collected and reported by the state. Although the federal government requires production reporting for power plants with greater than 100 megawatts of capacity, this represents a small fraction of generation in most areas.

Electricity production provides economic value of environmental features to the local community. Depending upon the type of generation, it indicates the degree to which renewable or green electricity is produced in and benefits the local community.

Sonoma County

Sonoma County is home to part of the largest geothermal development in the world, with 22 individual power plants, according to the Geothermal Energy Association Market Update in May, 2010. Generation capacity data proves this, as 99 percent of all electricity generation capacity in the county is geothermal.

Generation Capacity

Facility	Megawatts
Coal	0.0
Geothermal	1,159.9
Hydroelectric	2.8
Nuclear	0.0
Oil/Gas	2.7
Solar	0.0
Wind	0.0
WTE	6.4

Source: The California Energy Commission

2.8 Utility Energy Rates

Overview

Pacific Gas and Electric Company (PG&E) provides electric and natural gas service (where available) to the county. This section shows rates per kilowatt hour (kWh) and therm, respectively.

Energy rates are important for certain businesses to monitor. However, businesses with high energy use are typically offered incentive discounts by PG&E, and so the company does not publish business rates separate from residential rates to avoid confusion and the possibility of disillusioning businesses that might be eligible for negotiated rates. Therefore, residential rates and rate changes are used to show the direction of general energy rates in the county.

Sonoma County

Residential natural gas and electricity rates have increased in the past 13 years, from \$0.56 per therm and 0.11 per kWh in 1998 to over \$1.00 per therm and \$0.18 per kWh in 2010. Much of this increase occurred between 1999 and 2003 as a result of the “energy crises” faced by California during a period industry deregulation and resulting unintended consequences. According to the California Independent System Operator’s December 28th, 2001 report to the Federal Energy Regulatory Commission, power plant operators were not required to coordinate shutdowns for repairs, leading to temporary shortages of electricity and price spikes. However, residential consumer rates were capped before most of the wholesale electricity price increases were felt.

Residential Utility Base Rates*

Year	Natural gas rate per therm	Electricity rate per kWh
1998	\$ 0.557	\$ 0.110
1999	\$ 0.592	\$ 0.110
2000	\$ 0.760	\$ 0.110
2001	\$ 0.955	\$ 0.133
2002	\$ 0.626	\$ 0.142
2003	\$ 0.888	\$ 0.142
2004	\$ 0.884	\$ 0.134
2005	\$ 1.163	\$ 0.137
2006	\$ 1.145	\$ 0.159
2007	\$ 1.217	\$ 0.164
2008	\$ 1.350	\$ 0.167
2009	\$ 0.955	\$ 0.176
2010	\$ 1.005	\$ 0.185

Source: Pacific Gas and Electric Company

*Includes the cost of production and distribution. Excludes taxes or other local fees

3. Labor Market

Labor market conditions are an important indicator of an area’s economic well-being. Of particular importance is the relationship among all of these factors: labor force, employment, unemployment, and monthly employment. While alone, one of these factors might project an incomplete image of the economy’s performance, taken together, they provide a comprehensive assessment of the health of the labor market and the associated well-being of affected residents.

Labor market information can be used to draw conclusions about the availability of jobs, the social climate, and the standard of living in the area.

The following is a brief summary of the statistical relationship between each of the indicators discussed in this section:

Labor force is equal to employment plus unemployment.

Employment refers to people working at least one hour per week.

Unemployment refers to people working less than one hour per week, but is actively seeking work.

Unemployment rate is equal to unemployment divided by labor force.

The U.S. Department of Labor, Bureau of Labor Statistics uses the twelfth of each month to determine a person’s employment status. This date was originally chosen because at one time, there were no holidays in the week that included the twelfth. Although that may not be true now, mid-month time periods are less volatile to changes in the overall business climate.

The average unemployment rate in Sonoma County from 1999 to 2009 was 5 percent. Tracking monthly unemploy-

ment trends during that time revealed seasonal changes in the level of employment with January seeing the lowest average employment and October having the highest employment.

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3.1 Labor Force

Overview

The labor force is the number of people living in the specified area who are willing and able to work. It is the sum of employment (persons currently working) and unemployment (persons actively seeking work). Therefore, changes in both employment and unemployment affect the labor force. The labor force is estimated monthly by the California Employment Development Department. Annual data is the average of the twelve months of the year.

An increasing labor force indicates a growing economy only if it is the result of increasing employment. If the labor force is growing due primarily to increasing unemployment, then population growth may be occurring in excess of the ability of the economy to provide jobs for new workforce entrants.

Sonoma County

In 2007, 265,600 residents, or 55 percent of Sonoma County's population, were members of the labor force, compared to 47 percent in California. The county's labor force has increased steadily over the last ten years, and experienced a 5 percent increase in 2007. This steady increase indicates a thriving economy and a perpetual increase in available employment and business growth.

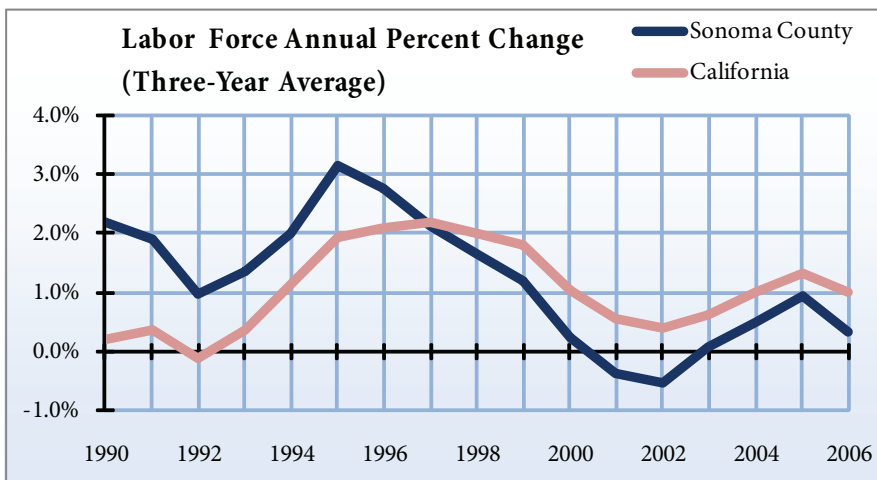
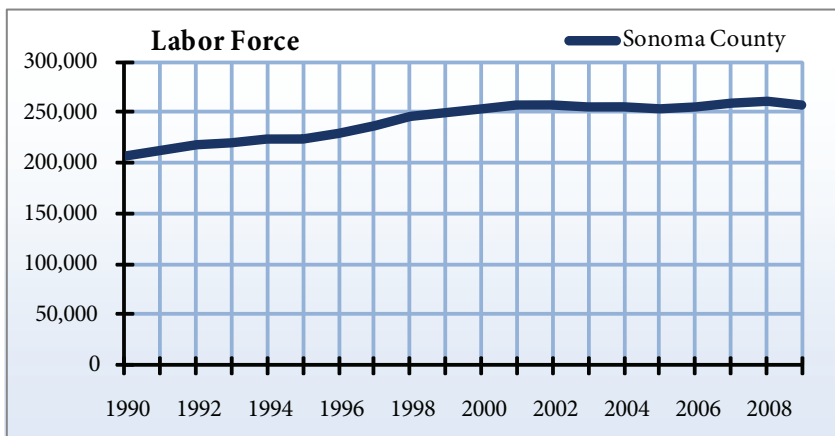
The city of Santa Rosa boasted the strongest labor force in Sonoma County, with 84,300 members in 2007, for an increase of 19 percent since 1997. The city of Petaluma saw a 15 percent increase in the labor force during the same time. Comparatively, the state of California saw an 11 percent increase in the labor force between 1997 and 2007.

Total Labor Force

Year	Labor Force	1-year change
1990	206,300	n/a
1991	211,700	2.6 %
1992	217,200	2.6 %
1993	220,200	1.4 %
1994	224,000	1.7 %
1995	223,700	- 0.1 %
1996	229,400	2.5 %
1997	237,700	3.6 %
1998	245,600	3.3 %
1999	249,000	1.4 %
2000	253,100	1.6 %
2001	257,900	1.9 %
2002	258,100	0.1 %
2003	254,800	- 1.3 %
2004	255,000	0.1 %
2005	253,900	- 0.4 %
2006	255,500	0.6 %
2007	258,900	1.3 %
2008	261,200	0.9 %
2009	258,100	- 1.2 %

Source: California

Employment Development
Department, Labor Market
Information Division



Labor Force By City

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor
2000	3,500	3,900	5,700	31,200	24,700	80,400	4,300	4,700	12,300
2001	3,500	3,900	5,800	31,800	25,200	81,900	4,400	4,800	12,500
2002	3,600	3,900	5,800	31,700	25,200	82,000	4,400	4,800	12,500
2003	3,500	3,900	5,700	31,300	24,800	80,900	4,300	4,700	12,300
2004	3,500	3,900	5,700	31,400	24,900	81,000	4,300	4,700	12,300
2005	3,500	3,900	5,700	31,200	24,800	80,600	4,400	4,800	12,500
2006	3,700	4,000	5,900	32,100	25,500	83,000	4,500	4,900	12,800
2007	3,600	4,000	5,800	31,900	25,200	82,200	4,400	4,900	12,700
2008	3,700	4,000	5,900	32,100	25,500	83,000	4,500	4,900	12,800
2009	3,700	4,000	5,900	31,600	25,100	82,000	4,300	4,800	12,600

Source: California Employment Development Department, Labor Market Information

Division

3.2 Total Employment

Overview

The California Employment Development Department (EDD) defines employment as the number of residents who are employed, regardless of whether they work in the county or city of residence: “Civilian employment includes all individuals who worked at least one hour for a wage or salary, were self employed, or were working at least fifteen unpaid hours in a family business or on a family farm during the week including the twelfth of the month. Those who were on vacation, other kinds of leave, or involved in a labor dispute, were also counted as employed.”

Increasing employment indicates an increase in economic activity within the area, either by increasing local jobs or increasing the number of workers in residence. Workers spend a large portion of their income at their place of residence (the percentage of which typically depends on the availability and relative price of retail goods in the community). Employment by place of residence is an economic indicator that is typically evaluated alongside the count of jobs by place of work.

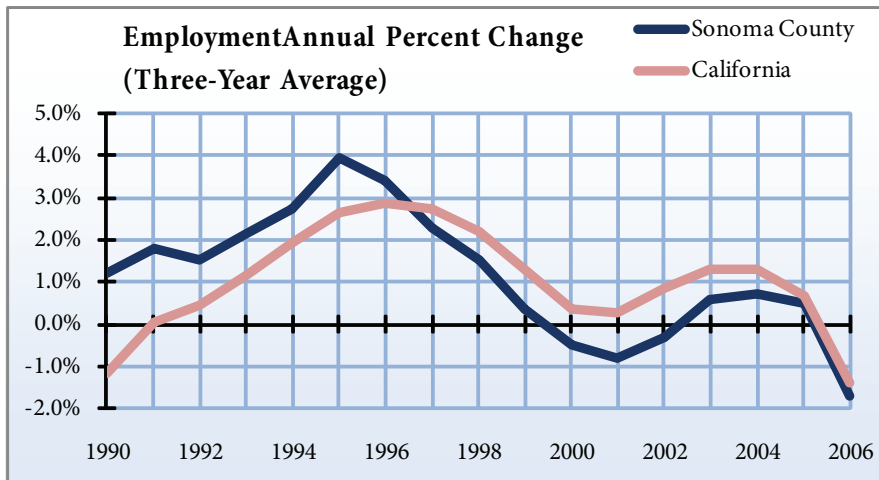
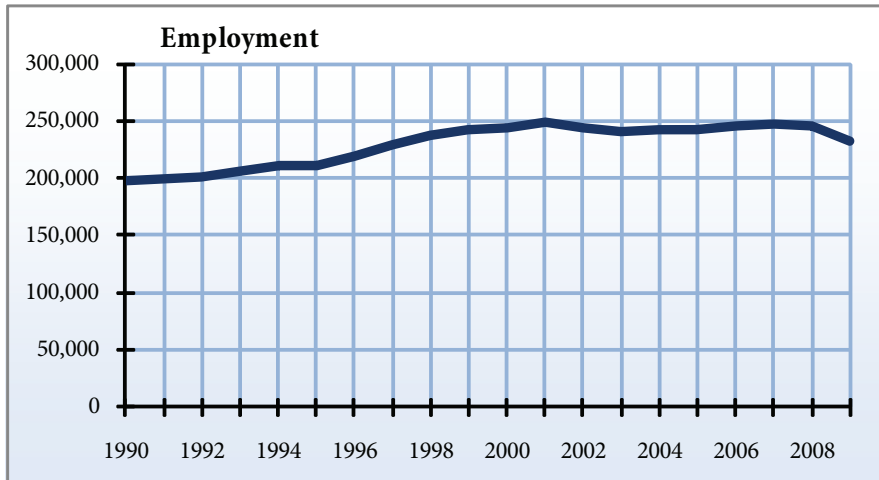
Sonoma County

As of 2009, 233,000 members of Sonoma County’s labor force, were employed, for a 5.4 percent decrease from the preceding year.

Total Employment

Year	Empl.	1-year change
1990	198,300	n/a
1991	199,900	0.8 %
1992	201,800	1.0 %
1993	205,500	1.8 %
1994	210,900	2.6 %
1995	211,300	0.2 %
1996	219,100	3.7 %
1997	228,600	4.3 %
1998	237,400	3.8 %
1999	242,300	2.1 %
2000	244,600	0.9 %
2001	248,400	1.6 %
2002	244,900	- 1.4 %
2003	240,900	- 1.6 %
2004	242,300	0.6 %
2005	242,600	0.1 %
2006	245,300	1.1 %
2007	247,700	1.0 %
2008	246,300	- 0.6 %
2009	233,000	- 5.4 %

Source: California
Employment Development
Department, Labor Market
Information Division



Employment By City

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor
2000	3,300	3,700	5,500	30,200	23,900	77,700	4,200	4,600	12,000
2001	3,400	3,800	5,500	30,700	24,300	78,900	4,300	4,700	12,100
2002	3,300	3,700	5,500	30,300	23,900	77,800	4,200	4,600	12,000
2003	3,300	3,700	5,400	29,800	23,500	76,500	4,200	4,500	11,800
2004	3,300	3,700	5,400	29,900	23,700	77,000	4,200	4,600	11,800
2005	3,300	3,700	5,400	30,000	23,700	77,100	4,200	4,600	12,000
2006	3,400	3,800	5,500	30,400	24,000	78,200	4,300	4,700	12,200
2007	3,400	3,800	5,600	30,600	24,200	78,700	4,300	4,700	12,200
2008	3,400	3,800	5,500	30,400	24,000	78,200	4,300	4,700	12,200
2009	3,200	3,600	5,200	28,800	22,800	74,000	4,100	4,400	11,500

Source: California Employment Development Department, Labor Market Information Division

3.3 Unemployment

Overview

Unemployment is the estimated number of people who are actively seeking work and are not working at least one hour per week for pay and who are not self-employed. As with employment, it is estimated at the place of residence. Annual average unemployment is the average of twelve monthly unemployment estimates developed by the California Employment Development Department (EDD).

Total Unemployment

Year	Unempl.	Unempl. Rate	1-year change
1990	8,000	3.9 %	n/a
1991	11,800	5.6 %	47.5 %
1992	15,400	7.1 %	30.5 %
1993	14,700	6.7 %	- 4.5 %
1994	13,100	5.9 %	- 10.9 %
1995	12,400	5.5 %	- 5.3 %
1996	10,300	4.5 %	- 16.9 %
1997	9,100	3.8 %	- 11.7 %
1998	8,200	3.3 %	- 9.9 %
1999	6,800	2.7 %	- 17.1 %
2000	8,500	3.4 %	25.0 %
2001	9,500	3.7 %	11.8 %
2002	13,100	5.1 %	37.9 %
2003	13,900	5.5 %	6.1 %
2004	12,700	5.0 %	- 8.6 %
2005	11,300	4.5 %	- 11.0 %
2006	10,200	4.0 %	- 9.7 %
2007	11,200	4.3 %	9.8 %
2008	14,900	5.7 %	33.0 %
2009	25,100	9.7 %	68.5 %

Source: California Employment

Development Department, Labor Market Information Division

Unemployment is not a simple count of people who are receiving unemployment insurance payments, although the EDD uses unemployment insurance recipients to help produce its estimates. Not everyone who the EDD considers to be unemployed, including those whose employment is terminated due to poor performance, is eligible for these benefits. Unemployment includes workers who have been laid off and are waiting to be called back to work, though it does not include people who are in prisons, mental hospitals, nursing homes, or those under the age of sixteen, regardless of whether they are seeking work or not.

The unemployment rate is the percent of the labor force that is unemployed. It is often used as a primary measure of economic health, although by itself, changes in the unemployment rate may misrepresent economic performance. For example, take the case of rising employment with a simultaneous rise in unemployment (a common situation in Northern California in the early 2000s). This situation typically produces an increase in the unemployment rate, even when the employment situation is improving. Therefore, employment growth or labor force growth combined with employment growth, are better measures of economic performance.

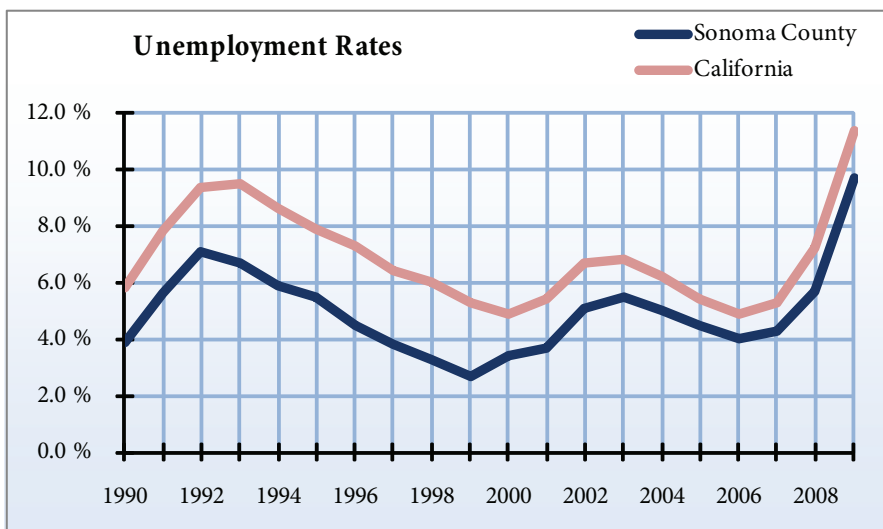
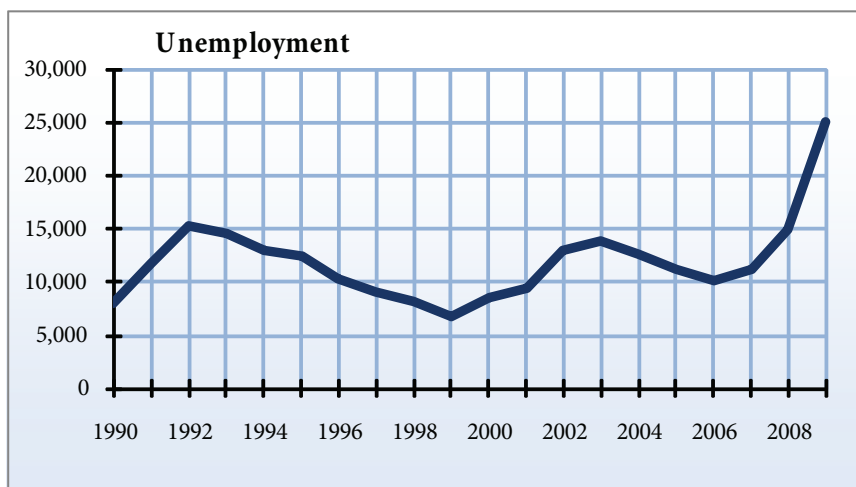
Still, the unemployment rate is a valuable community indicator. Sustained high unemployment rates typically indicate the presence of societal issues within the community, although what is considered “high” may vary from one community to the next. For communities with a high unemployment rate, social issues may vary as well. See the social indicators sections, nine through twelve, to find connections between the unemployment rate and social issues.

Another important issue exposed by unemployment statistics is the number of potentially qualified workers available in the community. As unemployment falls, employers start having a difficult time attracting qualified employees at their offered rates of pay. High-skill workers

are typically affected first, such as those in management, technical, and professional occupations, with moderate-skill workers being affected as the unemployment rate continues to fall. Results typically include higher average pay, in combination with out migration of some firms in search of the employees they can no longer find locally. The lowest unemployment rate calculated over the past ten years, or the lowest unemployment number, can be used to estimate the level at which employers have difficulty finding qualified employees. At the national level the lowest sustainable unemployment rate is called the full-employment unemployment rate, and at that rate, the remaining unemployment is not due to a lack of jobs, but rather structural, frictional, and seasonal factors.

Sonoma County

In 2007, 11,800 members of Sonoma County’s labor force were unemployed, for an unemployment rate of 4.5. Sonoma County’s unemployment rate has been consistently lower than the California average since 1990. For example, when statewide unemployment swelled to 9.5 percent in 1993, Sonoma County’s unemployment rate was at 6.7, down from a high of 7.1 percent the previous year. This number steadily decreased through 2001, before beginning to rise again, and finally dropping the three previous years. In 2007, however, the unemployment figure increased 25.5 percent.



Unemployment rate by City

Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor
2000	4.7 %	3.3 %	3.7 %	3.0 %	3.3 %	3.4 %	1.9 %	2.4 %	2.7 %
2001	5.2 %	3.6 %	4.1 %	3.3 %	3.6 %	3.7 %	2.1 %	2.6 %	3.0 %
2002	7.1 %	5.0 %	5.6 %	4.6 %	5.0 %	5.1 %	2.9 %	3.7 %	4.1 %
2003	7.6 %	5.4 %	6.1 %	5.0 %	5.3 %	5.4 %	3.2 %	3.9 %	4.4 %
2004	6.9 %	4.9 %	5.5 %	4.5 %	4.9 %	4.9 %	2.9 %	3.6 %	4.0 %
2005	6.9 %	4.7 %	5.1 %	4.0 %	4.4 %	4.4 %	2.8 %	3.6 %	3.9 %
2006	8.8 %	6.0 %	6.6 %	5.2 %	5.6 %	5.7 %	3.6 %	4.6 %	5.1 %
2007	6.7 %	4.6 %	5.0 %	3.9 %	4.2 %	4.3 %	2.7 %	3.5 %	3.8 %
2008	8.8 %	6.0 %	6.6 %	5.2 %	5.6 %	5.7 %	3.6 %	4.6 %	5.1 %
2009	14.6 %	10.2 %	11.1 %	8.9 %	9.5 %	9.7 %	6.3 %	7.9 %	8.6 %

Source: California Employment Development Department, Labor Market Information Division

3.4 Average Monthly Labor Statistics

Overview

The California Employment Development Department estimates labor market data (labor force, employment, unemployment, and the unemployment rate) for each month. The department uses the week including the twelfth of each month to determine a person's employment status. Mid-month time periods are less sensitive to changes in the overall business climate and are more representative of average conditions. For specific definitions of each measure, please see the previous three indicators in this section.

Average monthly labor statistics are used to evaluate seasonal trends in employment. Areas dependent on agriculture, forestry, or seasonal recreation tend to experience fluctuations in employment over the course of the year that cannot be observed when using the annual average

Sonoma County Average Monthly Labor Statistics, 1990-2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	238,905	226,130	12,775	5.4 %
Feb	239,730	227,110	12,610	5.3 %
Mar	240,090	227,515	12,570	5.3 %
Apr	239,870	228,100	11,765	4.9 %
May	240,555	229,205	11,370	4.7 %
Jun	242,185	229,935	12,255	5.1 %
Jul	240,240	227,565	12,690	5.3 %
Aug	242,010	229,800	12,225	5.1 %
Sep	244,175	232,760	11,425	4.7 %
Oct	245,800	234,465	11,335	4.6 %
Nov	242,965	231,350	11,635	4.8 %
Dec	242,175	230,695	11,480	4.8 %

Source: California Employment Development Department, Labor Market Information Division

Sonoma County Average Monthly Labor Statistics, 2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	259,600	237,600	22,000	8.5 %
Feb	259,800	236,300	23,500	9.1 %
Mar	259,500	234,900	24,600	9.5 %
Apr	258,200	234,700	23,500	9.1 %
May	259,000	234,700	24,300	9.4 %
Jun	258,100	232,100	26,000	10.1 %
Jul	256,700	230,000	26,700	10.4 %
Aug	258,800	232,600	26,300	10.1 %
Sep	259,600	233,900	25,800	9.9 %
Oct	258,700	232,500	26,200	10.1 %
Nov	256,000	230,000	26,000	10.2 %
Dec	253,200	227,100	26,100	10.3 %

Source: California Employment Development Department, Labor Market Information Division

as a measure. The difference in employment in the low and high months can be used to evaluate the degree to which an economy is dependent upon seasonal employment. Many seasonal employees locate temporarily (at winter ski resorts or some types of farms) and leave during the off-season, but some remain year-round and are unemployed during the months of lower employment.

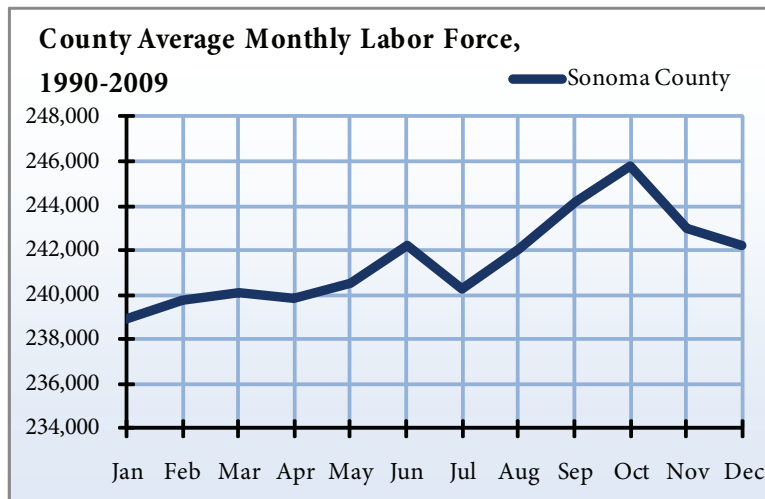
Sonoma County

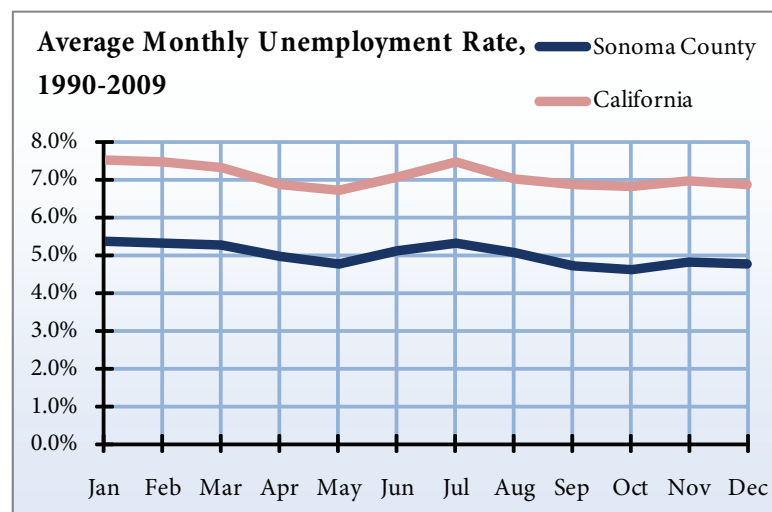
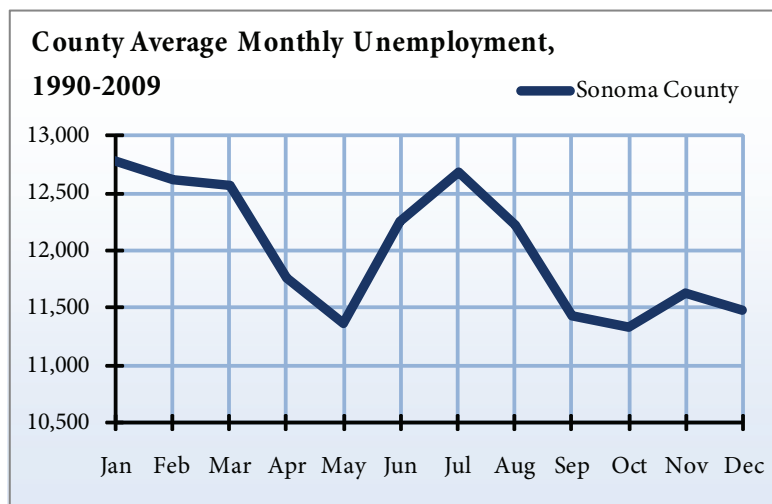
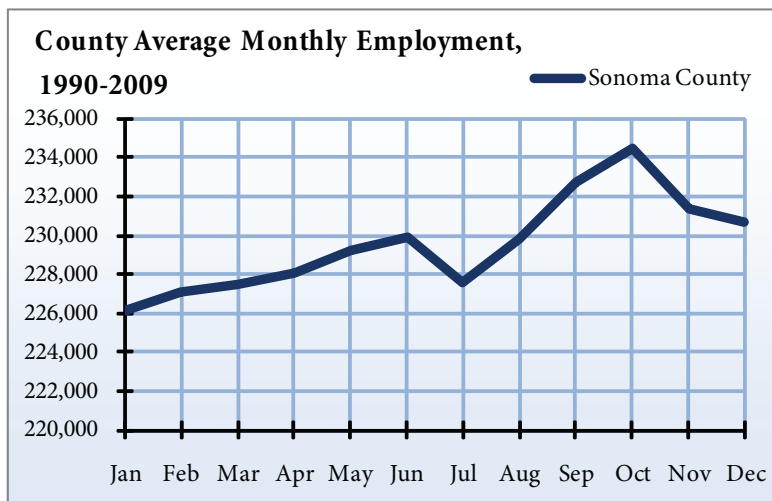
Between 1990 and 2007, unemployment was lowest in May and September through December. The highest unemployment rates occurred in January through March, peaking in January at 5.2 percent and trending downward throughout the year. In all months, the average monthly unemployment rate for Sonoma County was lower than the statewide average.

California Average Monthly Labor Statistics, 1990-2009

Month	Labor Force	Empl.	Unempl.	Unempl. Rate
Jan	16,085,287	14,881,780	1,203,523	7.5 %
Feb	16,137,333	14,945,307	1,192,027	7.4 %
Mar	16,149,107	14,973,807	1,175,313	7.3 %
Apr	16,099,450	15,002,853	1,096,597	6.9 %
May	16,126,343	15,051,397	1,074,967	6.7 %
Jun	16,233,207	15,091,097	1,142,110	7.1 %
Jul	16,356,390	15,145,223	1,211,160	7.4 %
Aug	16,321,913	15,179,517	1,142,407	7.0 %
Sep	16,233,370	15,122,543	1,110,840	6.9 %
Oct	16,283,997	15,173,163	1,110,840	6.8 %
Nov	16,261,833	15,132,967	1,128,863	7.0 %
Dec	16,248,480	15,138,770	1,109,727	6.9 %

Source: California Employment Development Department,
Labor Market Information Division





3.5 Jobs by Industry

Overview

Published by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA), this measure of jobs is by place of work; that is, where the job is being performed regardless of where its worker lives. The BEA uses business tax returns from the Internal Revenue Service to calculate jobs by industry. Therefore, each person who worked for a company for pay or profit over the course of a year is counted. That means if a person changed jobs once over the course of a year, they are counted twice—once for each company at which they worked. The same holds true for part-time and seasonal employees who hold more than one job over the course of a year. Self-employed proprietors and members of business partnerships are counted as well. A person with a full-time job who owns or co-owns a business on the side is counted for each job. Unpaid family workers and volunteers, however, are not included.

Some industries may be so small that publishing data could disclose confidential information about an individual business. The BEA will withhold data if there are fewer than four businesses or if one business is responsible for more than 80 percent of the industry's sales. If a withholding occurs, the BEA must withhold data in another category to preserve confidentiality.

Before 2000, jobs by industry was published according to the Standard Industrial Classification. In 2001, that changed to the new North American Industrial Classification (NAICS). The NAICS system of industrial classification was an improvement over the old system because it allowed the separation of important industry groups, such as recreation. Therefore, recreation is its own category starting in 2001. Before 2001, jobs in recreation were classified mostly under retail trade and services.

Job growth by industry sector is a measure of the economic diversity and stability of the local economy. A healthy economy will have a balance between industries. If too

many jobs are concentrated in one sector, a downturn in that sector could easily and rapidly weaken the economy. Job growth is an important indicator for business and government planning, allowing for a better understanding of which sectors are the major generators of jobs in the area and which sectors are continuing to grow. This can provide insight into which industries have the greatest potential for growth in the near future.

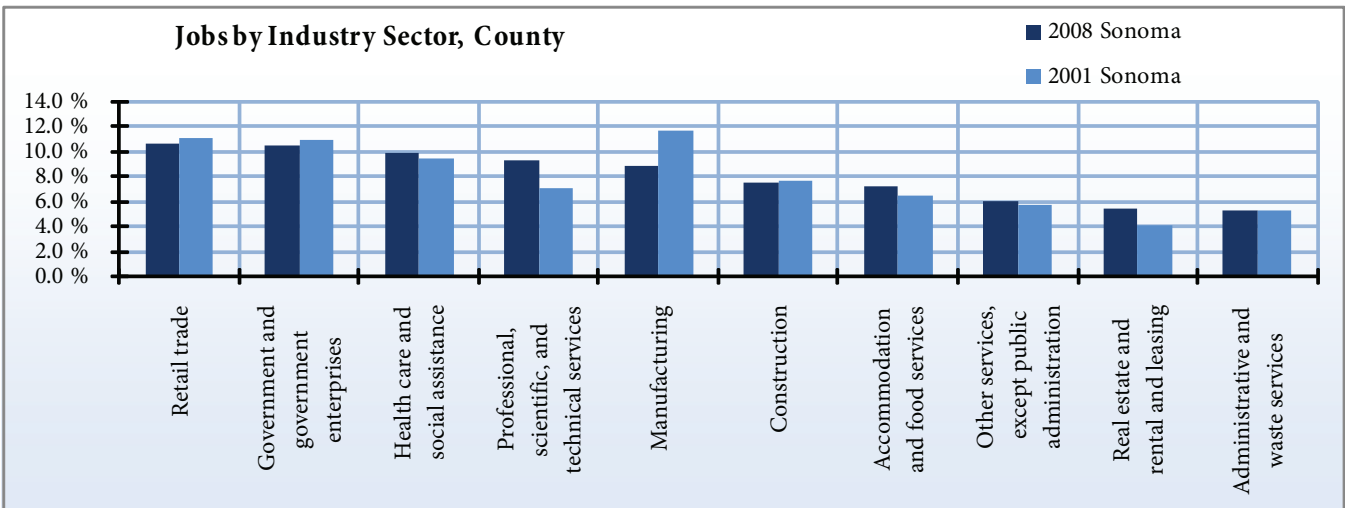
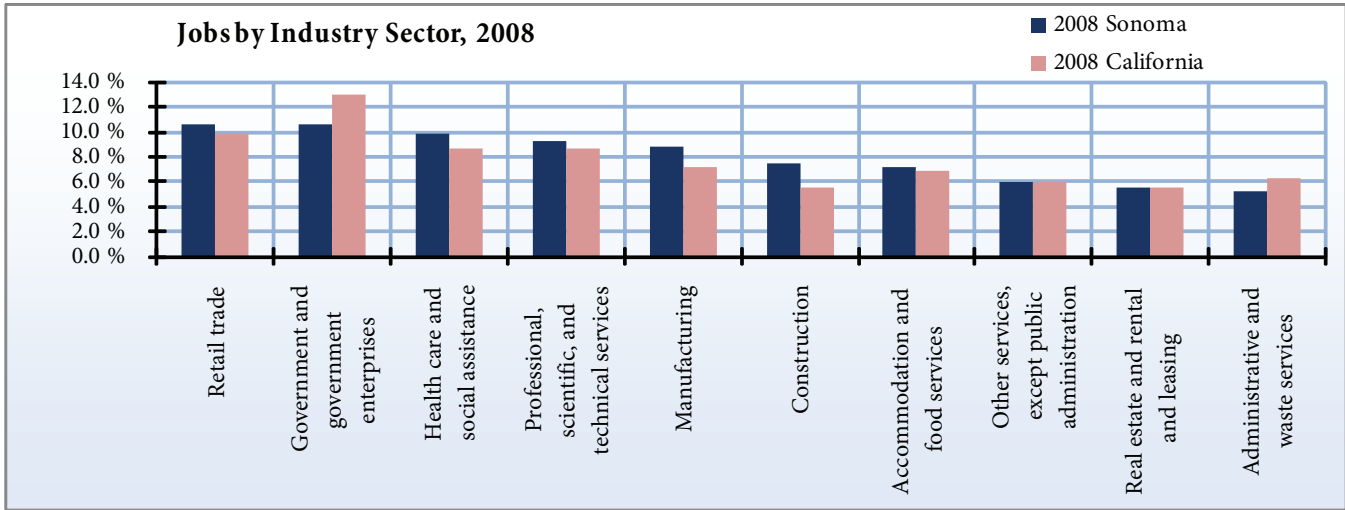
Sonoma County

The finance, insurance and real estate sector had the largest growth in employment between 2001 and 2002 in the county with a 7.6 percent increase. Recreation had approximately 3 percent growth in the county in the same time period while construction decreased nearly 4 percent. Based on the 2005 figures, educational services had the most employment growth in the services sector with a 9 percent increase. The largest decrease occurred in information services with 4 percent in the same year.

Jobs by Industry

Year	2001	2002	2003	2004	2005	2006	2007	2008
Farm jobs	9,047	9,735	8,408	7,522	6,638	6,225	6,497	6,163
Forestry, fishing, related activities, and other	1,789	1,863	1,770	1,979	2,195	2,102	2,089	2,223
Mining	558	515	505	467	431	435	530	579
Utilities	750	666	585	581	605	(D)	856	860
Construction	21,265	20,430	20,219	21,256	22,555	22,971	22,396	21,014
Manufacturing	32,517	29,189	27,657	26,933	26,154	25,559	24,757	24,983
Wholesale trade	7,414	7,487	7,600	8,303	9,376	9,500	9,585	9,712
Retail trade	30,714	30,530	30,459	30,259	30,596	30,466	30,880	29,989
Transportation and warehousing	4,714	4,756	4,671	4,787	4,541	(D)	5,398	5,390
Information	6,002	5,274	5,095	5,528	5,103	4,579	4,221	4,156
Finance and insurance	11,773	11,332	11,237	11,276	10,971	10,916	11,195	10,986
Real estate and rental and leasing	11,447	11,042	12,121	12,678	13,817	14,326	14,265	15,543
Professional, scientific, and technical services	19,453	18,673	19,019	20,737	22,309	23,044	25,215	26,252
Management of companies and enterprises	3,385	2,820	2,056	1,885	1,718	1,718	1,892	1,975
Administrative and waste services	14,860	14,435	15,500	15,915	14,996	15,405	15,247	14,768
Educational services	4,115	4,292	4,231	4,310	4,427	4,472	4,427	4,513
Health care and social assistance	26,114	26,509	25,595	26,053	25,951	26,237	27,126	27,969
Arts, entertainment, and recreation	7,146	7,231	7,106	7,508	7,642	7,624	7,605	7,970
Accommodation and food services	17,853	18,840	19,030	19,088	19,368	19,625	20,239	20,414
Other services, except public administration	15,963	16,169	16,067	16,523	16,480	16,195	16,624	16,892
Government and government enterprises	30,324	30,627	30,663	30,195	29,503	29,618	29,886	29,786
*Value of withheld "(D)" employment	0	0	0	0	0	5,693	0	0
Total Jobs	277,203	272,415	269,594	273,783	275,376	276,710	280,930	282,137

Source: U.S. Department of Commerce, Bureau of Economic Analysis



3.6 Employers by Employment Size and Industry

Overview

Each year, the U.S. Department of Commerce's Census Bureau tabulates the number of employers with employees on which taxes are paid. As with Jobs by Industry (the previous section), the tabulations are based on tax returns are collected by the Internal Revenue Service. Establishments without payroll are not included. Most businesses are non-employers, although most jobs are employee positions.

The stability of a local economy is dependent upon a diverse mix of businesses, both in terms of size and industry sector. A diverse employer mix allows an economy to weather economic downturns more easily than one that is dependent on a few types of businesses. For example, during the previous recession the Bay Area was heavily dependent upon computer technology employers when the dot-com crisis hit in 2000. The national economy experienced a small recession during a few months in 2001, but the Bay Area suffered from a much deeper economic downturn that lasted several years.

Sonoma County

In 2008, employers with one to four employees were the most common in the county, and made up 62 percent of all reported establishments. 17 percent of the reported employers in the county consisted of only five to nine members, suggesting a strong trend of small local employers in the county. By comparison, statewide employers with one to four employees made up 54 percent of all employers.

In 2008, construction establishments made up at least 15 percent of establishments in the county (compared to 8.8 percent in the state), and retail trade establishments made up over 13 percent (compared to 12.7 percent in the state). Sonoma County's employment by industry is very similar to that of the states, however, wholesale trade is lower in Sonoma County than in the state while the construction industry is considerably higher.

Number of Establishments by Employment Size and Industry, 2008

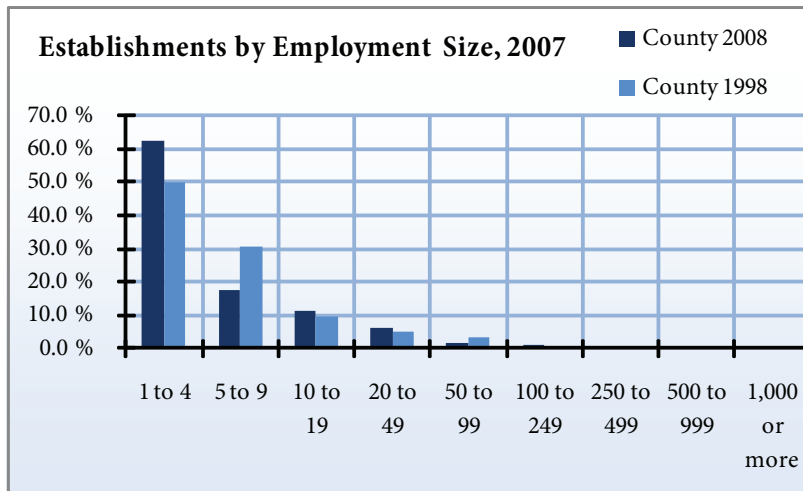
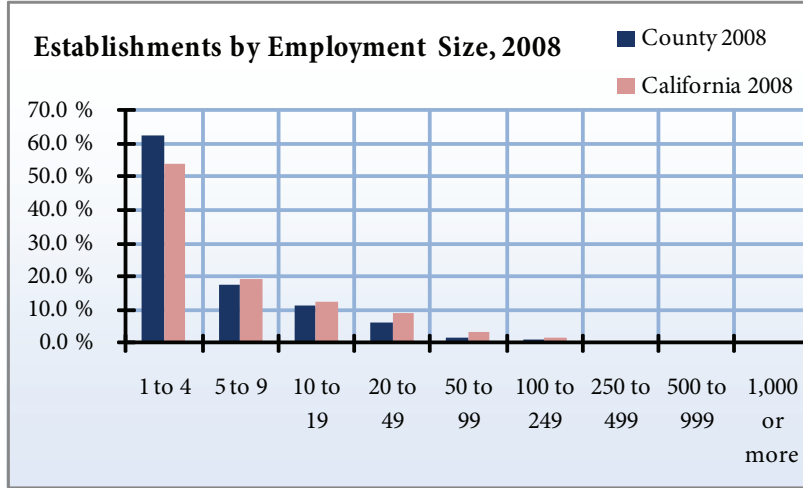
Industry	1 to 4 Empl.	5 to 9 Empl.	10-19 Empl.	20 to 49 Empl.	50 to 99 Empl.	100 to 249 Empl.	250 to 499 Empl.	500 to 999 Empl.	1,000 or more Empl.
Agriculture, Forestry, Fishing, and Hunting	50	9	7	5	3	0	0	0	0
Mining	3	2	2	4	0	0	0	0	0
Utilities	9	3	2	0	0	0	0	1	0
Construction	1,393	354	182	121	23	11	0	0	0
Manufacturing	360	152	141	130	48	37	3	1	3
Wholesale Trade	341	126	98	66	23	12	4	1	0
Retail Trade	812	495	289	146	54	48	6	0	0
Transportation and Warehousing	130	49	34	30	9	4	0	0	0
Information	121	35	31	23	12	4	1	0	0
Finance and Insurance	498	137	77	59	14	2	1	1	0
Real Estate and Rental and Leasing	487	101	51	17	5	1	0	0	0
Professional, Scientific, and Technical Services	1,102	212	140	59	16	4	0	0	0
Management of Companies and Enterprises	21	6	14	16	2	0	2	0	0
Administrative and Waste Services	419	106	69	48	27	14	0	0	0
Educational Services	81	31	23	17	8	2	0	0	0
Health Care and Social Assistance	767	364	202	104	41	30	2	2	2
Arts, Entertainment, and Recreation	108	43	26	27	13	5	1	1	0
Accommodation and Food Services	397	239	277	215	44	11	2	0	0
Other Services (except Public Administration)	636	246	113	44	14	2	1	0	0
Unclassified	0	0	0	0	0	0	0	0	0
Total Establishments	7,735	2,710	1,778	1,131	356	187	23	7	5

Source: U.S. Bureau of the Census, County Business Patterns

Number of Establishments by Employment Size and Industry, 1998

Industry	1 to 4 Empl.	5 to 9 Empl.	10-19 Empl.	20 to 49 Empl.	50 to 99 Empl.	100 to 249 Empl.	250 to 499 Empl.	500 to 999 Empl.	1,000 or more Empl.
Agriculture, Forestry, Fishing, and Hunting	43	13	2	1	1	0	0	0	0
Mining	4	3	5	4	0	0	0	0	0
Utilities	12	1	3	0	0	0	0	1	0
Construction	1,234	288	152	87	23	3	0	0	0
Manufacturing	308	146	128	130	64	32	4	2	3
Wholesale Trade	292	127	103	65	17	9	0	0	0
Retail Trade	794	487	290	125	56	42	4	0	0
Transportation and Warehousing	144	38	37	29	8	2	0	0	0
Information	111	37	26	29	8	4	4	0	0
Finance and Insurance	394	116	79	47	11	8	2	1	2
Real Estate and Rental and Leasing	437	96	40	11	0	1	1	0	0
Professional, Scientific, and Technical Services	959	202	95	52	3	5	0	0	0
Management of Companies and Enterprises	15	14	13	5	1	1	0	0	0
Administrative and Waste Services	445	108	65	44	15	21	3	0	1
Educational Services	73	27	30	16	5	3	0	0	0
Health Care and Social Assistance	823	353	166	99	41	16	7	4	1
Arts, Entertainment, and Recreation	84	36	19	28	11	5	0	0	0
Accommodation and Food Services	348	206	204	201	38	4	0	1	0
Other Services (except Public Administration)	668	233	117	54	15	0	1	0	0
Unclassified	4	3	3	4	1	2	1	0	0
Total Establishments	7,192	2,534	1,577	1,031	318	158	27	9	7

Source: U.S. Bureau of the Census, County Business Patterns



3.7 Jobs by Occupation

Overview

Every year, the California Employment Development Department produces an estimate of job growth by occupation for counties and/or workforce investment areas. These estimates include all jobs located in the county, regardless of the jobholder's place of residence. The estimates for each year give employment for the previous year.

The data is used by workforce development organizations for worker training plans to ensure job training matches the mix of expanding job functions. It is used by job seek-

ers for career planning to ensure there will be ample supply of positions. It is also used by economic development to show concentrations of certain occupations in the community to ensure that the workforce with skills required for certain critical occupations are available.

Sonoma County

There has been a decrease of 860 net jobs in Sonoma County between 2004 and 2008. This reflects the onset of the current economic recession. However, the leading categories in terms of growth remain strong. The leading occupational categories in terms of job growth were

Jobs by Occupation

Occupation	2004	2008	Percent Change
Management Occupations	9,550	10,410	9.0 %
Business and Financial Operations Occupations	7,690	8,080	5.1 %
Computer and Mathematical Occupations	3,360	3,230	- 3.9 %
Architecture and Engineering Occupations	3,980	3,870	- 2.8 %
Life, Physical, and Social Science Occupations	1,280	1,710	33.6 %
Community and Social Services Occupations	3,440	3,010	- 12.5 %
Legal Occupations	960	770	- 19.8 %
Education, Training, and Library Occupations	12,750	12,830	0.6 %
Arts, Design, Entertainment, Sports, and Media Occupations	2,250	2,250	0.0 %
Healthcare Practitioners and Technical Occupations	9,660	9,180	- 5.0 %
Healthcare Support Occupations	4,820	4,790	- 0.6 %
Protective Service Occupations	2,930	4,790	63.5 %
Food Preparation and Serving-Related Occupations	17,290	18,090	4.6 %
Building and Grounds Cleaning and Maintenance Occupations	6,900	6,610	- 4.2 %
Personal Care and Service Occupations	4,770	5,040	5.7 %
Sales and Related Occupations	20,870	20,310	- 2.7 %
Office and Administrative Support Occupations	31,800	30,560	- 3.9 %
Farming, Fishing, and Forestry Occupations	2,660	2,280	- 14.3 %
Construction and Extraction Occupations	11,120	11,160	0.4 %
Installation, Maintenance, and Repair Occupations	6,670	5,440	- 18.4 %
Production Occupations	12,290	11,580	- 5.8 %
Transportation and Material Moving Occupations	11,450	11,640	1.7 %

Source: California Employment Development Department

protective service occupations, life, physical, and social science occupations, and management occupations.

4. Income

Income affects consumer choice, local retail sales, and is an indicator of current economic conditions. Income influences buying power and income changes allow comparison of local economic performance to that of surrounding areas.

Income is one measure of the benefits to people provided by employment, government, or their own investments. It is the primary connection between employment and the overall benefit jobs provide for residents.

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4.1 Total Personal Income

Overview

Total personal income is calculated by the U.S. Department of Commerce, Bureau of Economic Analysis. It is the sum of all income collected by individuals, including but not limited to earned income, government payments, and returns on investment. It does not include personal contributions for social

insurance (such as payments to Social Security or Medicare).

Total personal income is the basis for several other income indicators in this section. Growing personal income indicates a growing economy, as long as the growth is greater than the annual average inflation

rate of 2.3 percent. The growth may be due to increasing incomes, increasing population, or some combination. See the demographics section (section one) and the indicator for per capita personal income later in this section to see which factor is more prominent.

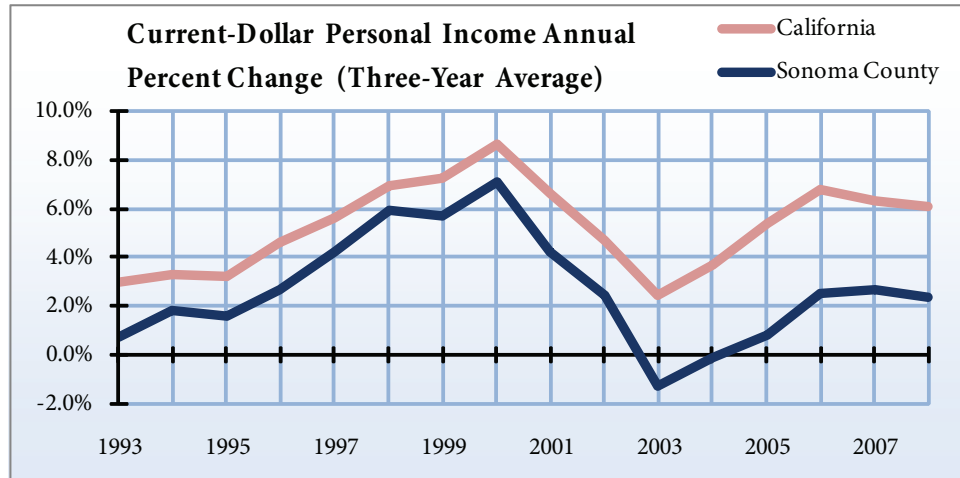
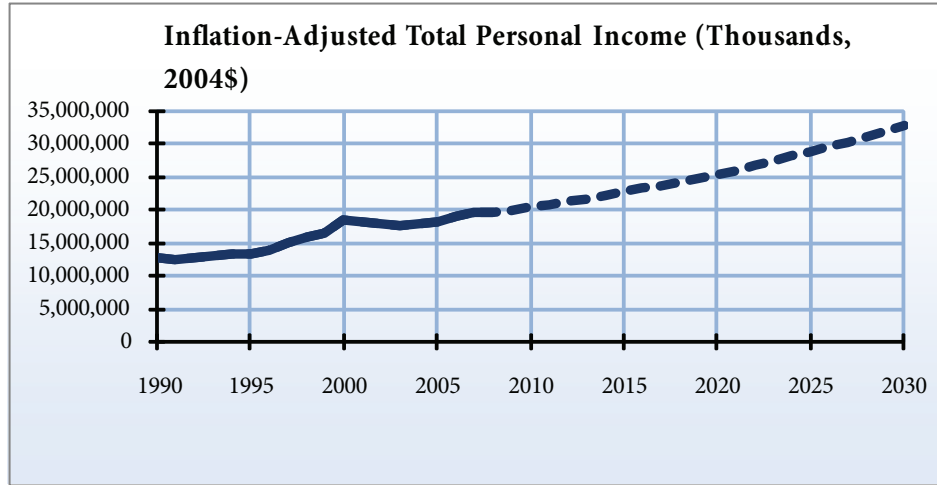
Sonoma County

The total personal income in Sonoma County was over \$18.8 billion in 2005—a 5 percent increase from the previous year. When adjusted for inflation, there was a 1.6 percent increase in spending power in the same year. Adjusted total personal income is expected to increase to over \$23 billion by 2030. This projection indicates an economy that is steadily growing, with a buyer market that will continue to gain spending power in the future.

Total Personal Income

Year	Current-dollar personal income (thousands)	1-year change	Inflation-adjusted personal income (thousands, 2004\$)	1-year change
1990	\$ 8,754,354	n/a	\$ 12,652,620	n/a
1991	\$ 9,053,468	3.4 %	\$ 12,556,535	- 0.8 %
1992	\$ 9,538,546	5.4 %	\$ 12,842,704	2.3 %
1993	\$ 9,905,633	3.8 %	\$ 12,949,302	0.8 %
1994	\$ 10,398,102	5.0 %	\$ 13,253,721	2.4 %
1995	\$ 10,859,377	4.4 %	\$ 13,460,212	1.6 %
1996	\$ 11,652,547	7.3 %	\$ 14,029,102	4.2 %
1997	\$ 12,743,027	9.4 %	\$ 14,997,868	6.9 %
1998	\$ 13,809,227	8.4 %	\$ 16,003,454	6.7 %
1999	\$ 14,614,087	5.8 %	\$ 16,570,234	3.5 %
2000	\$ 16,777,972	14.8 %	\$ 18,405,104	11.1 %
2001	\$ 16,968,675	1.1 %	\$ 18,099,281	- 1.7 %
2002	\$ 16,966,662	- 0.0 %	\$ 17,815,467	- 1.6 %
2003	\$ 17,252,954	1.7 %	\$ 17,712,408	- 0.6 %
2004	\$ 18,040,407	4.6 %	\$ 18,040,407	1.9 %
2005	\$ 18,854,400	4.5 %	\$ 18,236,539	1.1 %
2006	\$ 20,382,458	8.1 %	\$ 19,098,444	4.7 %
2007	\$ 21,415,656	5.1 %	\$ 19,510,844	2.2 %
2008	\$ 22,274,144	4.0 %	\$ 19,542,625	0.2 %
2020(p)	n/a	n/a	\$ 25,378,253	n/a
2030(p)	n/a	n/a	\$ 32,808,433	n/a

Source: California Department of Finance, Demographic Research Unit; Projections (p): Woods & Poole Economics



4.2 Components of Total Personal Income

Overview

According to the U.S. Department of Commerce, total personal income can be broken down into the following five major categories shown in this indicator: earnings by place of work; dividends, interest, and rent; personal contributions for social insurance, adjustment by place of residence, and transfer payments.

Understanding how income is earned in the community

can shed light on the structure of the local economy. If a greater proportion is in earnings by place of work, then industry performance is driving economic growth. If there is a greater proportion of adjustment by place of residence or of transfer payments, then people living in the community are importing income into the area, which means that the community's economic performance may be driven by factors currently outside the area's influence. A negative adjustment by place of residence typi-

Components of Total Personal Income (Thousands)

Year	Earnings by workplace	Dividends, interest, and rent	Transfer payments	Contributions for social insurance	Adjustments for residence	Total personal income
1990	\$ 5,024,908	\$ 2,094,857	\$ 909,333	\$ 545,952	\$ 1,271,208	\$ 8,754,354
1991	\$ 5,216,639	\$ 2,158,096	\$ 1,010,504	\$ 585,683	\$ 1,253,912	\$ 9,053,468
1992	\$ 5,525,661	\$ 2,200,447	\$ 1,155,563	\$ 613,881	\$ 1,270,756	\$ 9,538,546
1993	\$ 5,730,097	\$ 2,259,631	\$ 1,211,255	\$ 639,665	\$ 1,344,315	\$ 9,905,633
1994	\$ 6,001,525	\$ 2,433,228	\$ 1,246,550	\$ 674,141	\$ 1,390,940	\$ 10,398,102
1995	\$ 6,222,368	\$ 2,602,034	\$ 1,307,262	\$ 694,360	\$ 1,422,073	\$ 10,859,377
1996	\$ 6,722,871	\$ 2,854,483	\$ 1,372,349	\$ 728,023	\$ 1,430,867	\$ 11,652,547
1997	\$ 7,541,311	\$ 3,078,222	\$ 1,390,004	\$ 803,733	\$ 1,537,223	\$ 12,743,027
1998	\$ 8,417,390	\$ 3,270,294	\$ 1,443,748	\$ 887,405	\$ 1,565,200	\$ 13,809,227
1999	\$ 9,103,564	\$ 3,343,278	\$ 1,499,217	\$ 966,008	\$ 1,634,036	\$ 14,614,087
2000	\$ 10,433,156	\$ 3,741,829	\$ 1,573,309	\$ 1,100,964	\$ 2,130,642	\$ 16,777,972
2001	\$ 10,523,478	\$ 3,808,027	\$ 1,736,713	\$ 1,161,957	\$ 2,062,414	\$ 16,968,675
2002	\$ 10,771,094	\$ 3,542,260	\$ 1,866,250	\$ 1,197,366	\$ 1,984,424	\$ 16,966,662
2003	\$ 10,872,623	\$ 3,617,544	\$ 1,956,831	\$ 1,231,369	\$ 2,037,325	\$ 17,252,954
2004	\$ 11,572,963	\$ 3,749,697	\$ 2,039,053	\$ 1,329,994	\$ 2,008,688	\$ 18,040,407
2005	\$ 12,156,151	\$ 3,891,175	\$ 2,130,867	\$ 1,394,075	\$ 2,070,282	\$ 18,854,400
2006	\$ 12,582,114	\$ 4,762,293	\$ 2,312,296	\$ 1,423,708	\$ 2,149,463	\$ 20,382,458
2007	\$ 12,838,839	\$ 5,222,755	\$ 2,459,972	\$ 1,449,102	\$ 2,343,192	\$ 21,415,656
2008	\$ 13,344,943	\$ 5,594,668	\$ 2,626,201	\$ 1,452,301	\$ 2,160,633	\$ 22,274,144
2020(p)	\$ 14,905,116	\$ 6,508,370	\$ 3,423,826	\$ 1,723,932	\$ 2,264,873	\$ 25,378,253
2030(p)	\$ 8,871,335	\$ 8,871,335	\$ 4,486,745	\$ 2,214,125	\$ 2,772,038	\$ 32,808,433

Source: California Department of Finance, Demographic Research Unit; Projections (p): Woods & Poole Economics

cally means that the community is not providing enough opportunities to house people working in the community in terms of price, availability, or quality.

Sonoma County

Most of the county's earnings, about 60 percent, come from work directly in the county. However, this far below the portion of earnings in California. Most of the difference is the residence adjustment, meaning that county residents are bringing home a lot of income from jobs outside the county. The county also has a greater portion of earnings from dividends, interest, and rent, which is mostly returns on investment for wealthy retirees.

Earnings by place of work is the total income earned from jobs located in a given county. Based on business tax returns, these earnings can be wages, salary disbursements, other labor income, or proprietor (the owner's) income earned within the county regardless of the employee's place of residence.

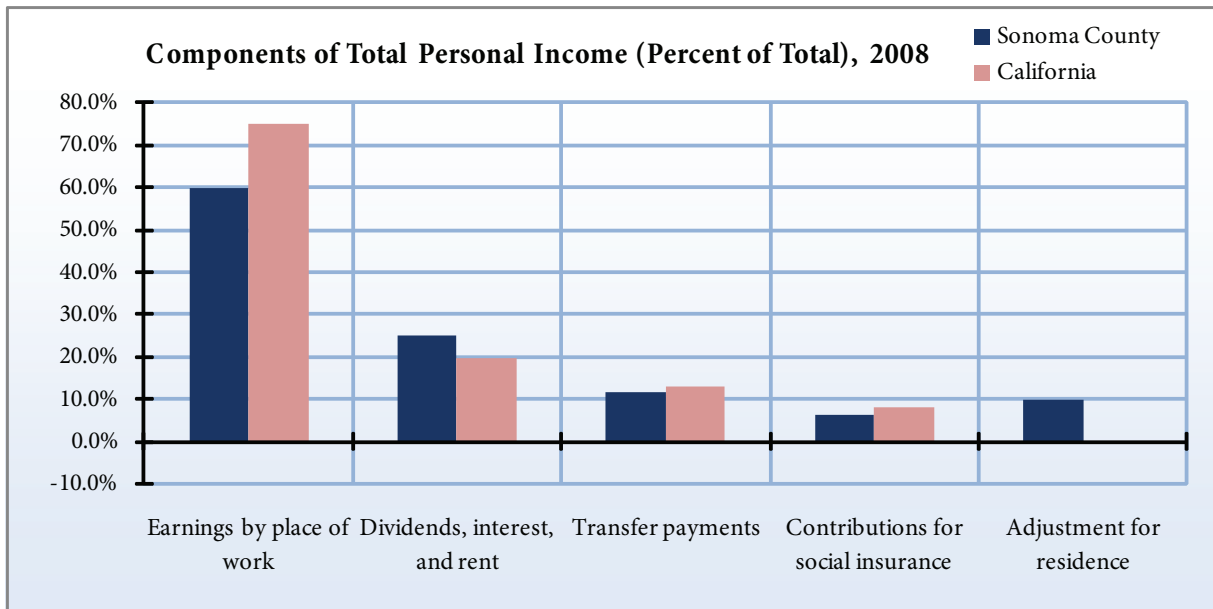
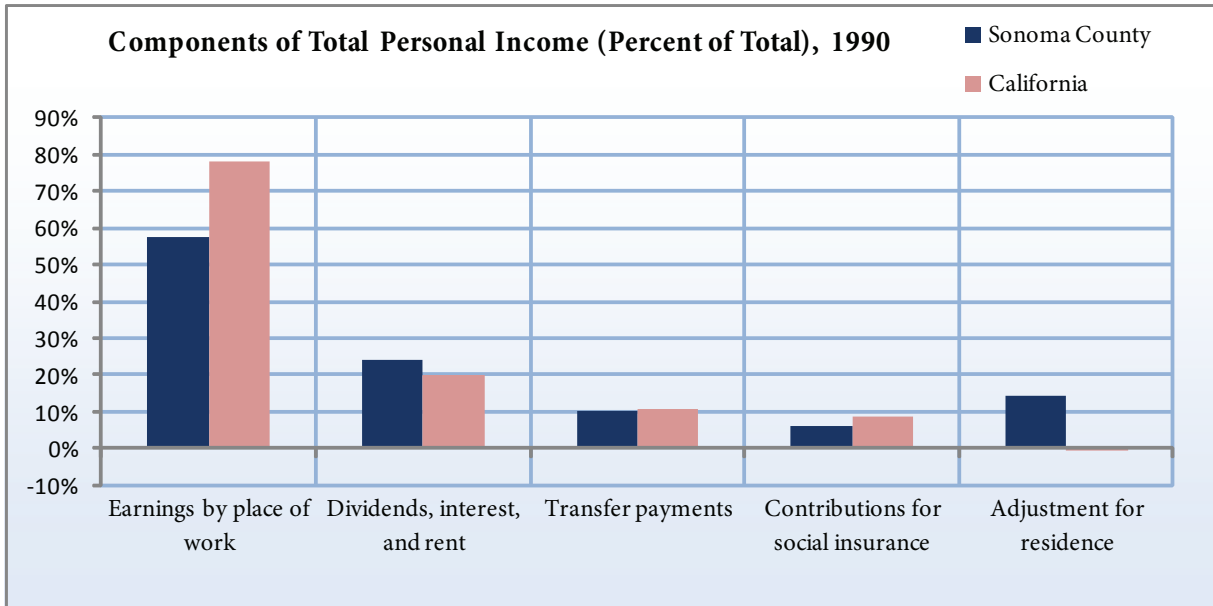
Dividends, interest, and rent are various types of returns on investments. These include payments by corporations, located at home and abroad, to U.S. resident stockholders, as well as monetary and/or imputed interest received by individuals, nonprofit institutions, estates, and trusts. An individual's income from real property rentals and royalties received from patents, copyrights, and rights to natural resources is also included.

Personal contributions for social insurance are a component of earnings, but not a component of income because the income is counted when the social insurance is received as a benefit, such as Social Security payments, rather than when it was earned. In other words, contributions are taken out of a paycheck prior to disbursement. Therefore, as a com-

ponent of personal income, this measure is always negative. These contributions include payments made by employers, employees, the self-employed, and by other individuals to programs. In addition to Social Security, payments include those to the Federal Deposit Insurance Corporation (FDIC) and Medicare.

Adjustment by place of residence is made so that total personal income is an indicator that reveals income by place of residence instead of by place of work. This is helpful when evaluating the economic well-being of people who live and work within the county, not counting commuters. Positive residence adjustments indicate that more people live in the county and work outside the county. Negative residence adjustments indicate that more people work in the county, but live outside of it.

Transfer payments are compensations for work not immediately performed. They include payments made by government and businesses to individuals and nonprofit institutions. Transfer payments include a wide variety of payments that are described in the following indicator.



4.3 Components of Transfer Payments

Overview

Transfer payments are a component of total personal income. They are payments made by the government or a business to an individual or nonprofit institution. The payment cannot be compensation for current work, or else it would be considered earnings. Returns on investments, such as dividends, interest, and rent, are not considered to be transfer payments. Transfer payments can be broken down into the following nine major categories:

from retirement and medical payments, then retirees are a relatively important part of the economy. If the greater proportion is in income maintenance and unemployment insurance payments, then there may be some social issues affecting employment growth within the community.

Understanding the routes through which transfer payments are being distributed to individuals in the community can further understanding about the structure of the economy. If a greater proportion of payments are

Components of Transfer Payments (Thousands)

Year	Ret. & disab. Insurance benefit payments	Government Payments to Individuals						Payments to non-profit institutions	Business payments to individuals
		Medical payments	Income maintenance benefit payments	Unemp. Insurance benefit payments	Veterans' benefit payments	Fed. edu. & training assistance payments	Other payments to individuals		
1990	\$ 442,813	\$ 253,432	\$ 98,661	\$ 25,976	\$ 23,794	\$ 9,024	\$ 3,022	\$ 25,217	\$ 27,394
1991	\$ 487,595	\$ 280,847	\$ 109,313	\$ 45,563	\$ 24,741	\$ 9,034	\$ 3,412	\$ 29,274	\$ 20,725
1992	\$ 521,895	\$ 346,486	\$ 122,378	\$ 77,281	\$ 25,646	\$ 10,130	\$ 3,598	\$ 31,719	\$ 16,430
1993	\$ 544,371	\$ 379,416	\$ 126,484	\$ 75,360	\$ 26,421	\$ 10,257	\$ 1,749	\$ 34,969	\$ 12,228
1994	\$ 562,254	\$ 410,246	\$ 134,086	\$ 49,568	\$ 28,305	\$ 10,441	\$ 1,848	\$ 40,036	\$ 9,766
1995	\$ 583,043	\$ 436,869	\$ 139,635	\$ 42,070	\$ 30,367	\$ 12,602	\$ 1,589	\$ 43,173	\$ 17,914
1996	\$ 608,136	\$ 471,666	\$ 143,086	\$ 35,524	\$ 33,440	\$ 12,828	\$ 1,463	\$ 42,182	\$ 24,024
1997	\$ 630,080	\$ 481,979	\$ 130,605	\$ 31,353	\$ 33,945	\$ 17,631	\$ 1,531	\$ 45,064	\$ 17,816
1998	\$ 652,757	\$ 503,596	\$ 129,085	\$ 28,987	\$ 36,224	\$ 16,377	\$ 1,412	\$ 47,255	\$ 28,055
1999	\$ 672,359	\$ 525,404	\$ 126,662	\$ 27,719	\$ 40,774	\$ 14,687	\$ 1,422	\$ 52,371	\$ 37,819
2000	\$ 713,261	\$ 544,314	\$ 129,374	\$ 26,003	\$ 39,634	\$ 13,467	\$ 2,239	\$ 53,061	\$ 51,956
2001	\$ 759,909	\$ 632,212	\$ 129,248	\$ 37,147	\$ 40,622	\$ 16,864	\$ 3,738	\$ 58,604	\$ 58,369
2002	\$ 796,252	\$ 664,224	\$ 139,051	\$ 95,099	\$ 42,864	\$ 16,927	\$ 2,260	\$ 65,825	\$ 43,748
2003	\$ 831,789	\$ 709,063	\$ 148,888	\$ 99,860	\$ 45,178	\$ 13,353	\$ 1,399	\$ 69,489	\$ 37,812
2004	\$ 874,329	\$ 774,362	\$ 157,614	\$ 77,138	\$ 46,911	\$ 14,674	\$ 1,277	\$ 75,135	\$ 17,613
2005	\$ 917,783	\$ 815,659	\$ 164,398	\$ 68,159	\$ 48,522	\$ 16,416	\$ 1,765	\$ 81,495	\$ 16,670
2006	\$ 966,529	\$ 945,668	\$ 170,344	\$ 65,511	\$ 49,092	\$ 16,776	\$ 1,436	\$ 81,043	\$ 15,897
2007	\$ 1,024,187	\$ 1,001,266	\$ 177,617	\$ 75,178	\$ 52,249	\$ 16,889	\$ 2,105	\$ 83,280	\$ 27,201

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Sonoma County

In Sonoma County, retirement and disability insurance benefit payments accounted for 43 percent of total transfer payments in 2005, compared to 33 percent in California. While medical payments increased 10 percent between 1990 and 2005, all other categories of transfer payments in the county experienced between -6 and 0.9 percent change during the same time. A similar trend occurred throughout the state, with medical payments increasing 13 percent during the same time. Total government payments to individuals in Sonoma County accounted for 52 percent of all transfer payments in 2005, similar to 63 percent in California.

Retirement and disability insurance benefit payments include the Old Age, Survivors and Disability Insurance (OASDI), commonly known as Social Security, and a variety of other programs, such as federal, state, and local government employee retirement benefits.

Medical payments include Medicare, Medicaid, and the Civilian Health and Medical Plan of the Uniformed Services program (CHAMPUS) payments.

Income maintenance benefit payments include SSI, TANF, CalWORKs, food stamps, and other income supplements.

Unemployment insurance benefit payments include state, federal, veteran, and other unemployment compensation.

Veteran benefit payments include veteran pensions, life insurance, educational assistance, and other payments to veterans and their survivors.

Federal education and training assistance payments include payments to nonveterans in the form of fellowships, loan interest subsidies, educational grants, and Job Corps payments.

Other payments to individuals include Indian affairs payments, compensation to survivors of fallen public safety officers and victims of crime or disaster, compensation for Japanese internment, and other special payments to individuals.

Payments to nonprofit institutions consist of the payments made by the federal government, state governments, local governments, and businesses to nonprofit organizations that serve individuals. These payments exclude federal government payments for work under research and development contracts.

Business payments to individuals include any payments to nonemployees and consist largely of personal injury liability payments to individuals.

4.4 Per Capita Income

Overview

Per capita income is calculated by the Bureau of Economic Analysis using its total personal income and the Census Bureau's population estimates. It is defined as total personal income divided by total population. It is one of the primary measures of economic well-being in a community. Changes in per capita income can indicate trends in a

county's standard of living, or the availability of resources to an individual, family, or society. Per capita income tends to follow the business cycle, rising during expansions and falling during contractions.

It is important to evaluate per capita income growth against inflation. Growth in excess of the inflation rate indicates

real per capita income growth. If growth is less than the rate of inflation then real per capita income levels are falling.

It is also important to evaluate relative per capita income with cost of living differentials. This comparison is reflected in the inflation-adjusted figures seen here.

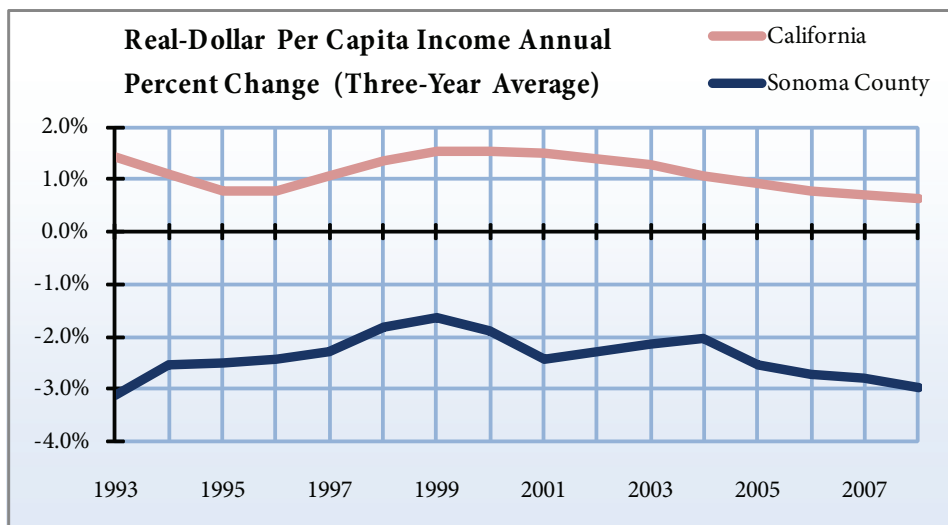
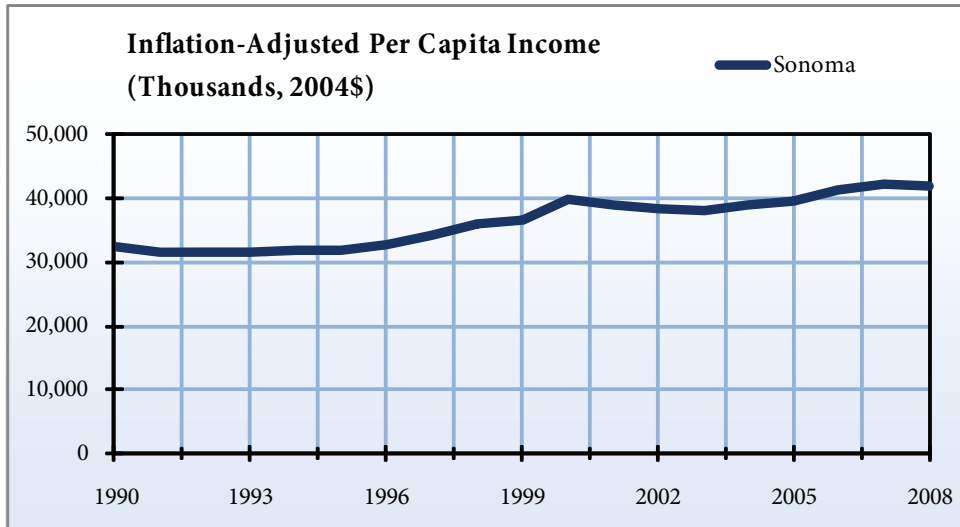
Sonoma County

The per capita income in Sonoma County in 2008 was \$46,143, 3 percent more than the previous year. When adjusted for inflation, there was a 0.6 percent decrease in per capita income, year over year. Adjusted per capita income is expected to rise to \$47,465 by 2020. Typically, the per capita income of Sonoma County has matched statewide trends, rising and falling with the California average.

Per Capita Income

Year	Current-dollar per capita income (thousands)	1-year change	Inflation-adjusted per capita income (thousands, 2004\$)	1-year change
1990	\$ 22,419	n/a	\$ 32,401	n/a
1991	\$ 22,974	2.5 %	\$ 31,864	- 1.7 %
1992	\$ 23,679	3.1 %	\$ 31,881	0.1 %
1993	\$ 24,114	1.8 %	\$ 31,523	- 1.1 %
1994	\$ 24,948	3.5 %	\$ 31,799	0.9 %
1995	\$ 25,753	3.2 %	\$ 31,921	0.4 %
1996	\$ 27,289	6.0 %	\$ 32,855	2.9 %
1997	\$ 29,353	7.6 %	\$ 34,547	5.2 %
1998	\$ 31,241	6.4 %	\$ 36,205	4.8 %
1999	\$ 32,515	4.1 %	\$ 36,867	1.8 %
2000	\$ 36,721	12.9 %	\$ 40,283	9.3 %
2001	\$ 36,527	- 0.5 %	\$ 38,960	- 3.3 %
2002	\$ 36,216	- 0.9 %	\$ 38,028	- 2.4 %
2003	\$ 36,639	1.2 %	\$ 37,615	- 1.1 %
2004	\$ 38,086	3.9 %	\$ 38,086	1.3 %
2005	\$ 39,635	4.1 %	\$ 38,336	0.7 %
2006	\$ 42,738	7.8 %	\$ 40,045	4.5 %
2007	\$ 44,715	4.6 %	\$ 40,738	1.7 %
2008	\$ 46,143	3.2 %	\$ 40,484	- 0.6 %
2020(p)	n/a	n/a	\$ 47,465	n/a
2030(p)	n/a	n/a	\$ 55,267	n/a

Source: California Department of Finance, Demographic Research Unit; Projections (p): Woods & Poole Economics



4.5 Median Household Income

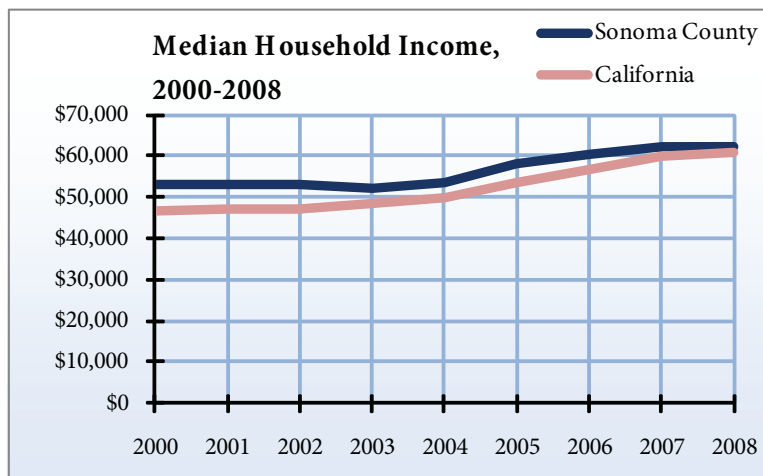
Overview

Median household income is the income level at which half of the area's households earn more and the other half earn less. It can be conceptualized as the income midpoint. It is measured every ten years and estimated annually by the U.S. Census Bureau.

Median household income is a better measure of average income than per capita income when evaluating income growth among all economic classes. Changes in per capita income may be driven by growth increases in the high income ranges only, whereas growth in median household income indicates expansion across the full range of incomes.

Sonoma County

The nominal median household income in Sonoma County in 2008 was \$62,314, compared to \$61,017 in California in the same year. This means that Sonoma County is one of the wealthier counties in the state and, consequently, its residents may have more spending power than the average Californian.



Median Household Income (Nominal)

Year	County	California
2000	\$ 53,193	\$ 46,836
2001	\$ 52,873	\$ 47,064
2002	\$ 53,230	\$ 47,323
2003	\$ 52,088	\$ 48,440
2004	\$ 53,645	\$ 49,894
2005	\$ 58,110	\$ 53,627
2006	\$ 60,656	\$ 56,646
2007	\$ 62,279	\$ 59,928
2008	\$ 62,314	\$ 61,017

Source: U.S. Department of Commerce, Bureau of the Census

4.6 Poverty Rate

Overview

Poverty is a situation where people do not earn enough income to achieve a basic standard of living considered acceptable by society. Measurement of poverty is challenging in general because an assumption must be made about the standard of living society considers acceptable. The U.S. Census Bureau measures poverty as that level of income where a household is able to live in a community with an average cost of living and spend no more than 30 percent of their income on basic food items and 35 percent on basic housing. This measure is controversial because of disagreements over the assumed standard of living and the higher average cost of living in some areas, especially in California.

Poverty status is defined for each household; either everyone or no one in the household is in poverty. The characteristics of the household used to determine poverty status are: number of people, number of related children under 18, and whether the primary householder is over age 65. If a family's total income is less than the poverty threshold, then that family is considered to be impoverished. The poverty thresholds do not change geographically, but they are updated annually for inflation using Consumer Price Index (CPI-U). The official poverty definition includes money income before taxes and does not include capital gains or noncash benefits, such as public housing, Medi-Cal, or food stamps.

Poverty is not defined for people in military barracks, institutional group quarters (such as prisons or nursing homes), or for unrelated individuals under the age of 15, such as foster children.

A high poverty rate in an area can indicate social issues within the community. It may also indicate a scarcity of available employment. The poverty rate also affects such indicators as educational attainment and cost of living.

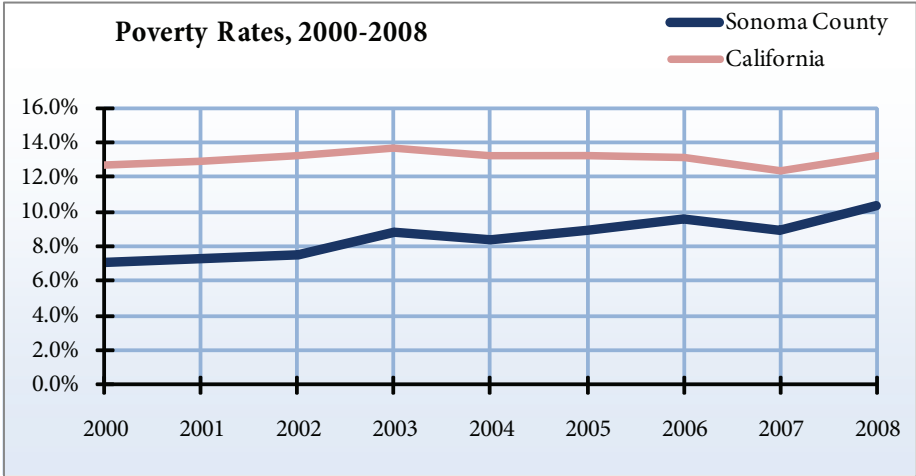
Sonoma County

The average poverty rate in Sonoma County in 2000 was 7.1 percent, well below the statewide average of 12.7 percent. By 2008, the county poverty rate was up to 10.4 percent—compared to 13.3 percent statewide. The overall low poverty rate in Sonoma County, in comparison to the state, is indicative of a thriving economy and good employment opportunities in the area.

Poverty Rates

Year	County	California
2000	7.1 %	12.7 %
2001	7.3 %	12.9 %
2002	7.5 %	13.3 %
2003	8.8 %	13.7 %
2004	8.4 %	13.2 %
2005	8.9 %	13.3 %
2006	9.6 %	13.1 %
2007	8.9 %	12.4 %
2008	10.4 %	13.3 %

Source: U.S. Department of Commerce, Bureau of the Census



4.7 Business Taxable Sales

Overview

The taxable sales indicator is the value of all transactions subject to sales and use tax in California. Collected and published by the California Board of Equalization, sales and use taxes are imposed on the sale and use of tangible personal property. Total taxable sales do not necessarily reflect the gross sales of retail businesses because not all transactions are subject to sales and use tax, including nonprepared food items, prescription medicines, and services, whether or not the service is tied to the sale of a taxed product.

Taxable sales generate a substantial amount of income for local and state governments; however, rather than reflecting the revenue earned by a local government, taxable sales act as a gauge for consumer spending and local economic performance. Compared with total population, this is a helpful indicator for retail businesses to measure the potential for sales volume in a certain area. Changes in taxable sales are a measure of changes in both local government revenue and the economic health of the area.

NOTE: There is a lag time of one year and one quarter in the availability of the following data.

Sonoma County

In 2008, total taxable sales in Sonoma County were nearly \$7.4 billion, and retail sales made up 68 percent of that total. The city of Santa Rosa brought in over \$2.7 billion in taxable sales, or 37 percent of the county total. Taxable sales increased 161 percent in Windsor between 1998 and 2008, and 125 percent in the city of Cotati.

Total Taxable Retail Sales and Total Taxable Sales (Thousands)

Year	Taxable retail sales	Total taxable sales
1997	\$ 3,427,282	\$ 4,989,888
1998	\$ 3,646,318	\$ 5,383,612
1999	\$ 4,105,328	\$ 6,017,754
2000	\$ 4,633,471	\$ 6,823,544
2001	\$ 4,740,829	\$ 6,819,365
2002	\$ 4,749,946	\$ 6,702,865
2003	\$ 4,898,707	\$ 6,796,205
2004	\$ 5,188,586	\$ 7,189,087
2005	\$ 5,426,633	\$ 7,622,099
2006	\$ 5,500,588	\$ 7,894,595
2007	\$ 5,404,597	\$ 7,877,195
2008	\$ 5,009,164	\$ 7,369,109

Source: California Board of Equalization

Total Taxable Sales (Thousands)

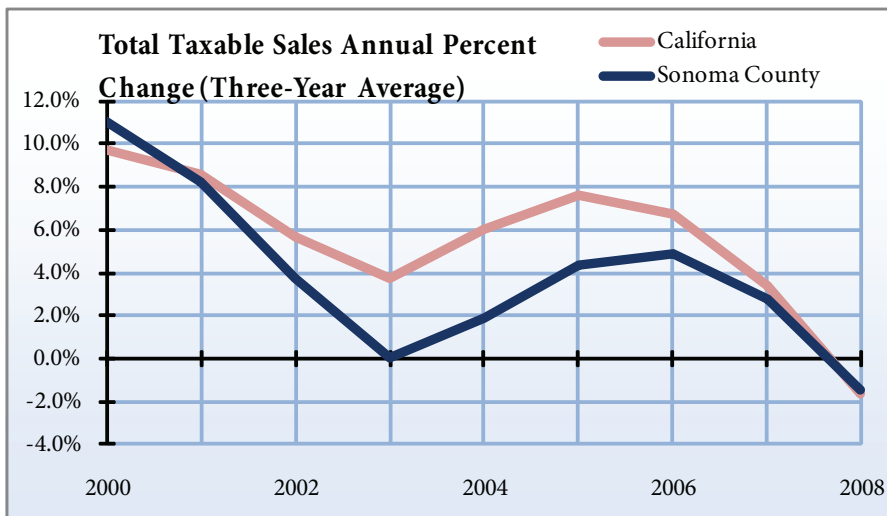
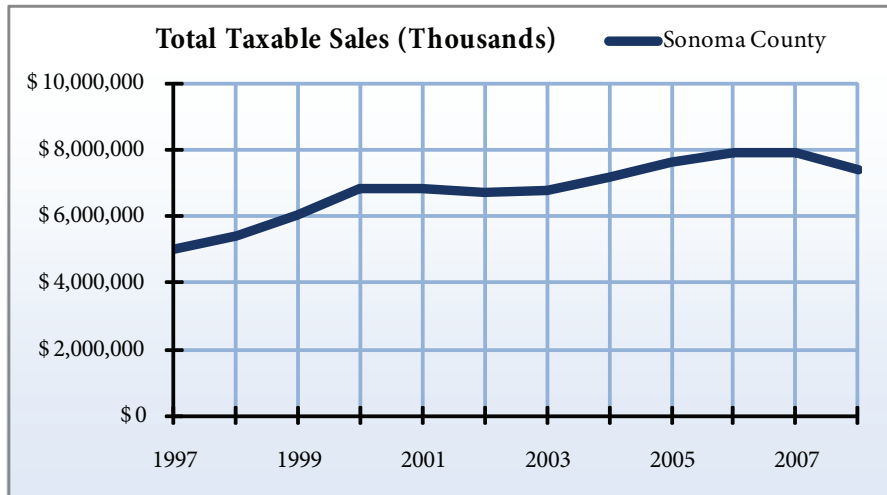
Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park
1997	\$ 25,834	\$ 72,490	\$ 180,534	\$ 662,587	\$ 422,148
1998	\$ 26,352	\$ 77,450	\$ 193,609	\$ 726,250	\$ 457,144
1999	\$ 30,276	\$ 90,365	\$ 214,241	\$ 833,488	\$ 488,604
2000	\$ 34,633	\$ 97,887	\$ 235,848	\$ 979,770	\$ 571,927
2001	\$ 40,580	\$ 102,342	\$ 252,930	\$ 939,723	\$ 559,174
2002	\$ 39,817	\$ 103,134	\$ 259,158	\$ 922,657	\$ 564,259
2003	\$ 41,027	\$ 105,203	\$ 258,652	\$ 927,744	\$ 631,084
2004	\$ 40,867	\$ 119,973	\$ 268,409	\$ 979,562	\$ 668,026
2005	\$ 44,130	\$ 125,465	\$ 289,534	\$ 1,016,393	\$ 692,353
2006	\$ 49,252	\$ 183,501	\$ 302,406	\$ 1,064,296	\$ 700,873
2007	\$ 55,823	\$ 200,850	\$ 304,704	\$ 1,054,042	\$ 677,642
2008	\$ 55,606	\$ 163,163	\$ 309,657	\$ 977,480	\$ 632,234

Source: California Board of Equalization

Total Taxable Sales (Thousands)

Santa Rosa	Sebastopol	Sonoma	Windsor
\$ 2,037,561	\$ 107,619	\$ 144,452	\$ 119,130
\$ 2,221,714	\$ 112,588	\$ 148,999	\$ 129,616
\$ 2,451,113	\$ 122,099	\$ 166,197	\$ 175,010
\$ 2,757,431	\$ 133,528	\$ 179,575	\$ 197,220
\$ 2,725,863	\$ 147,449	\$ 190,742	\$ 230,874
\$ 2,634,323	\$ 144,670	\$ 195,988	\$ 260,039
\$ 2,662,373	\$ 140,114	\$ 194,687	\$ 276,955
\$ 2,796,110	\$ 147,054	\$ 206,546	\$ 301,385
\$ 2,967,250	\$ 146,576	\$ 206,610	\$ 332,729
\$ 2,995,739	\$ 140,141	\$ 208,216	\$ 350,914
\$ 2,945,933	\$ 139,165	\$ 215,424	\$ 335,604
\$ 2,705,824	\$ 137,977	\$ 213,002	\$ 311,212

Source: California Board of Equalization



Taxable Retail Sales (Thousands)

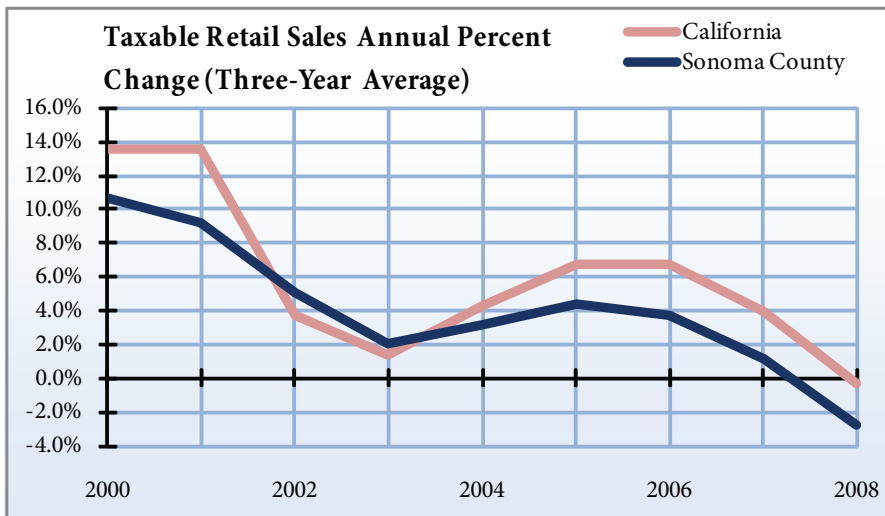
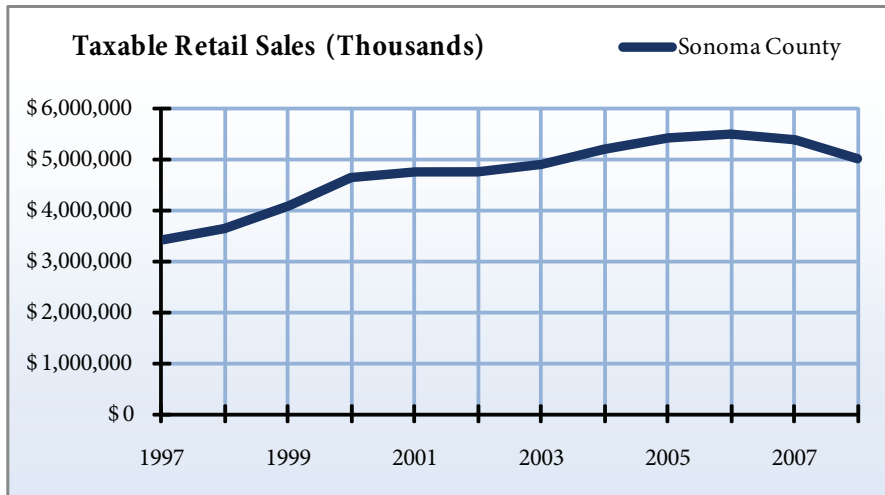
Year	Cloverdale	Cotati	Healdsburg	Petaluma	Rohnert Park
1997	\$ 22,418	\$ 46,075	\$ 140,084	\$ 474,319	\$ 335,059
1998	\$ 22,939	\$ 48,241	\$ 138,336	\$ 513,726	\$ 345,140
1999	\$ 26,349	\$ 54,351	\$ 153,107	\$ 600,992	\$ 376,995
2000	\$ 29,898	\$ 60,495	\$ 173,654	\$ 684,572	\$ 430,613
2001	\$ 31,214	\$ 69,248	\$ 190,900	\$ 692,390	\$ 434,583
2002	\$ 29,921	\$ 68,735	\$ 199,349	\$ 696,730	\$ 473,832
2003	\$ 31,350	\$ 71,385	\$ 204,705	\$ 711,576	\$ 540,846
2004	\$ 33,337	\$ 74,230	\$ 211,751	\$ 752,037	\$ 580,312
2005	\$ 37,426	\$ 78,678	\$ 222,790	\$ 773,869	\$ 595,588
2006	\$ 39,846	\$ 122,040	\$ 223,488	\$ 778,792	\$ 601,105
2007	\$ 42,015	\$ 131,900	\$ 222,706	\$ 757,943	\$ 573,890
2008	\$ 42,856	\$ 119,664	\$ 209,369	\$ 693,168	\$ 530,148

Source: California Board of Equalization

Taxable Retail Sales (Thousands)

Santa Rosa	Sebastopol	Sonoma	Windsor
\$ 1,687,829	\$ 82,394	\$ 128,224	\$ 43,348
\$ 1,843,736	\$ 85,786	\$ 133,896	\$ 49,348
\$ 2,053,774	\$ 91,170	\$ 147,728	\$ 82,263
\$ 2,290,456	\$ 103,619	\$ 159,267	\$ 102,737
\$ 2,305,779	\$ 117,455	\$ 169,515	\$ 135,260
\$ 2,242,317	\$ 121,379	\$ 168,576	\$ 168,021
\$ 2,273,503	\$ 117,535	\$ 167,465	\$ 188,024
\$ 2,398,821	\$ 122,933	\$ 175,175	\$ 212,079
\$ 2,495,408	\$ 124,083	\$ 179,276	\$ 227,576
\$ 2,478,832	\$ 119,391	\$ 179,636	\$ 238,632
\$ 2,429,588	\$ 117,086	\$ 187,071	\$ 226,925
\$ 2,216,633	\$ 113,547	\$ 185,428	\$ 213,378

Source: California Board of Equalization



4.8 Earnings by Industry

Overview

Earnings by industry is the total personal earnings from jobs in individual industries. It is not equivalent to the total revenue a business generates. The total earnings of an industry are calculated by taking the sum of three components: wage and salary disbursements, supplements to wages and salaries, and proprietor income.

Earnings by industry serves as a proxy and allows comparisons between industries or geographic areas because sales by industry are not reliably available at the county level.

Growth in earnings by industry can provide some insight into the relative competitiveness of an industry in a local economy, as well as which industries have the potential for expansion. For example, if the proportion of an industry's earnings is higher than in the state, then there is likely a competitive advantage to that industry's location in the county. Locations where an industry has a competitive advantage and/or has been growing rapidly in the past may have greater potential for expansion in the near future.

NOTE: (D) Figure not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

Sonoma County

In 2008, the farm sector was the largest industry in Sonoma County, 10 percent of Sonoma County's total earnings. Manufacturing made up another 7.7 percent of earnings, while the government sector made up 7.2 percent of earnings in the same year.

Between 2007 and 2008, the other services, except public administration sector saw a 57 percent increase in earnings in Sonoma County, the highest increase in the county. Arts, entertainment, and recreation experienced the next highest increase in the county, with 36 percent, in the same year.

Earnings by Industry (Millions)

Industry	2001	2002	2003	2004	2005	2006	2007	2008
Farm	\$ 1,555	\$ 1,621	\$ 1,696	\$ 1,848	\$ 2,018	\$ 2,021	\$ 1,923	\$ 2,285
Forestry, fishing, related activities, and other	\$ 48	\$ 45	\$ 53	\$ 57	\$ 66	\$ 68	\$ 68	\$ 71
Mining	\$ 35	\$ 39	\$ 29	\$ 31	\$ 30	\$ 28	\$ 32	\$ 25
Utilities	\$ 66	\$ 54	\$ 59	\$ 66	\$ 65	\$ 0	\$ 89	\$ 112
Construction	\$ 1,057	\$ 1,074	\$ 1,094	\$ 1,217	\$ 1,342	\$ 1,433	\$ 1,386	\$ 1,360
Manufacturing	\$ 1,804	\$ 1,762	\$ 1,715	\$ 1,755	\$ 1,734	\$ 1,756	\$ 1,687	\$ 1,706
Wholesale trade	\$ 365	\$ 389	\$ 407	\$ 470	\$ 562	\$ 605	\$ 640	\$ 672
Retail trade	\$ 894	\$ 917	\$ 923	\$ 937	\$ 981	\$ 988	\$ 1,008	\$ 1,046
Transportation and warehousing	\$ 173	\$ 188	\$ 186	\$ 216	\$ 208	\$ 0	\$ 248	\$ 247
Information	\$ 369	\$ 350	\$ 331	\$ 352	\$ 296	\$ 288	\$ 241	\$ 239
Finance and insurance	\$ 528	\$ 585	\$ 596	\$ 627	\$ 611	\$ 652	\$ 621	\$ 588
Real estate and rental and leasing	\$ 324	\$ 342	\$ 381	\$ 384	\$ 427	\$ 402	\$ 366	\$ 253
Professional, scientific, and technical services	\$ 823	\$ 791	\$ 834	\$ 921	\$ 1,159	\$ 1,274	\$ 1,368	\$ 1,407
Management of companies and enterprises	\$ 294	\$ 201	\$ 124	\$ 120	\$ 113	\$ 105	\$ 125	\$ 146
Administrative and waste services	\$ 395	\$ 400	\$ 428	\$ 499	\$ 419	\$ 437	\$ 441	\$ 454
Educational services	\$ 69	\$ 77	\$ 77	\$ 79	\$ 83	\$ 85	\$ 90	\$ 98
Health care and social assistance	\$ 1,015	\$ 1,117	\$ 1,138	\$ 1,232	\$ 1,313	\$ 1,370	\$ 1,470	\$ 1,607
Arts, entertainment, and recreation	\$ 82	\$ 96	\$ 100	\$ 113	\$ 116	\$ 125	\$ 118	\$ 160
Accommodation and food services	\$ 293	\$ 333	\$ 350	\$ 365	\$ 391	\$ 404	\$ 435	\$ 486
Other services, except public administration	\$ 349	\$ 375	\$ 388	\$ 396	\$ 406	\$ 410	\$ 430	\$ 676
Government and government enterprises	\$ 1,374	\$ 1,480	\$ 1,543	\$ 1,605	\$ 1,665	\$ 1,736	\$ 1,843	\$ 1,898
*Value of withheld "(D)" employment	\$ 5,057	\$ 4,732	\$ 4,803	\$ 4,750	\$ 4,848	\$ 6,194	\$ 6,787	\$ 6,737
Total Earnings	\$ 16,969	\$ 16,967	\$ 17,253	\$ 18,040	\$ 18,854	\$ 20,382	\$ 21,416	\$ 22,274

Source: U.S. Department of Commerce, Bureau of Economic Analysis

*In 2001, the Standard Industrial Classification (SIC) System was converted to the North American Industrial Classification System (NAICS).

4.9 Wages by Occupation

Overview

Every year, the California Employment Development Department produces an estimate of wages by occupation for counties and/or workforce investment areas. These estimates include average wages in the area for each occupation, as determined by the most recent state occupational survey. The data covers all jobs located in the county, regardless of the jobholder's place of residence.

The concept behind “livable wages” dictates promoting jobs that pay enough for the jobholder to achieve a baseline standard of living. Wages by occupation help analysts understand which occupational categories are more likely to produce livable wages. It is these categories that are traditionally targeted for growth by local economic development. Wages by occupation also indicates which occupational categories have a competitive pay range compared to the state average.

Sonoma County

Management and legal occupations tend to the highest-paid general categories in Sonoma County. Occupations in Sonoma County bringing lower pay than the California average include management; architecture and engineering; and arts, design, entertainment, sports, and media occupations.

Wages by Occupation

Occupation	Mean Hourly Wage	Mean 2009 Annual Pay	Mean 2009 CA Pay	Percent of CA Pay
Management Occupations	\$ 49.27	\$ 102,482	\$ 113,577	90.2 %
Business and Financial Operations Occupations	\$ 32.48	\$ 67,574	\$ 72,127	93.7 %
Computer and Mathematical Occupations	\$ 40.41	\$ 84,051	\$ 85,391	98.4 %
Architecture and Engineering Occupations	\$ 36.45	\$ 75,807	\$ 84,968	89.2 %
Life, Physical, and Social Science Occupations	\$ 35.49	\$ 73,807	\$ 73,494	100.4 %
Community and Social Services Occupations	\$ 21.99	\$ 45,749	\$ 50,259	91.0 %
Legal Occupations	\$ 55.55	\$ 115,534	\$ 110,242	104.8 %
Education, Training, and Library Occupations	\$ 25.76	\$ 53,583	\$ 56,806	94.3 %
Arts, Design, Entertainment, Sports, and Media Occupations	\$ 22.55	\$ 46,904	\$ 63,417	74.0 %
Healthcare Practitioners and Technical Occupations	\$ 39.08	\$ 81,277	\$ 81,624	99.6 %
Healthcare Support Occupations	\$ 15.90	\$ 33,071	\$ 30,307	109.1 %
Protective Service Occupations	\$ 25.43	\$ 52,893	\$ 49,769	106.3 %
Food Preparation and Serving-Related Occupations	\$ 10.77	\$ 22,401	\$ 21,709	103.2 %
Building and Grounds Cleaning and Maintenance Occupations	\$ 13.55	\$ 28,171	\$ 27,051	104.1 %
Personal Care and Service Occupations	\$ 14.34	\$ 29,833	\$ 26,893	110.9 %
Sales and Related Occupations	\$ 19.08	\$ 39,693	\$ 38,760	102.4 %
Office and Administrative Support Occupations	\$ 18.26	\$ 37,968	\$ 36,555	103.9 %
Farming, Fishing, and Forestry Occupations	\$ 11.86	\$ 24,672	\$ 20,691	119.2 %
Construction and Extraction Occupations	\$ 26.83	\$ 55,803	\$ 49,734	112.2 %
Installation, Maintenance, and Repair Occupations	\$ 23.51	\$ 48,891	\$ 46,453	105.2 %
Production Occupations	\$ 17.07	\$ 35,500	\$ 32,237	110.1 %
Transportation and Material Moving Occupations	\$ 15.53	\$ 32,301	\$ 32,522	99.3 %

Source: California Employment Development Department

5. Agriculture

In certain areas of Northern California, agricultural production constitutes a significant portion of the economic base. The relative importance of agricultural production in an area affects the volatility of the local economy and determines what businesses are successful. Areas particularly dependent on a few agricultural crops can experience considerable instability in their economic performance as commodity prices fluctuate. In addition, seasonal unemployment is more pervasive in economies with a large agricultural sector, raising the average annual unemployment rate.

Sonoma County is located in a rich winemaking region with grapes being the primary cash crop in the area. Not only are more grapes harvested each year than any other crop in the county, they also fetch one of the highest prices in the market. The high value and abundant quantity of grapevines in Sonoma County have accounted for a significant portion of the county's agricultural economy and overall financial stability.

All information for this section was collected from the California Agricultural Statistics Service. It should be noted that the California Agricultural Statistics Service compiles data from each county's agricultural commissioner, who in turn collects data from farmers. In some cases, crops are classified under varying titles from year to year and deadlines are not always met for reporting information; therefore, some discrepancies exist in historical data and no crop specific historical data was analyzed in this section.

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5.1 Harvested Acreage

Overview

Total harvested acreage is the amount of land that is harvested for agricultural products in a given year. This includes field crops, vegetable crops, seed crops, with pasture and rangeland included. Harvested acreage can fluctuate due to flooding, severe storms, fields that are left fallow for a season, government programs and regulations, pest control, and other factors. The county agricultural commissioner collects this data and reports it to the

Total Harvested Acreage

Year	Total Acres Harvested	Percent of Total Land Area
1990	457,600	45.4 %
1991	458,809	45.5 %
1992	460,320	45.6 %
1993	462,539	45.9 %
1994	455,262	45.1 %
1995	448,536	44.5 %
1996	446,693	44.3 %
1997	447,322	44.4 %
1998	446,093	44.2 %
1999	448,649	44.5 %
2000	446,796	44.3 %
2001	448,964	44.5 %
2002	446,900	44.3 %
2003	604,726	60.0 %
2004	476,602	47.3 %
2005	441,555	43.8 %
2006	425,270	42.2 %
2007	422,788	41.9 %
2008	420,317	41.7 %

Source: California Agricultural Statistics Service, California Department of Finance

California Department of Food and Agriculture.

A decline in agricultural land availability may indicate urban expansion, a permanent removal of land from the production cycle. In some cases, crop types such as vines and orchards must grow for three to four years before being harvested, creating a cyclical pattern in harvested acreage. Therefore, evaluation of long-term patterns is more revealing than year-to-year comparisons.

NOTE: Estimates of harvested acreage can fluctuate primarily due to fluctuations in range pasture acreage. New county agricultural commissioners sometimes employ different methods for estimating range pasture than their predecessors.

Sonoma County

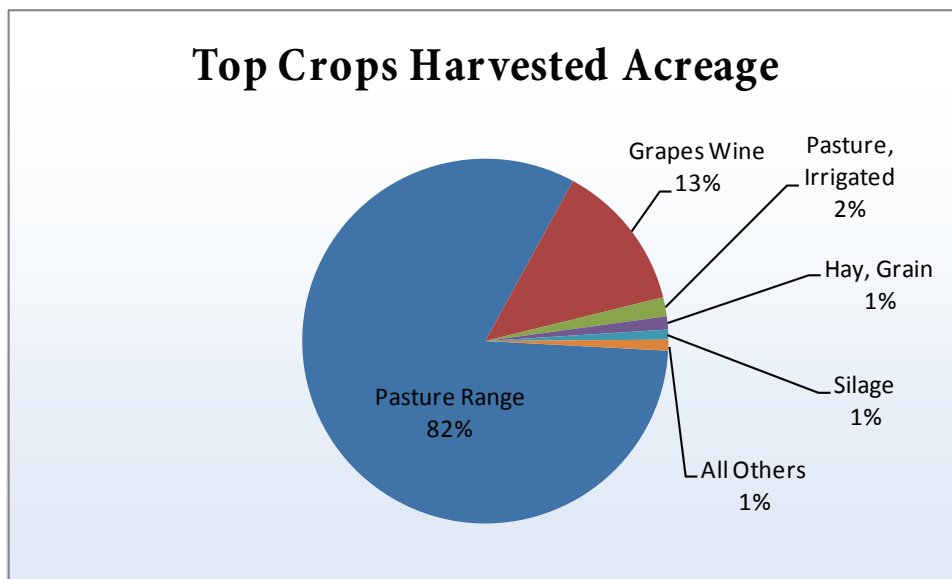
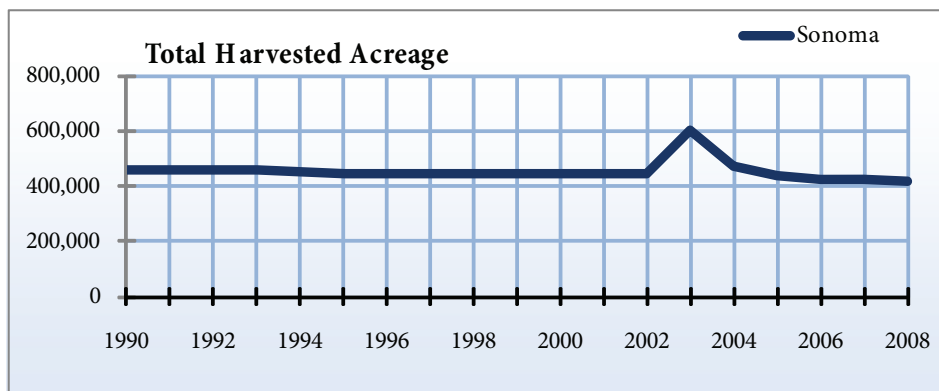
A total of 420,317 acres of land was harvested in Sonoma County in 2008, which accounted for nearly 42 percent of the land area in the county. This was a decrease of 0.6 percent from the preceding year, following a trend of 5 straight years with a decrease in harvested acreage.

Top Crops Harvested Acreage

Crop	Percent of	
	2008	Total
Pasture Range	345,272	82.1 %
Grapes Wine	55,431	13.2 %
Pasture, Irrigated	6,997	1.7 %
Hay, Grain	4,896	1.2 %
Silage	3,711	0.9 %
Apples, All	2,840	0.7 %
Hay, Wild	316	0.1 %
Corn, Silage	304	0.1 %
Oats, Grain	302	0.1 %
Hay, Green Chop	248	0.1 %

Source: California Agricultural Statistics Service

Pasture range was the dominant harvested crop in Sonoma County, with over 345,272 acres harvested in 2008. This accounted for about 82 percent of Sonoma County's total harvested acreage. Wine Grapes was the dominant crop in terms of land use, with 55,431 acres in 2008, 13 percent of the county's harvested acreage.



5.2 Value of Agricultural Production

Overview

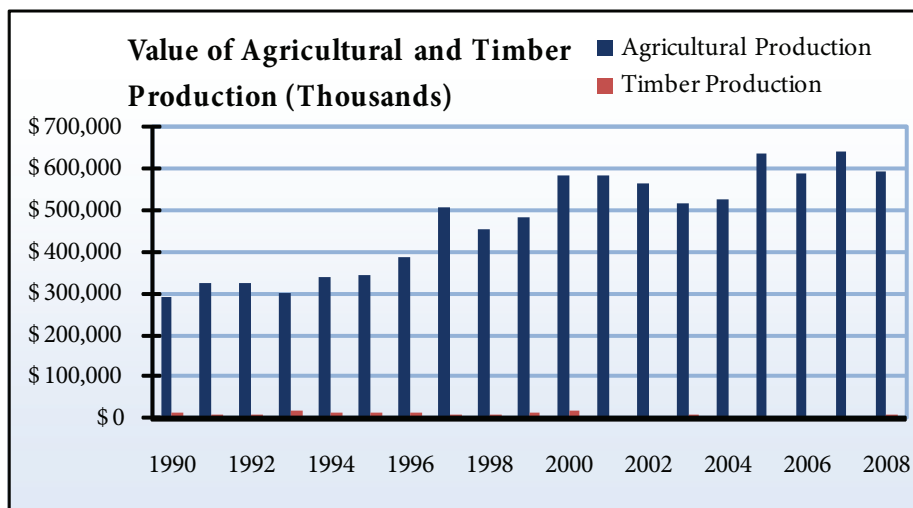
This is the total value of agricultural products produced in the county. The products do not have to be sold to be counted in the value of production. The data on crop production and prices is estimated by the county agricultural commissioner and reported to the California Department of Food and Agriculture. Included are the ten most important crops in the area, classified in terms of gross production value.

Agricultural production affects many aspects of a county's economy, including jobs, income, and the economic output of related industries. When agricultural production declines, so do purchases from some local businesses. Not all crops have the same impact on local employment and income. Increasing values of agricultural production is generally associated with higher local income.

valuable commodity in the county is milk for market fluid, with a value of \$95.6 million in 2008, 16 percent of the county's production value.

Sonoma County

Agricultural production totaled over \$593.4 million in Sonoma County in 2008. The production of wine grapes, the most valuable crop in Sonoma County, generated almost \$381.1 million and made up 64 percent of the county's total agricultural value in 2008. The next most



Agricultural and Timber Production (Thousands)

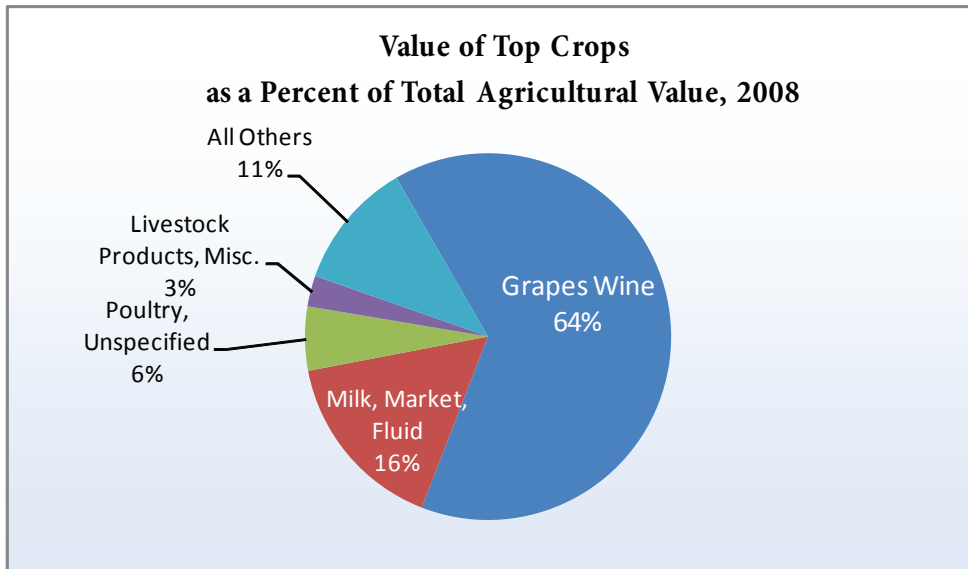
Year	Agricultural Production	Timber Production	Timber as a Percent of Total Production	Total Production
1990	\$ 290,698	\$ 12,105	4.0 %	\$ 302,803
1991	\$ 324,900	\$ 8,094	2.4 %	\$ 332,994
1992	\$ 323,117	\$ 10,592	3.2 %	\$ 333,709
1993	\$ 300,779	\$ 19,218	6.0 %	\$ 319,997
1994	\$ 339,229	\$ 14,770	4.2 %	\$ 353,999
1995	\$ 342,550	\$ 11,609	3.3 %	\$ 354,159
1996	\$ 389,572	\$ 14,060	3.5 %	\$ 403,632
1997	\$ 507,121	\$ 11,137	2.1 %	\$ 518,258
1998	\$ 453,535	\$ 7,768	1.7 %	\$ 461,303
1999	\$ 483,039	\$ 14,231	2.9 %	\$ 497,270
2000	\$ 585,039	\$ 19,494	3.2 %	\$ 604,533
2001	\$ 584,049	\$ 5,218	0.9 %	\$ 589,267
2002	\$ 564,767	\$ 3,483	0.6 %	\$ 568,250
2003	\$ 514,697	\$ 7,291	1.4 %	\$ 521,988
2004	\$ 528,232	\$ 5,749	1.1 %	\$ 533,981
2005	\$ 637,333	\$ 4,984	0.8 %	\$ 642,317
2006	\$ 590,618	\$ 6,324	1.1 %	\$ 596,942
2007	\$ 639,056	\$ 5,498	0.9 %	\$ 644,554
2008	\$ 593,407	\$ 6,806	1.1 %	\$ 600,213

Source: California Agricultural Statistics Service, California Department of Finance

Top Crops by Value, 2008

Crop	Value
Grapes Wine	\$ 381,092,000
Milk, Market, Fluid	\$ 95,630,800
Poultry, Unspecified	\$ 33,448,500
Livestock Products, Misc.	\$ 16,174,900
Nursery Woody Ornamentals	\$ 11,691,000
Cattle & Calves Unspecified	\$ 10,435,800
Nursery Products Misc.	\$ 9,482,000
Vegetables Unspecified	\$ 9,058,000
Apples, All	\$ 7,973,000
Nursery Plants, Bedding	\$ 4,510,700

*Source: California Agricultural Statistics Service,
California Department of Finance*



5.3 Timber Production

Overview

Timber production value is the market value of timber cut on land in the county, regardless of where the timber was milled or otherwise processed.

Timber is usually considered an agricultural product because, when managed appropriately, it is a sustainable product grown from the soil. It is an important source of income in many smaller northern California communities. It is especially important in places where timber is processed. It can also be seen as an indicator of the value of natural resources.

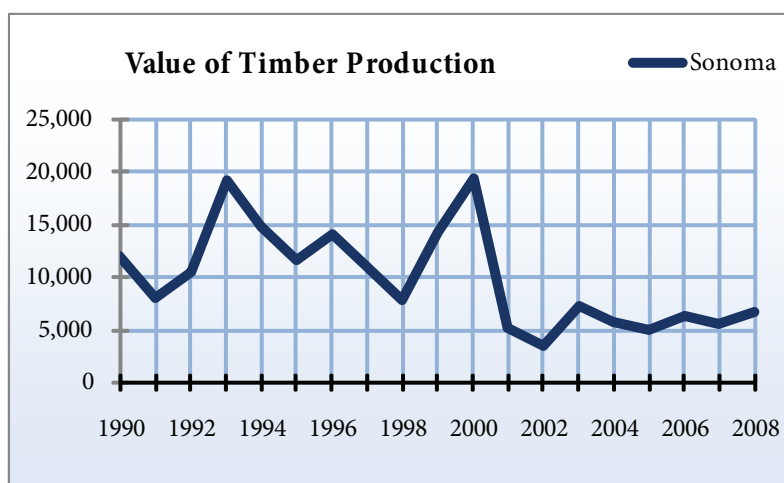
Sonoma County

Timber is a small percentage, representing only about 1 percent of overall agricultural value in 2008. However, in the early 1990s, timber accounted for as much as 6 percent of agricultural value, so its importance in the local economy has declined in the past 20 years.

County Agricultural Production with Timber (thousands)

Year	Ag. Value With Timber	Ag. Value Without Timber	Net Total Value of Timber
1990	\$ 302,803	\$ 290,698	\$ 12,105
1991	\$ 332,994	\$ 324,900	\$ 8,094
1992	\$ 333,709	\$ 323,117	\$ 10,592
1993	\$ 319,997	\$ 300,779	\$ 19,218
1994	\$ 353,999	\$ 339,229	\$ 14,770
1995	\$ 354,159	\$ 342,550	\$ 11,609
1996	\$ 403,632	\$ 389,572	\$ 14,060
1997	\$ 518,258	\$ 507,121	\$ 11,137
1998	\$ 461,303	\$ 453,535	\$ 7,768
1999	\$ 497,270	\$ 483,039	\$ 14,231
2000	\$ 604,533	\$ 585,039	\$ 19,494
2001	\$ 589,267	\$ 584,049	\$ 5,218
2002	\$ 568,250	\$ 564,767	\$ 3,483
2003	\$ 521,988	\$ 514,697	\$ 7,291
2004	\$ 533,981	\$ 528,232	\$ 5,749
2005	\$ 642,317	\$ 637,333	\$ 4,984
2006	\$ 596,942	\$ 590,618	\$ 6,324
2007	\$ 644,554	\$ 639,056	\$ 5,498
2008	\$ 600,213	\$ 593,407	\$ 6,806

Source: California Agricultural Statistics



5.4 Farm Revenue

Overview

Farm revenue is derived by the U.S. Department of Commerce from annual income tax returns delivered to the Internal Revenue Service. It is a tabulation of income from farms filing taxes in the county.

Farm revenue is what links agricultural production to economic impact in the county. The value of production may not include products sold, or income to local farmers. Production value also does not include government payments or other subsidies that would not be seen in the

county if county farms did not exist.

Sonoma County

Total farm revenue exceeded \$700 million in Sonoma County for the first time in 2008. Between 1998 and 2008 farm revenue in Sonoma County increased 60 percent. Most revenues comes from crop sales (63 percent) with a significant portion (about 33 percent) from livestock. Less than 0.5 percent of farm revenue comes from government payments.

Total Farm Revenue (Thousands)

Year	Cash Receipts				Total Revenue
	Cash Receipts from Livestock and Products	Cash Receipts from Crops	Government Payments	Miscellaneous Income	
1990	\$ 125,926	\$ 151,130	\$ 1,243	\$ 10,614	\$ 288,913
1991	\$ 119,455	\$ 176,530	\$ 792	\$ 11,985	\$ 308,762
1992	\$ 119,742	\$ 179,366	\$ 523	\$ 10,814	\$ 310,445
1993	\$ 118,165	\$ 156,543	\$ 632	\$ 10,822	\$ 286,162
1994	\$ 125,350	\$ 178,575	\$ 689	\$ 8,432	\$ 313,046
1995	\$ 125,218	\$ 186,563	\$ 712	\$ 7,193	\$ 319,686
1996	\$ 151,852	\$ 215,917	\$ 839	\$ 8,050	\$ 376,658
1997	\$ 154,024	\$ 337,022	\$ 146	\$ 7,528	\$ 498,720
1998	\$ 164,604	\$ 264,475	\$ 183	\$ 12,199	\$ 441,461
1999	\$ 169,562	\$ 280,363	\$ 2,302	\$ 17,263	\$ 469,490
2000	\$ 147,740	\$ 391,838	\$ 3,501	\$ 17,191	\$ 560,270
2001	\$ 163,644	\$ 390,717	\$ 2,039	\$ 22,666	\$ 579,066
2002	\$ 138,785	\$ 397,464	\$ 7,391	\$ 22,233	\$ 565,873
2003	\$ 157,307	\$ 334,742	\$ 4,312	\$ 28,742	\$ 525,103
2004	\$ 185,831	\$ 347,309	\$ 2,103	\$ 35,788	\$ 571,031
2005	\$ 181,199	\$ 396,483	\$ 2,713	\$ 34,871	\$ 615,266
2006	\$ 137,820	\$ 454,537	\$ 2,207	\$ 45,256	\$ 639,820
2007	\$ 231,219	\$ 428,743	\$ 685	\$ 33,691	\$ 694,338
2008	\$ 230,368	\$ 419,699	\$ 2,862	\$ 53,077	\$ 706,006

Source: U.S. Department of Commerce, Bureau of Economic Analysis

5.5 Government Payments to Farms

Overview

The government payments to farms comes from the USDA Census of Agriculture. It is a measure of direct cash payments received by the farm operators. It includes disaster payments, loan deficiency payments from prior participation, compensation payments from Conservation Reserve Programs (CRP), the Wetlands Reserve Programs (WRP), other conservation programs, and all other federal farm programs under which payments were made directly to farm operators. Subsidy payments, from such sources as the Commodity Credit Corporation (CCC), and federal crop insurance payments were not tabulated in this category.

Payments to farms, including subsidies, is additional income to farmers that benefits the local economy. However, farmers that are too dependent on government payments for their livelihood could be in jeopardy if legislators in Washington or Sacramento decide to cut funding for farm programs.

Sonoma County

Of the 3,429 farms in Sonoma County in 2007, 92 received some form of government aid (2.5 percent). In 2007 government payments were down significantly from \$1.9 million in 2002 to 0.7 million in 2007. and CCC payments were \$2,000.

Government Payments and Commodity Corporation Loans

Year	Number of Farms	Total Amount Received (\$1,000)	Average Amount Received	Farms Receiving Aid	Total Amount Received (\$1,000)	Average Amount Received
1997	51	\$ 3	\$ 5,037	0	N/A	N/A
2002	164	\$ 19	\$ 11,567	4	\$ 0	\$ 50
2007	89	\$ 7	\$ 7,989	3	N/A	N/A

Source: US Department of Agriculture, National Agricultural Statistics Service

6. Housing and Real Estate

In this section, we explore issues regarding housing and real estate. This includes how economic activity affects housing and real estate markets and how housing and real estate affect the local economy.

Generally, housing stock keeps pace with population, although in an economy that is intricately linked with those of surrounding counties, growth in housing stock can drive growth in population, rather than population changes the housing stock. Therefore, housing built locally often satisfies a regional (Bay Area) demand. However, it is important for a community to allow the construction of housing to meet local demand as well. Not meeting this need can result in rapid increases in home prices. That said, home price increases, and most recently, price declines, are attributable to the housing bubble and its subsequent burst. Currently, home prices are more affordable than they have been in at least a decade.

Non-residential construction and real estate followed a similar, but lagging path. Commercial building was not originally affected by the housing bubble burst, although a lack of residential construction eventually resulted in a severe reduction in commercial construction because the local retail and service market failed to grow as quickly as in the past. Vacancy rates for retail have more than doubled the past few years, while vacancy for office and industrial space has increased significantly as well.

In this section:

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6.1 Total Housing Units

Overview

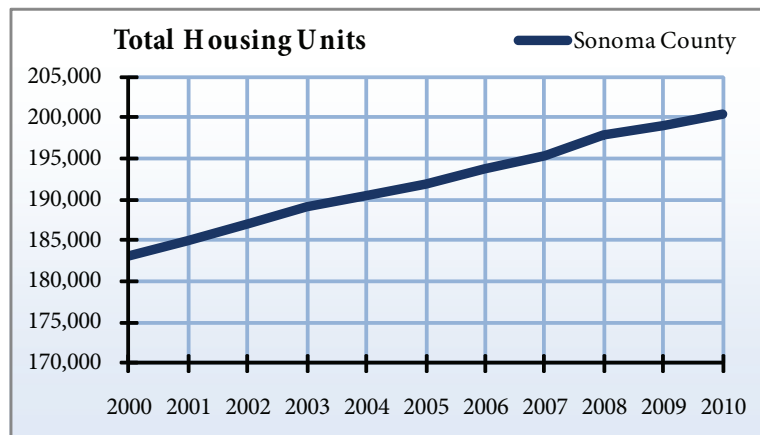
Total housing units is the number of single- and multiple-family dwellings, mobile homes, and other dwelling units located within a given jurisdiction. A housing unit may be the permanent residence for a family, a seasonal or second home, or it can be vacant. Occupancy may be by a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. The number of housing units is estimated annually by the California Department of Finance and the department uses this data to estimate population change (section one).

Growth in the number of housing units typically keeps pace with population growth. A disparity between housing and population growth indicates something about a community. Housing growth without population growth may indicate an increase in the number of second homes in the community. Population growth without housing growth may result in a housing shortage and an increase in home prices, affecting housing affordability (see the housing affordability indicator later in this section) and the overall cost of living.

NOTE: The California Department of Finance uses the decennial census as a base for estimating total housing units. The estimates are produced by adding new construction with annexations and subtracting demolitions from the census benchmark.

Sonoma County

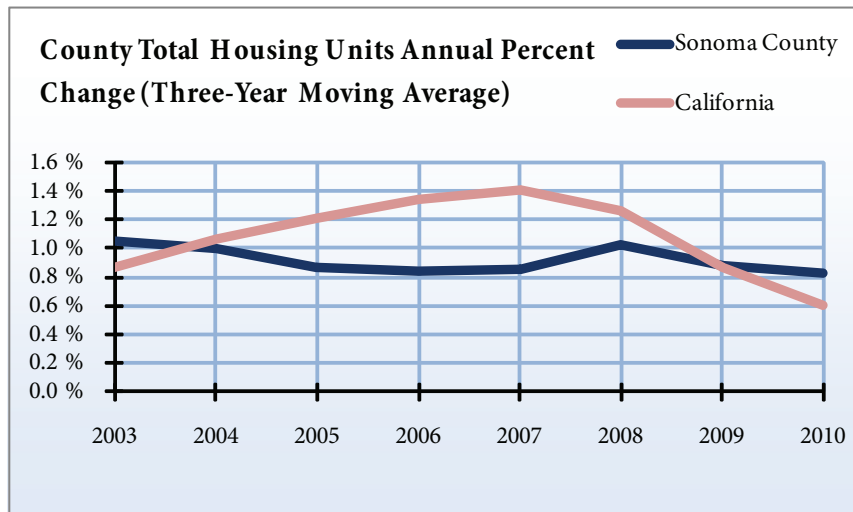
The total number of housing units in Sonoma County broke the 200,000 mark in 2010 for the first time. This was an increase of 0.7 percent from the previous year. The number of housing units in the county increased over 9 percent between from 2000 to 2010, compared to 10 percent statewide. Multi-family units have increased the most in the county, with an 18 percent increase since from 2000 to 2010.



County Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	139,391	32,382	11,380	183,153	n/a
2001	141,014	32,564	11,379	184,957	1.0 %
2002	142,541	33,045	11,379	186,965	1.1 %
2003	143,925	33,707	11,365	188,997	1.1 %
2004	144,952	34,208	11,383	190,543	0.8 %
2005	146,119	34,394	11,388	191,901	0.7 %
2006	147,296	35,119	11,397	193,812	1.0 %
2007	148,448	35,593	11,413	195,454	0.8 %
2008	149,650	36,757	11,437	197,844	1.2 %
2009	150,288	37,266	11,449	199,003	0.6 %
2010	150,667	38,206	11,459	200,332	0.7 %

Source: California Department of Finance, Demographic Research Unit



According to the California Construction Industry Research Board, single-family units include the following:

- Disconnected or detached units that stand apart from other units
- Semi-detached units that are attached to another unit on one side only
- Row houses and townhouses that are separated unit by unit by an unbroken ground-to-roof partition or firewall
- Condominiums are considered single-family units if they include the following:
 - A zero-lot-line or zero-property-line construction (these terms can be used interchangeably referring to a lot that has no side yard but extends to the property line)

- A dividing line that separates two or more lots for the purpose of maintenance, repair, improvements, and reconstruction of the original dwelling
- Each unit is separated by an air space
- The units are separated by an unbroken ground-to-roof partition or firewall

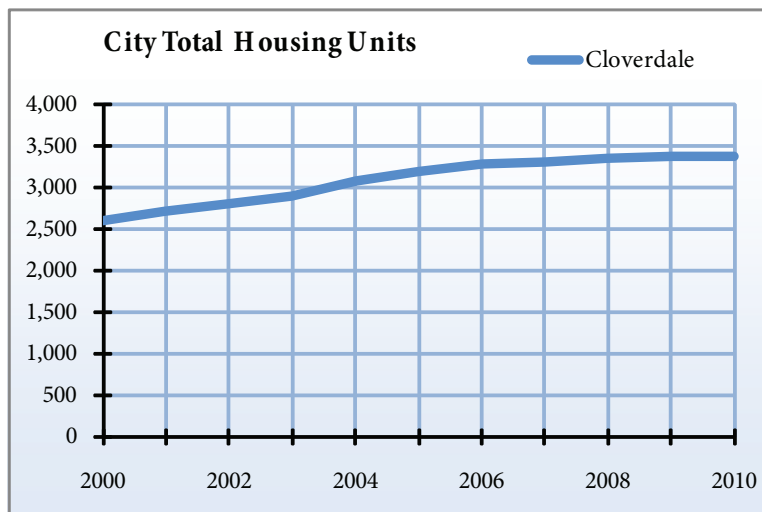
Multi-family units include the following:

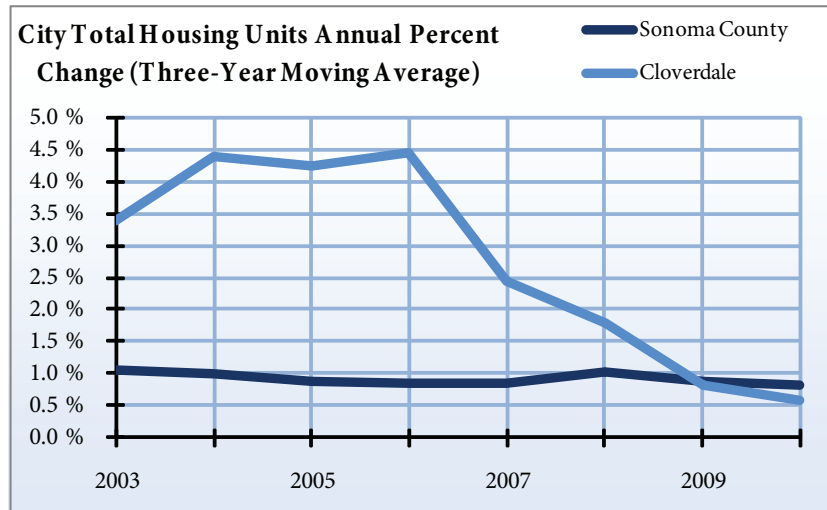
- Duplexes Three- to four-unit structures
- Apartment structures (with five or more units)
- Condominiums that do not meet the single-family definitions

Cloverdale Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	2,006	405	208	2,619	n/a
2001	2,101	405	208	2,714	3.6 %
2002	2,205	405	208	2,818	3.8 %
2003	2,280	405	208	2,893	2.7 %
2004	2,475	405	208	3,088	6.7 %
2005	2,571	413	208	3,192	3.4 %
2006	2,660	428	209	3,297	3.3 %
2007	2,682	428	209	3,319	0.7 %
2008	2,730	428	209	3,367	1.4 %
2009	2,740	428	209	3,377	0.3 %
2010	2,741	428	209	3,378	0.0 %

Source: California Department of Finance, Demographic Research Unit

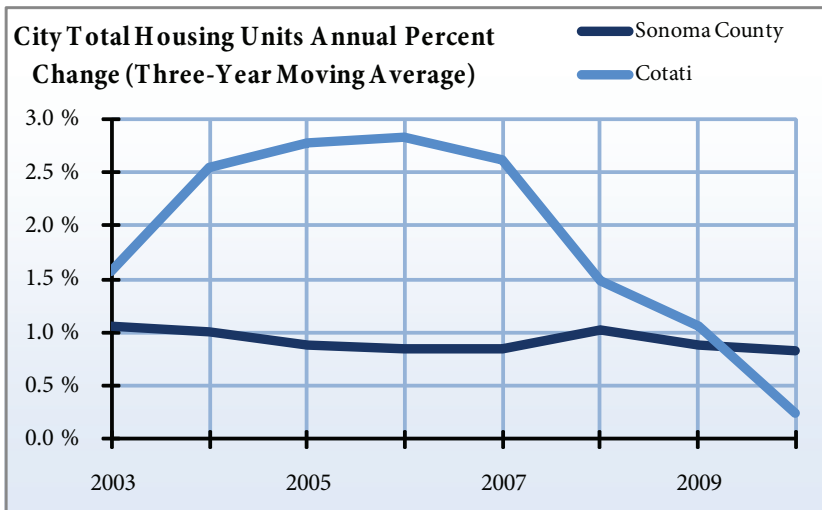
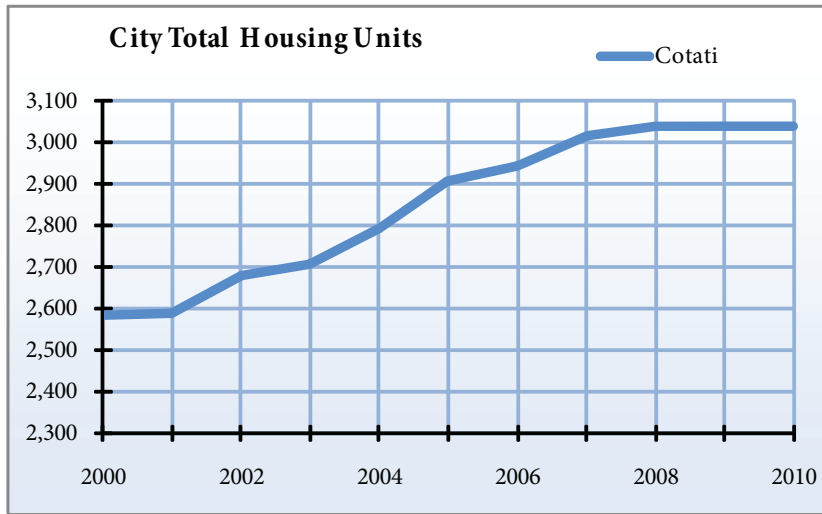




Cotati Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	1,892	572	121	2,585	n/a
2001	1,900	570	121	2,591	0.2 %
2002	1,940	618	121	2,679	3.4 %
2003	1,970	618	121	2,709	1.1 %
2004	2,015	658	121	2,794	3.1 %
2005	2,129	658	121	2,908	4.1 %
2006	2,167	658	121	2,946	1.3 %
2007	2,210	688	121	3,019	2.5 %
2008	2,230	688	121	3,039	0.7 %
2009	2,232	688	120	3,040	0.0 %
2010	2,233	688	120	3,041	0.0 %

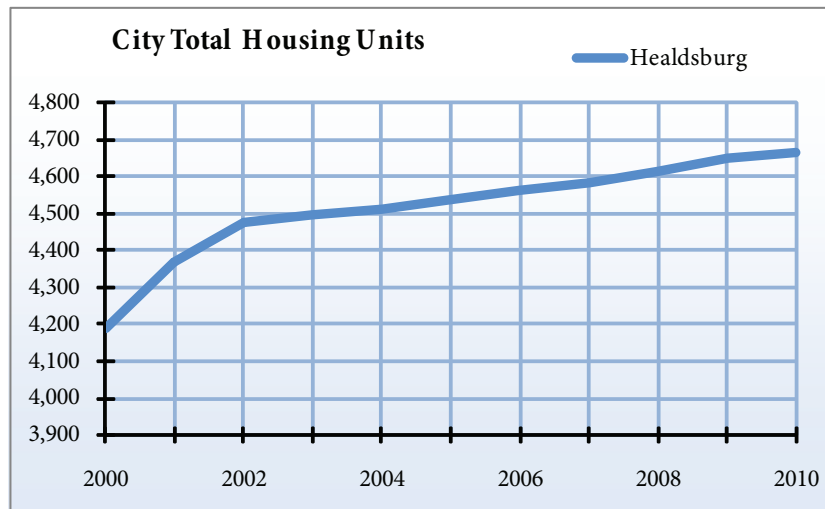
Source: California Department of Finance, Demographic Research Unit

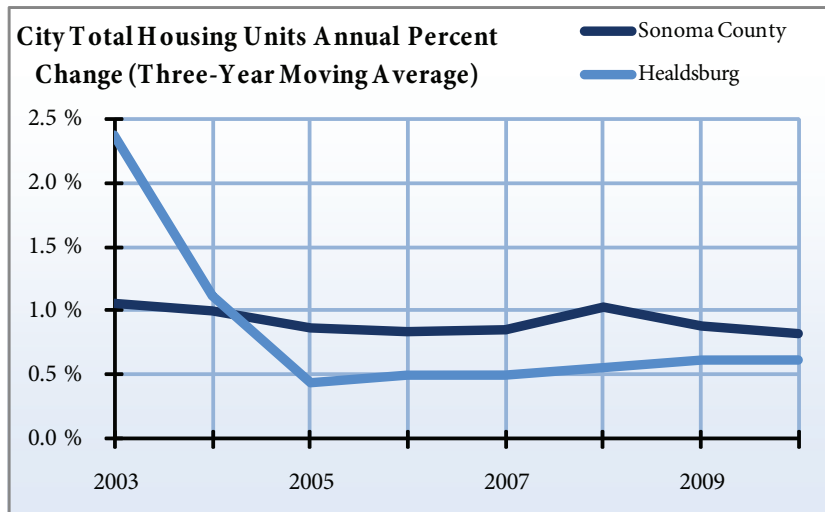


Healdsburg Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	3,287	805	99	4,191	n/a
2001	3,401	867	99	4,367	4.2 %
2002	3,462	918	99	4,479	2.6 %
2003	3,476	922	99	4,497	0.4 %
2004	3,486	930	99	4,515	0.4 %
2005	3,509	930	99	4,538	0.5 %
2006	3,530	935	100	4,565	0.6 %
2007	3,546	937	99	4,582	0.4 %
2008	3,578	938	99	4,615	0.7 %
2009	3,609	942	99	4,650	0.8 %
2010	3,619	949	99	4,667	0.4 %

Source: California Department of Finance, Demographic Research Unit

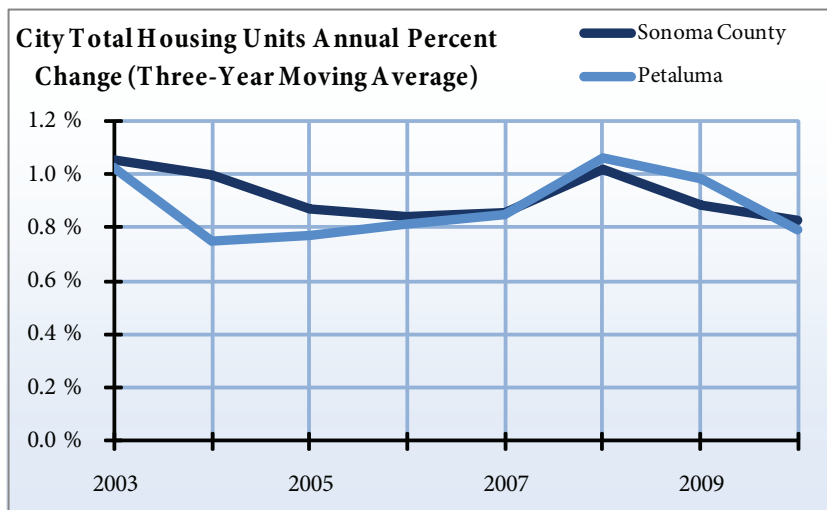
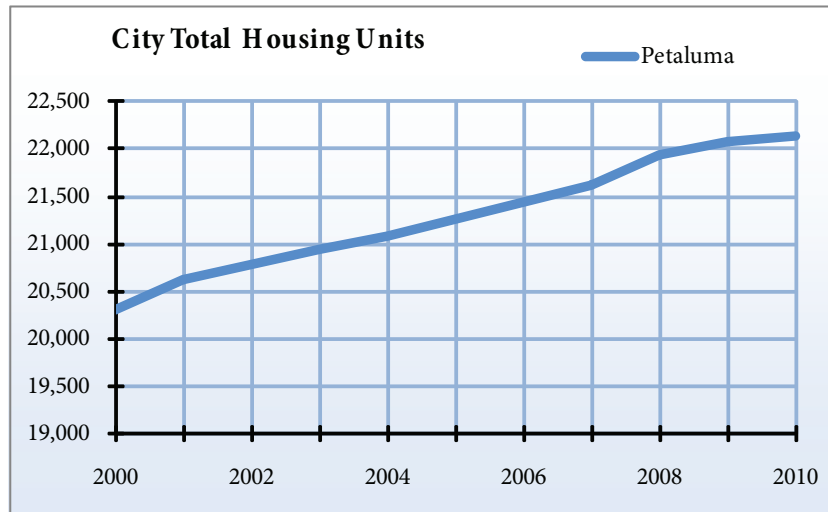




Petaluma Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	16,387	2,987	931	20,305	n/a
2001	16,699	2,991	931	20,621	1.6 %
2002	16,783	3,066	931	20,780	0.8 %
2003	16,824	3,179	931	20,934	0.7 %
2004	16,871	3,285	931	21,087	0.7 %
2005	16,986	3,348	931	21,265	0.8 %
2006	17,088	3,429	931	21,448	0.9 %
2007	17,238	3,459	931	21,628	0.8 %
2008	17,365	3,652	931	21,948	1.5 %
2009	17,418	3,739	931	22,088	0.6 %
2010	17,449	3,767	931	22,147	0.3 %

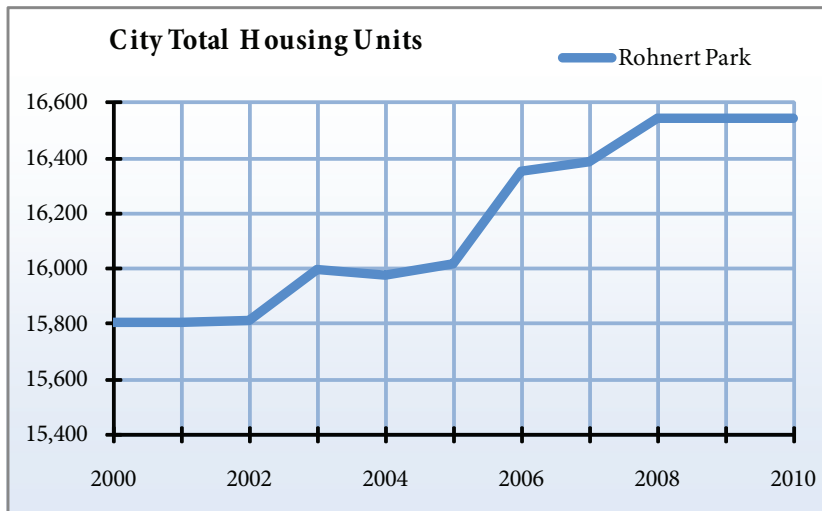
Source: California Department of Finance, Demographic Research Unit

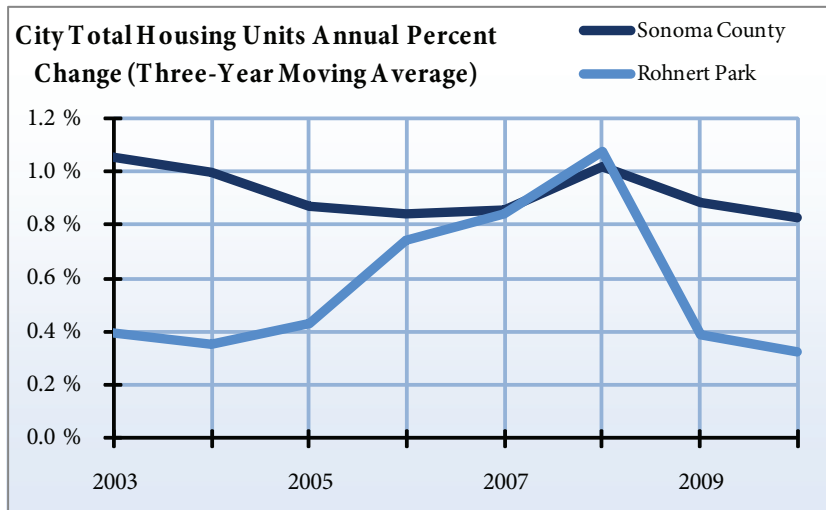


Rohnert Park Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	9,354	5,041	1,413	15,808	n/a
2001	9,354	5,041	1,413	15,808	0.0 %
2002	9,355	5,048	1,413	15,816	0.1 %
2003	9,358	5,224	1,413	15,995	1.1 %
2004	9,358	5,206	1,413	15,977	- 0.1 %
2005	9,359	5,248	1,413	16,020	0.3 %
2006	9,359	5,581	1,413	16,353	2.1 %
2007	9,361	5,611	1,413	16,385	0.2 %
2008	9,361	5,770	1,413	16,544	1.0 %
2009	9,361	5,770	1,413	16,544	0.0 %
2010	9,361	5,770	1,413	16,544	0.0 %

Source: California Department of Finance, Demographic Research Unit

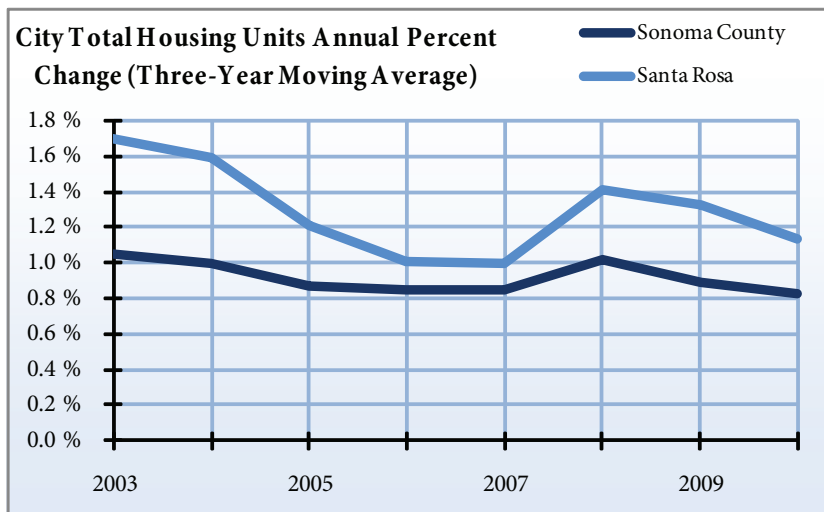
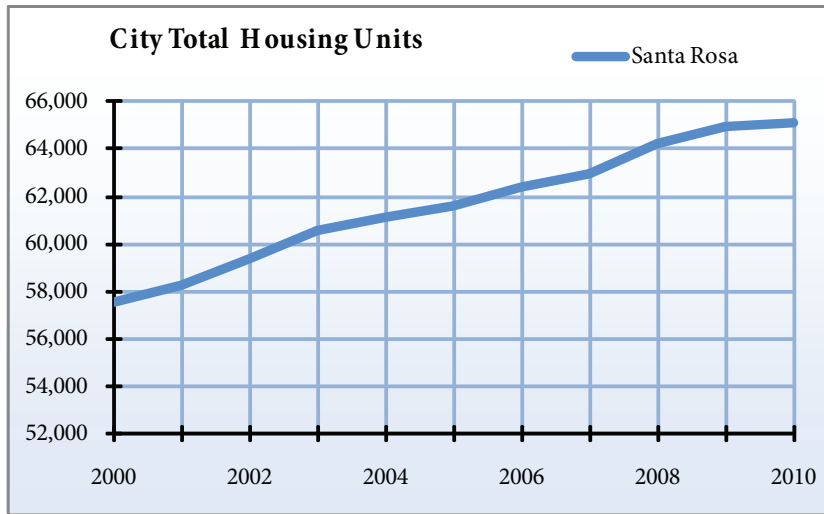




Santa Rosa Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	39,775	15,134	2,669	57,578	n/a
2001	40,382	15,242	2,673	58,297	1.2 %
2002	41,236	15,482	2,680	59,398	1.9 %
2003	42,052	15,824	2,682	60,558	2.0 %
2004	42,417	16,028	2,685	61,130	0.9 %
2005	42,790	16,102	2,694	61,586	0.7 %
2006	43,393	16,304	2,701	62,398	1.3 %
2007	43,855	16,413	2,704	62,972	0.9 %
2008	44,445	17,079	2,714	64,238	2.0 %
2009	44,764	17,439	2,715	64,918	1.1 %
2010	44,861	17,557	2,716	65,134	0.3 %

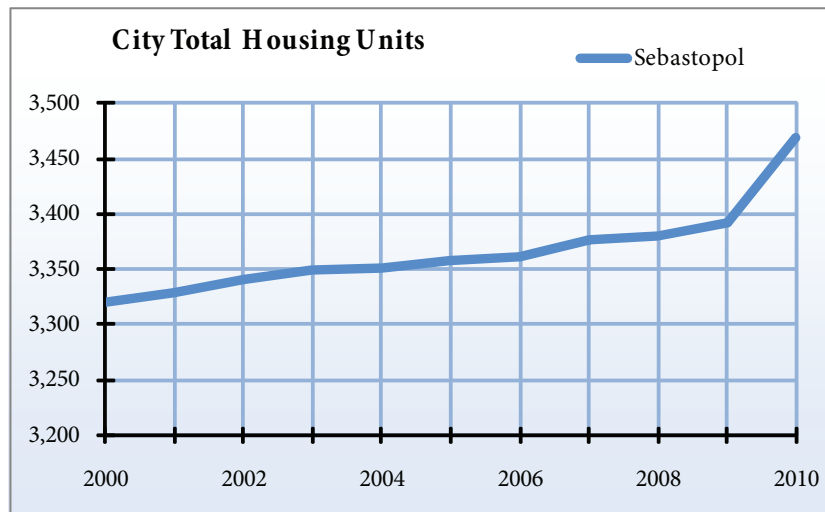
Source: California Department of Finance, Demographic Research Unit

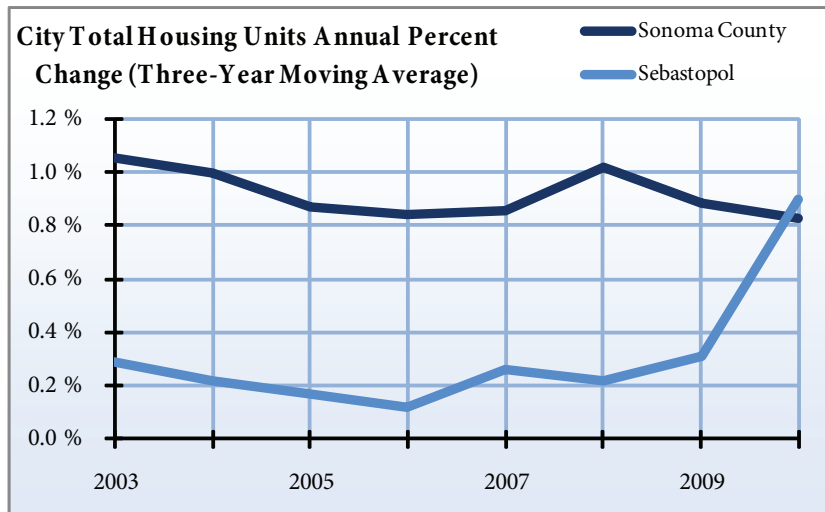


Sebastopol Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	2,243	1,020	58	3,321	n/a
2001	2,250	1,020	59	3,329	0.2 %
2002	2,256	1,026	59	3,341	0.4 %
2003	2,259	1,032	59	3,350	0.3 %
2004	2,260	1,032	59	3,351	0.0 %
2005	2,267	1,032	59	3,358	0.2 %
2006	2,271	1,032	59	3,362	0.1 %
2007	2,283	1,032	62	3,377	0.4 %
2008	2,286	1,032	62	3,380	0.1 %
2009	2,287	1,044	62	3,393	0.4 %
2010	2,318	1,089	62	3,469	2.2 %

Source: California Department of Finance, Demographic Research Unit

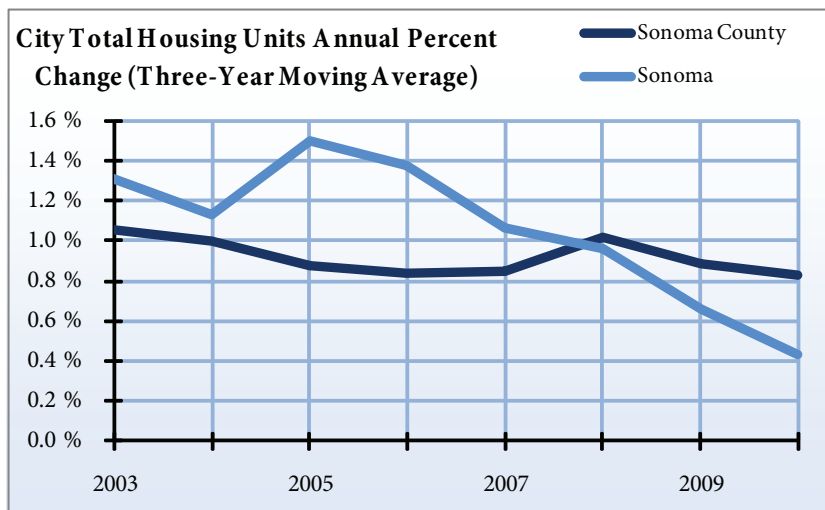
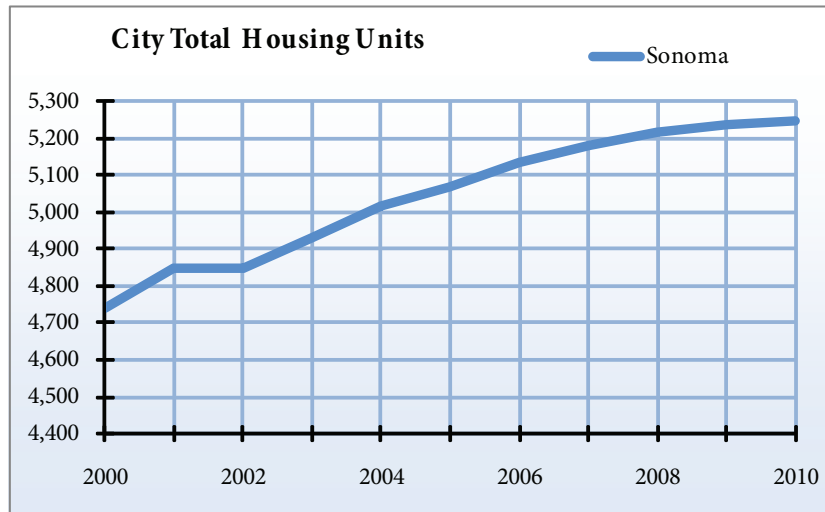




Sonoma Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	3,289	1,007	444	4,740	n/a
2001	3,391	1,016	444	4,851	2.3 %
2002	3,379	1,034	437	4,850	- 0.0 %
2003	3,447	1,045	437	4,929	1.6 %
2004	3,518	1,063	437	5,018	1.8 %
2005	3,574	1,060	437	5,071	1.1 %
2006	3,633	1,065	437	5,135	1.3 %
2007	3,671	1,072	437	5,180	0.9 %
2008	3,709	1,072	437	5,218	0.7 %
2009	3,728	1,072	437	5,237	0.4 %
2010	3,738	1,072	437	5,247	0.2 %

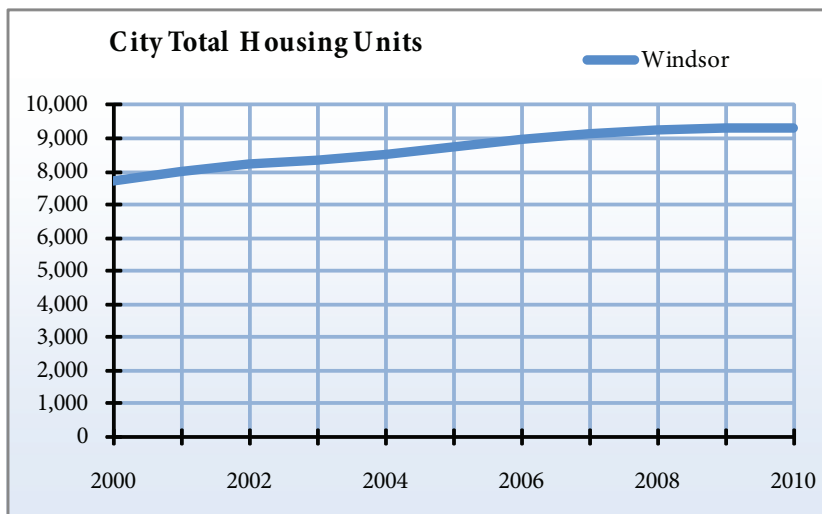
Source: California Department of Finance, Demographic Research Unit

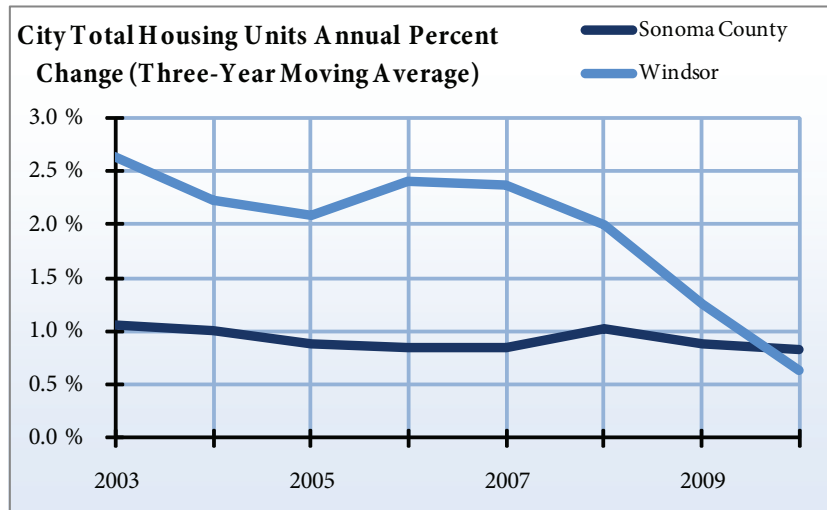


Windsor Total Housing Units

Year	Single-family units	Multiple-family units	Mobile Homes	Total Housing Units	Annual percent change
2000	6,394	512	822	7,728	n/a
2001	6,645	523	822	7,990	3.4 %
2002	6,831	553	822	8,206	2.7 %
2003	6,973	561	822	8,356	1.8 %
2004	7,084	628	822	8,534	2.1 %
2005	7,263	646	822	8,731	2.3 %
2006	7,464	689	822	8,975	2.8 %
2007	7,616	715	822	9,153	2.0 %
2008	7,703	740	822	9,265	1.2 %
2009	7,724	769	822	9,315	0.5 %
2010	7,729	778	822	9,329	0.2 %

Source: California Department of Finance, Demographic Research Unit





6.2 New Housing Units Authorized by Building Permits

Overview

A building permit is required for all new construction. A permit may allow one or more homes in a subdivision. The number of housing units authorized by building permits is the primary factor used to calculate the changes in total housing units. The data is collected by every city and county, then reported to and disseminated by the California Construction Industry Research Board.

The number of building permits typically indicates building activity in the near future, either during the year the permit was issued or the next. An increase in the number of building permits issued indicates expansion in construction sector activity. That expansion may be a response to any number of factors including falling mortgage interest rates, economic growth, or the expectation of rising housing prices due to housing shortages or speculative activity.

Sonoma County

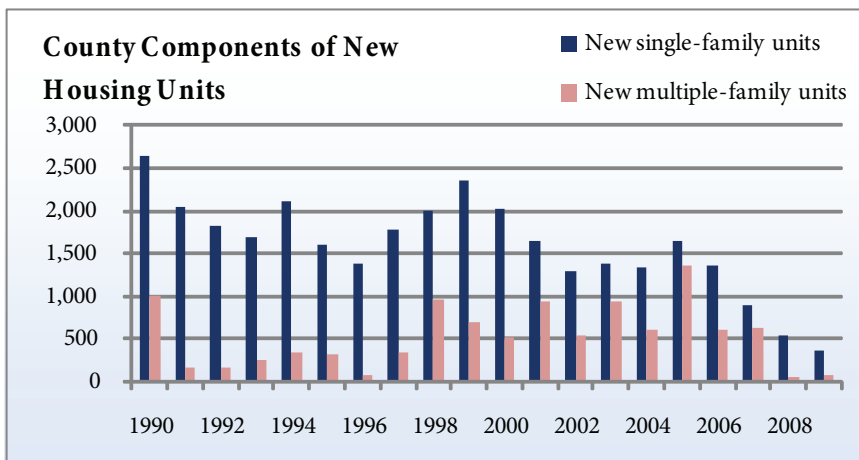
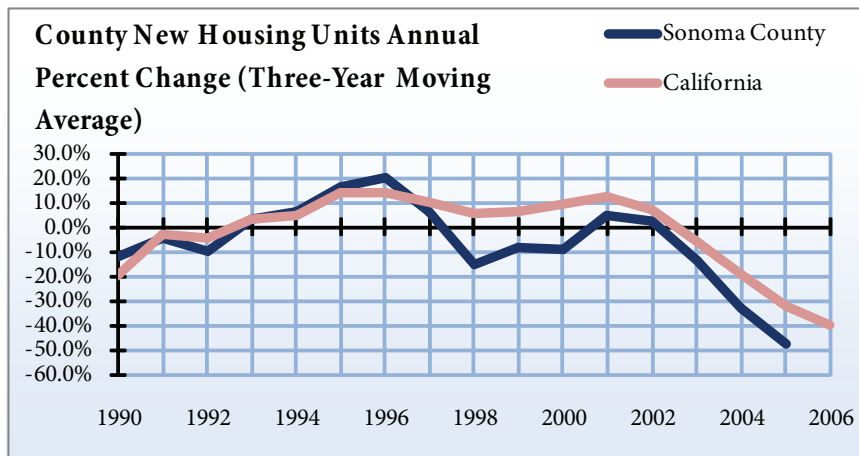
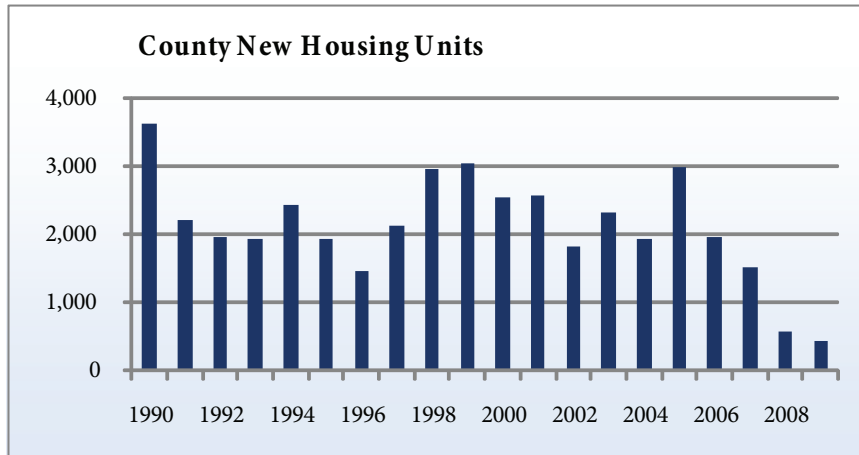
An average of 1,983 new housing units have been authorized by building permits each year in Sonoma County between 1999 and 2009. In 2009, there was a decrease of 27 percent in new housing permits from the previous year. Between 1999 and 2009, there was a decrease of 86 percent in annual new housing permits. In comparison, California saw a 74 percent decrease in annual housing permits during the same time period.

The city of Santa Rosa had the largest number of new housing permits in the county in 2009, with 94 while three cities in Sonoma County did not authorize any new permits.

**New Housing Units Authorized by Building Permits,
County**

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	2,647	997	3,644	n/a
1991	2,048	160	2,208	- 39.4 %
1992	1,817	159	1,976	- 10.5 %
1993	1,687	252	1,939	- 1.9 %
1994	2,117	334	2,451	26.4 %
1995	1,605	322	1,927	- 21.4 %
1996	1,389	75	1,464	- 24.0 %
1997	1,783	338	2,121	44.9 %
1998	1,996	968	2,964	39.7 %
1999	2,361	691	3,052	3.0 %
2000	2,034	521	2,555	- 16.3 %
2001	1,646	933	2,579	0.9 %
2002	1,295	540	1,835	- 28.8 %
2003	1,388	951	2,339	27.5 %
2004	1,343	598	1,941	- 17.0 %
2005	1,639	1,364	3,003	54.7 %
2006	1,361	601	1,962	- 34.7 %
2007	904	622	1,526	- 22.2 %
2008	546	45	591	- 61.3 %
2009	359	71	430	- 27.2 %

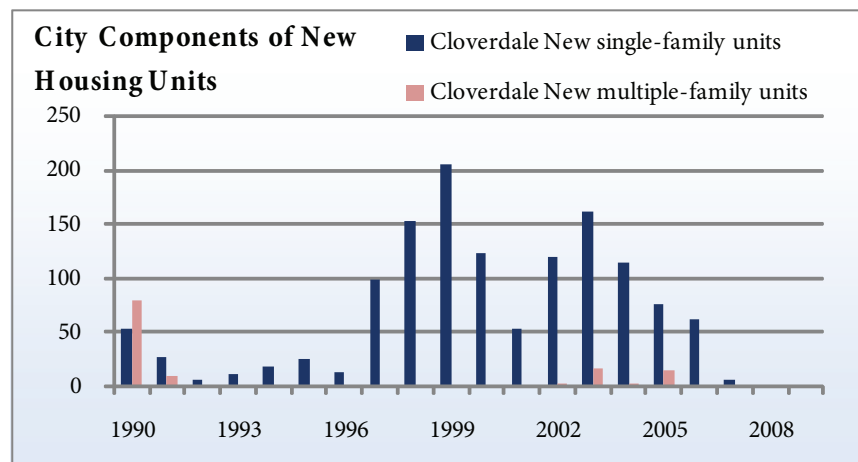
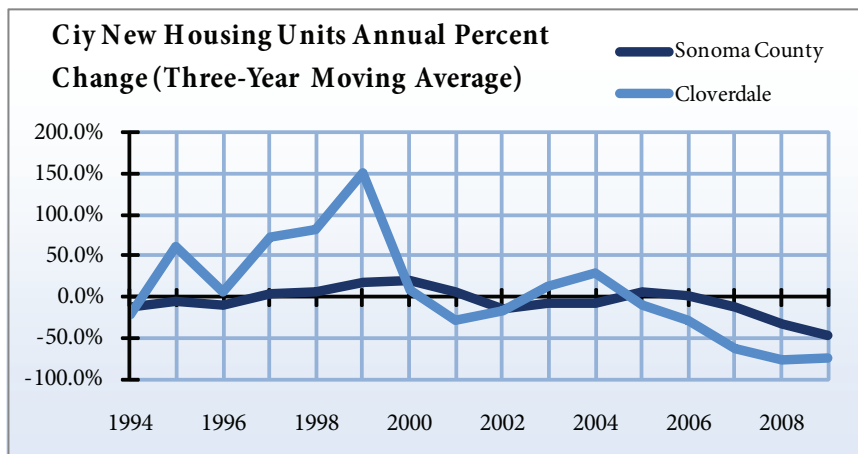
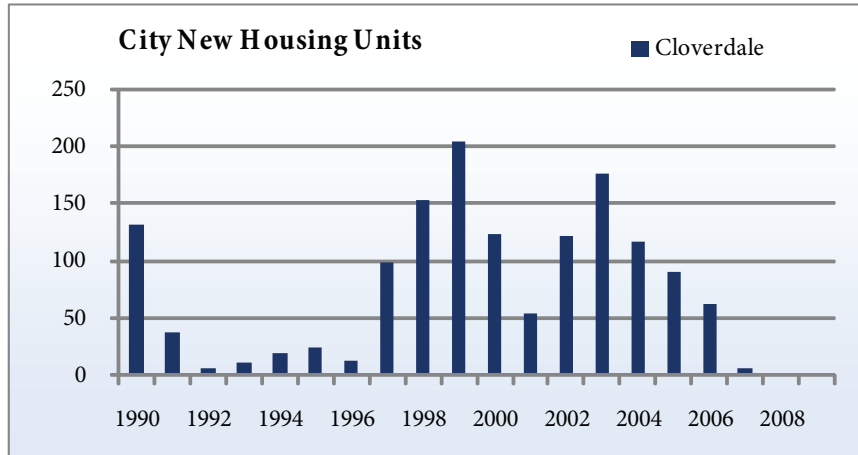
Source: California Construction Industry Research Board



Cloverdale New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	53	79	132	n/a
1991	28	10	38	- 71.2 %
1992	6	0	6	- 84.2 %
1993	11	0	11	83.3 %
1994	19	0	19	72.7 %
1995	25	0	25	31.6 %
1996	13	0	13	- 48.0 %
1997	99	0	99	661.5 %
1998	153	0	153	54.5 %
1999	205	0	205	34.0 %
2000	124	0	124	- 39.5 %
2001	54	0	54	- 56.5 %
2002	120	2	122	125.9 %
2003	161	16	177	45.1 %
2004	115	2	117	- 33.9 %
2005	76	15	91	- 22.2 %
2006	63	0	63	- 30.8 %
2007	6	0	6	- 90.5 %
2008	1	0	1	- 83.3 %
2009	1	0	1	0.0 %

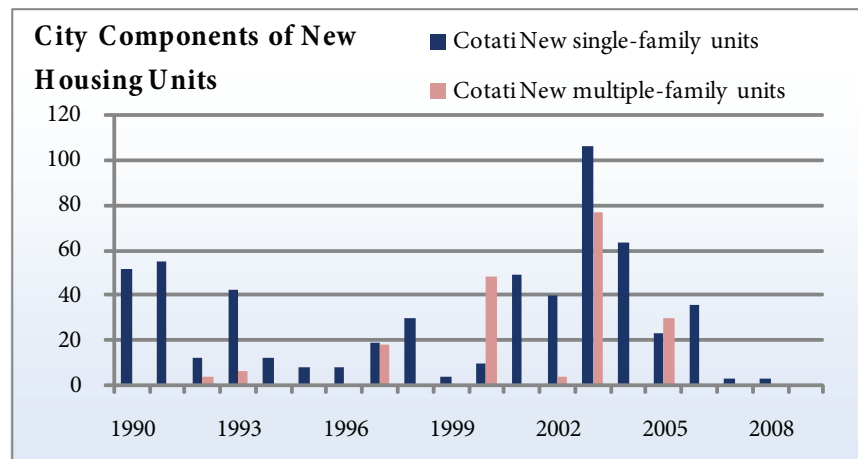
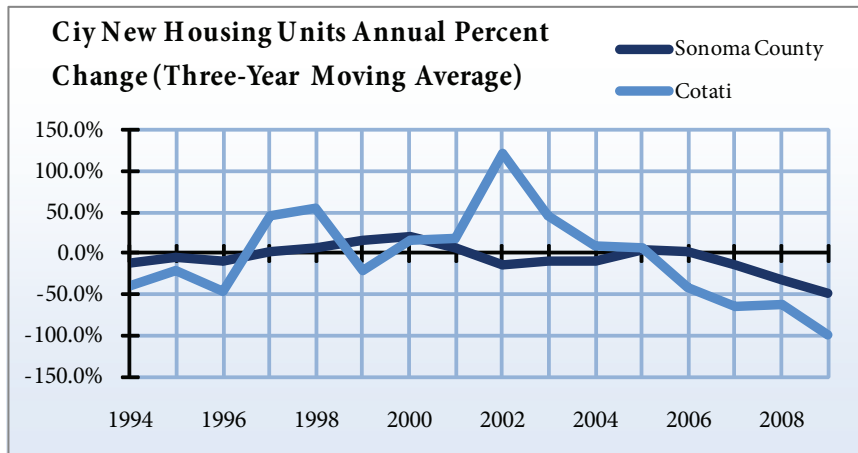
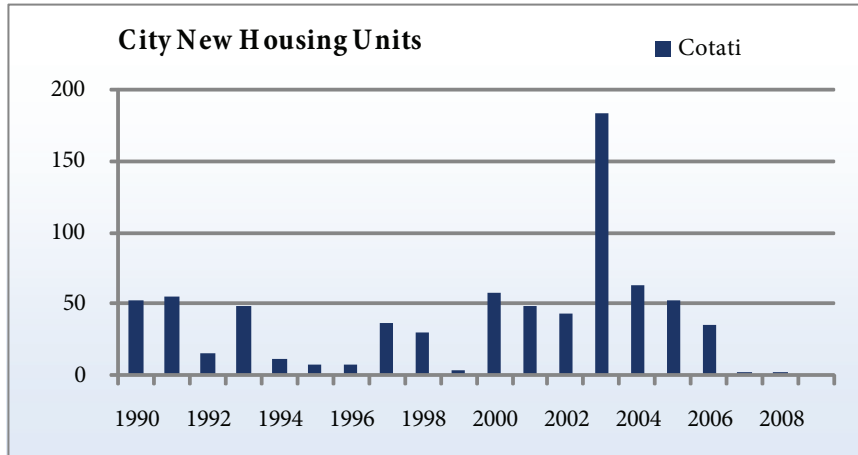
Source: California Construction Industry Research Board



Cotati New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	52	0	52	n/a
1991	55	0	55	5.8 %
1992	12	4	16	- 70.9 %
1993	42	6	48	200.0 %
1994	12	0	12	- 75.0 %
1995	8	0	8	- 33.3 %
1996	8	0	8	0.0 %
1997	19	18	37	362.5 %
1998	30	0	30	- 18.9 %
1999	4	0	4	- 86.7 %
2000	10	48	58	1350.0 %
2001	49	0	49	- 15.5 %
2002	40	4	44	- 10.2 %
2003	106	77	183	315.9 %
2004	63	0	63	- 65.6 %
2005	23	30	53	- 15.9 %
2006	36	0	36	- 32.1 %
2007	3	0	3	- 91.7 %
2008	3	0	3	0.0 %
2009	0	0	0	- 100.0 %

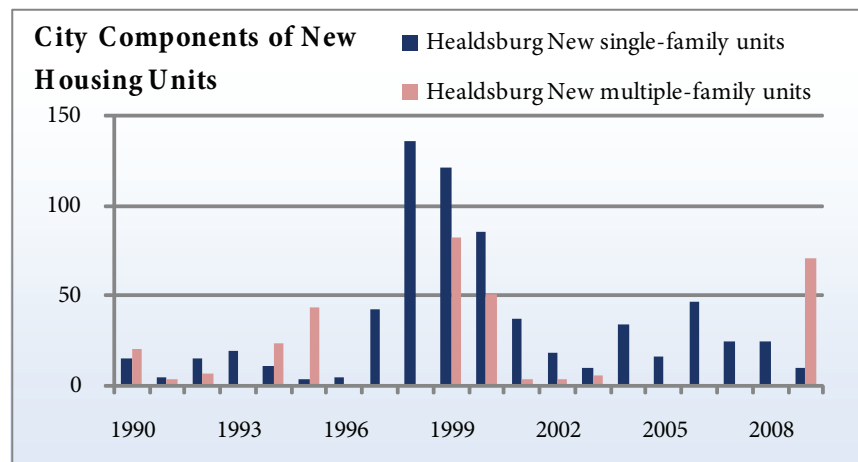
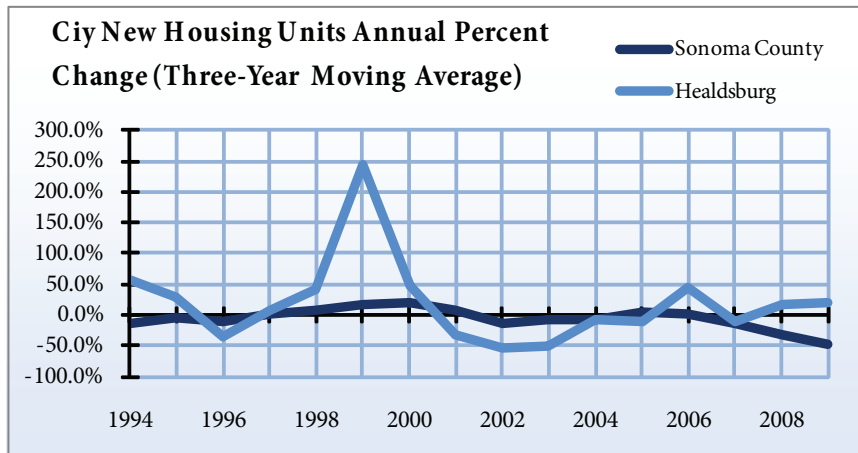
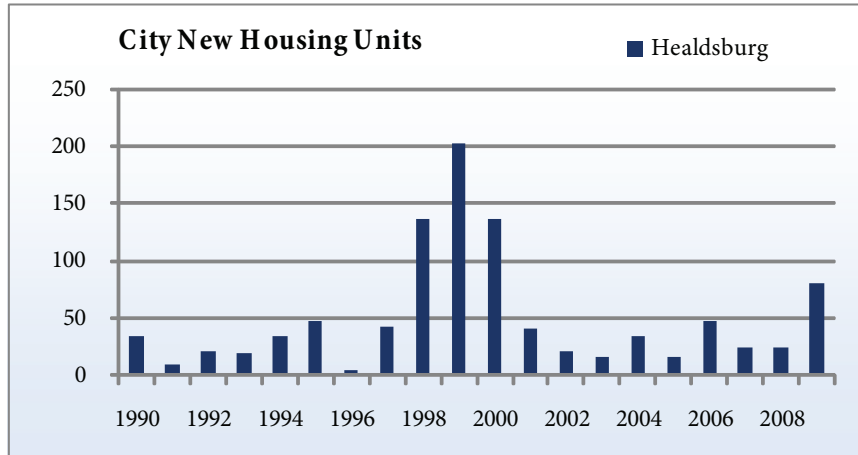
Source: California Construction Industry Research Board



Healdsburg New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	15	20	35	n/a
1991	5	4	9	- 74.3 %
1992	15	7	22	144.4 %
1993	19	0	19	- 13.6 %
1994	11	24	35	84.2 %
1995	4	44	48	37.1 %
1996	5	0	5	- 89.6 %
1997	43	0	43	760.0 %
1998	136	0	136	216.3 %
1999	121	82	203	49.3 %
2000	86	51	137	- 32.5 %
2001	37	4	41	- 70.1 %
2002	18	4	22	- 46.3 %
2003	10	6	16	- 27.3 %
2004	34	0	34	112.5 %
2005	16	0	16	- 52.9 %
2006	47	0	47	193.8 %
2007	25	0	25	- 46.8 %
2008	25	0	25	0.0 %
2009	10	71	81	224.0 %

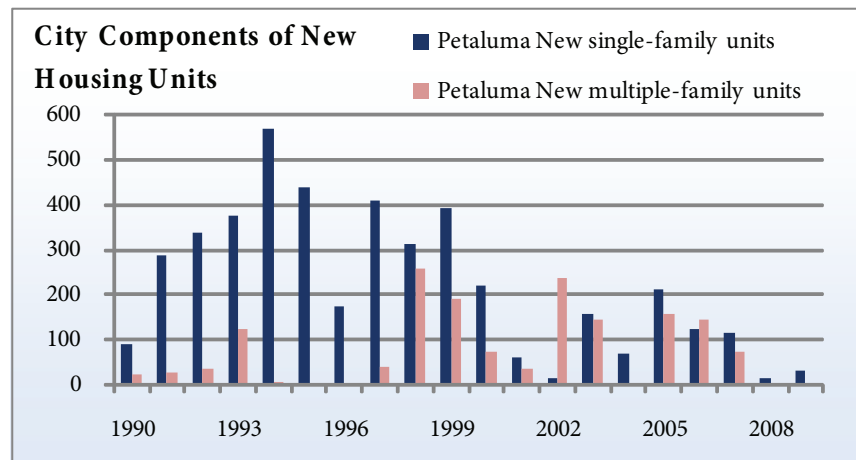
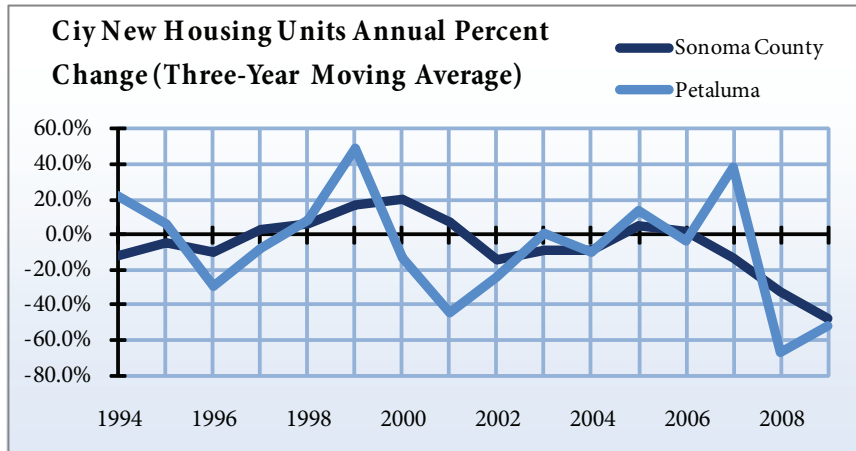
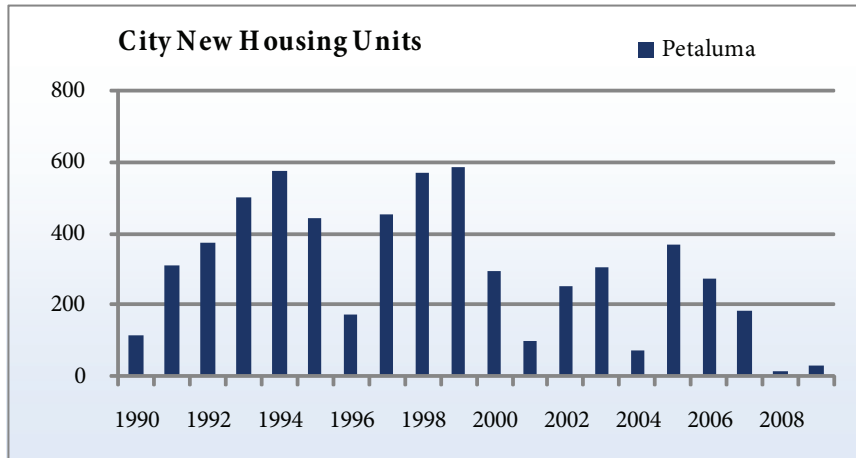
Source: California Construction Industry Research Board



Petaluma New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	89	24	113	n/a
1991	286	26	312	176.1 %
1992	338	38	376	20.5 %
1993	377	123	500	33.0 %
1994	568	8	576	15.2 %
1995	440	2	442	- 23.3 %
1996	174	2	176	- 60.2 %
1997	411	40	451	156.3 %
1998	311	257	568	25.9 %
1999	392	192	584	2.8 %
2000	221	75	296	- 49.3 %
2001	63	34	97	- 67.2 %
2002	16	239	255	162.9 %
2003	158	147	305	19.6 %
2004	71	0	71	- 76.7 %
2005	210	159	369	419.7 %
2006	125	147	272	- 26.3 %
2007	114	72	186	- 31.6 %
2008	13	0	13	- 93.0 %
2009	30	0	30	130.8 %

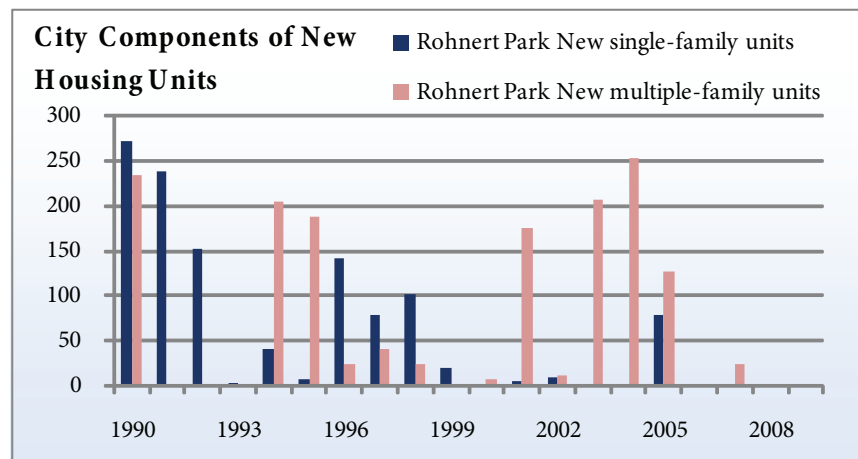
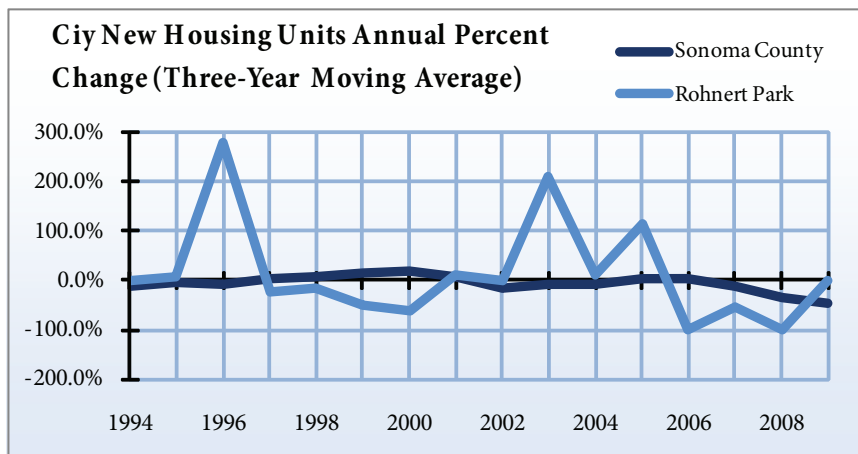
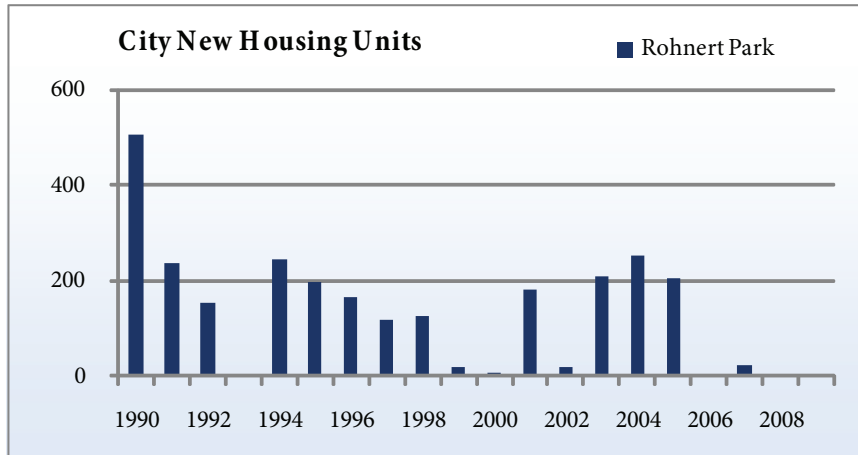
Source: California Construction Industry Research Board



Rohnert Park New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	271	234	505	n/a
1991	239	0	239	- 52.7 %
1992	153	0	153	- 36.0 %
1993	3	0	3	- 98.0 %
1994	40	204	244	8033.3 %
1995	8	188	196	- 19.7 %
1996	141	24	165	- 15.8 %
1997	79	40	119	- 27.9 %
1998	101	24	125	5.0 %
1999	20	0	20	- 84.0 %
2000	0	7	7	- 65.0 %
2001	5	176	181	2485.7 %
2002	9	12	21	- 88.4 %
2003	2	207	209	895.2 %
2004	0	252	252	20.6 %
2005	78	127	205	- 18.7 %
2006	0	0	0	- 100.0 %
2007	0	24	24	#DIV/0!
2008	0	0	0	- 100.0 %
2009	0	0	0	#DIV/0!

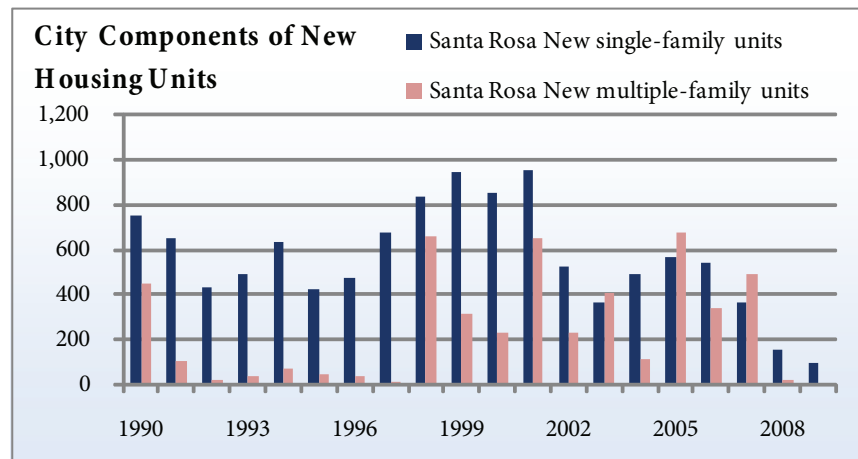
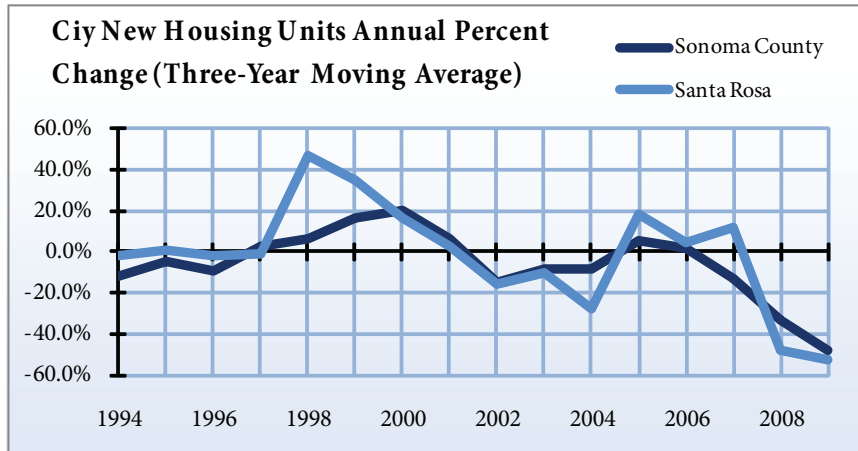
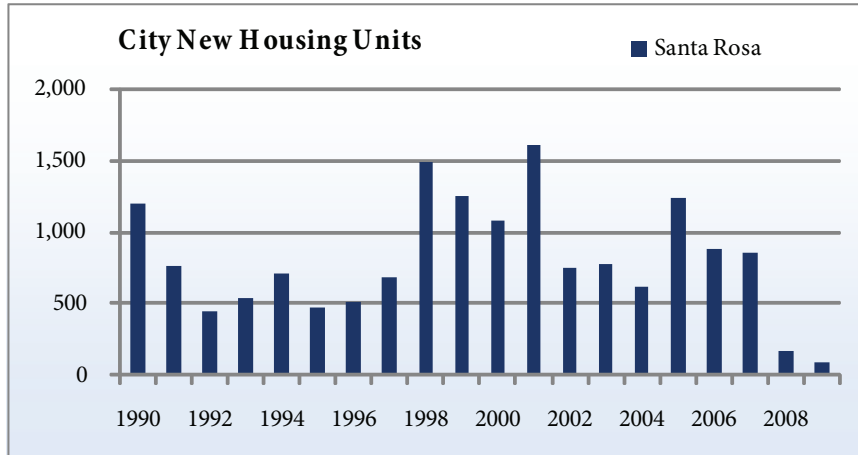
Source: California Construction Industry Research Board



Santa Rosa New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	748	448	1,196	n/a
1991	652	106	758	- 36.6 %
1992	431	22	453	- 40.2 %
1993	495	42	537	18.5 %
1994	635	71	706	31.5 %
1995	425	43	468	- 33.7 %
1996	476	37	513	9.6 %
1997	674	14	688	34.1 %
1998	833	655	1,488	116.3 %
1999	942	314	1,256	- 15.6 %
2000	848	233	1,081	- 13.9 %
2001	956	647	1,603	48.3 %
2002	521	231	752	- 53.1 %
2003	367	406	773	2.8 %
2004	494	118	612	- 20.8 %
2005	567	675	1,242	102.9 %
2006	542	341	883	- 28.9 %
2007	367	495	862	- 2.4 %
2008	152	24	176	- 79.6 %
2009	94	0	94	- 46.6 %

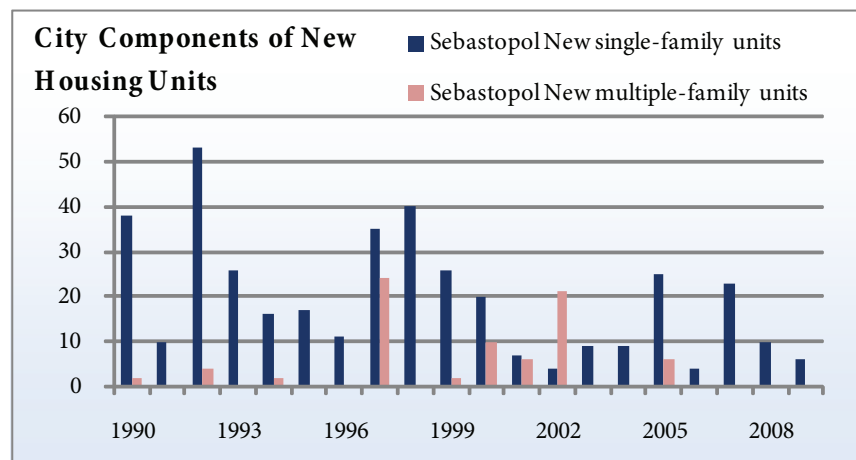
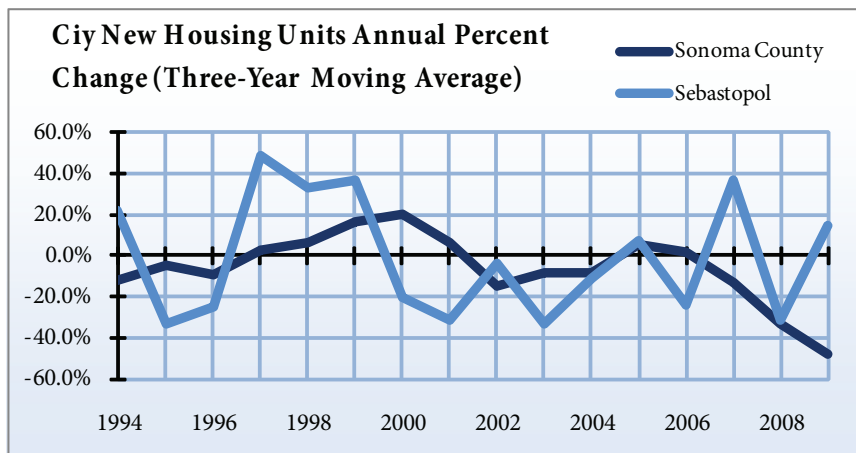
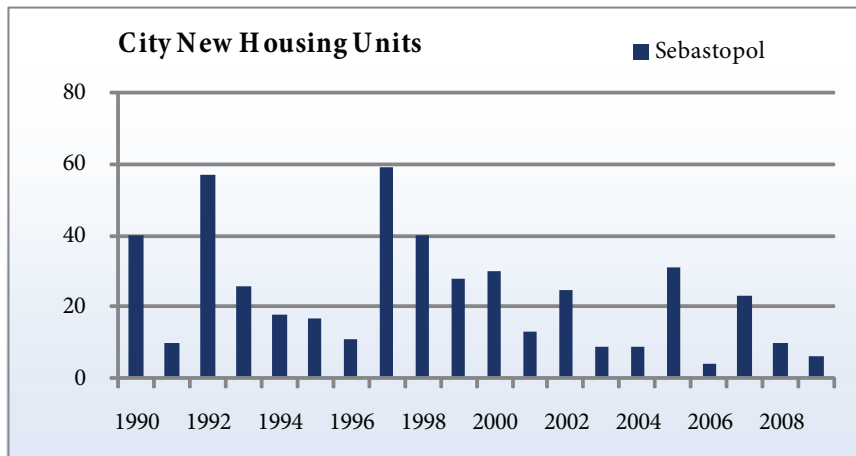
Source: California Construction Industry Research Board



Sebastopol New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	38	2	40	n/a
1991	10	0	10	- 75.0 %
1992	53	4	57	470.0 %
1993	26	0	26	- 54.4 %
1994	16	2	18	- 30.8 %
1995	17	0	17	- 5.6 %
1996	11	0	11	- 35.3 %
1997	35	24	59	436.4 %
1998	40	0	40	- 32.2 %
1999	26	2	28	- 30.0 %
2000	20	10	30	7.1 %
2001	7	6	13	- 56.7 %
2002	4	21	25	92.3 %
2003	9	0	9	- 64.0 %
2004	9	0	9	0.0 %
2005	25	6	31	244.4 %
2006	4	0	4	- 87.1 %
2007	23	0	23	475.0 %
2008	10	0	10	- 56.5 %
2009	6	0	6	- 40.0 %

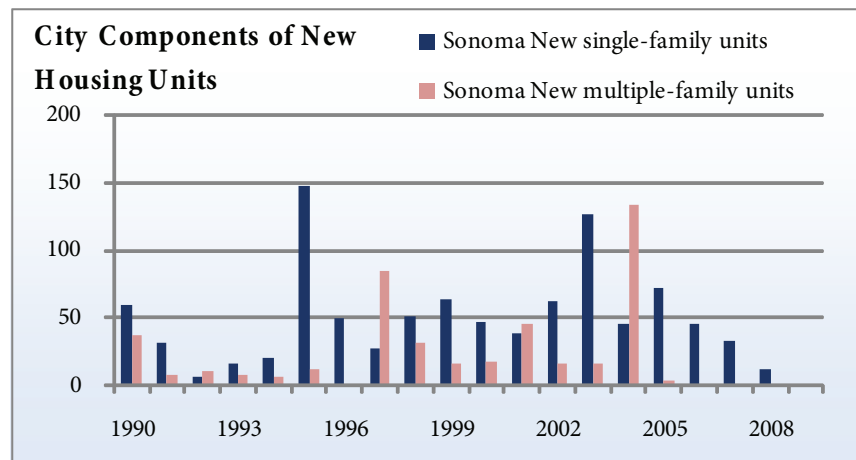
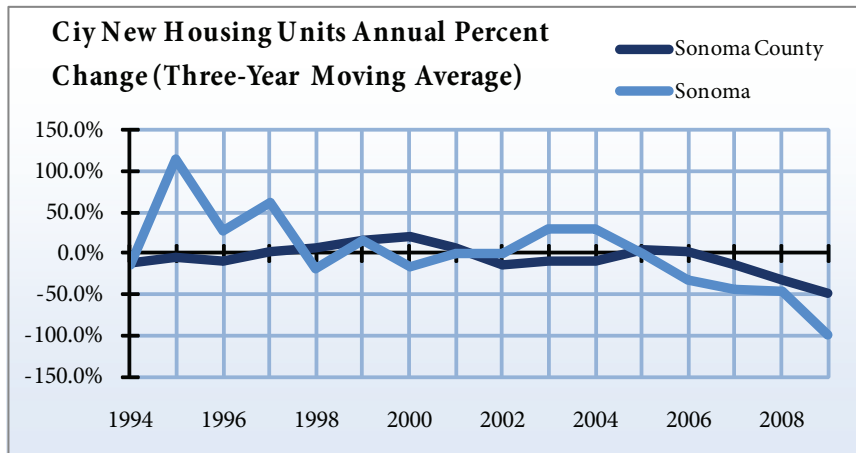
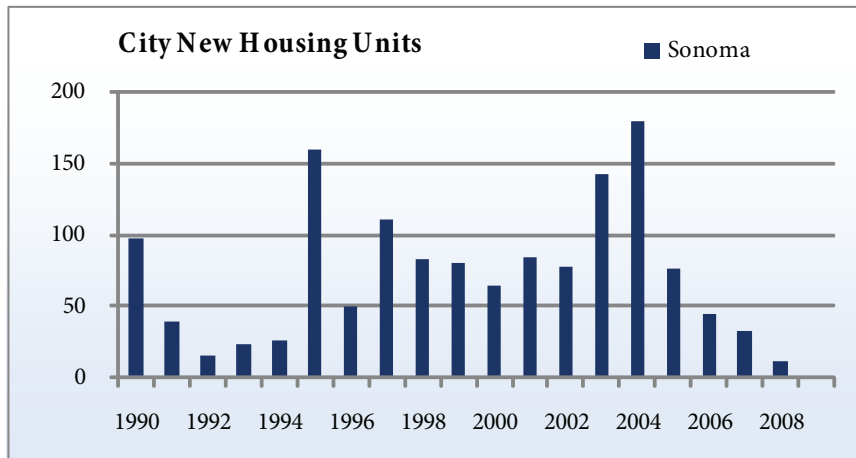
Source: California Construction Industry Research Board



Sonoma New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	60	37	97	n/a
1991	32	8	40	- 58.8 %
1992	6	10	16	- 60.0 %
1993	16	8	24	50.0 %
1994	20	6	26	8.3 %
1995	148	12	160	515.4 %
1996	50	0	50	- 68.8 %
1997	27	84	111	122.0 %
1998	51	32	83	- 25.2 %
1999	64	16	80	- 3.6 %
2000	47	18	65	- 18.8 %
2001	39	45	84	29.2 %
2002	62	16	78	- 7.1 %
2003	126	16	142	82.1 %
2004	46	133	179	26.1 %
2005	72	4	76	- 57.5 %
2006	45	0	45	- 40.8 %
2007	33	0	33	- 26.7 %
2008	12	0	12	- 63.6 %
2009	0	0	0	- 100.0 %

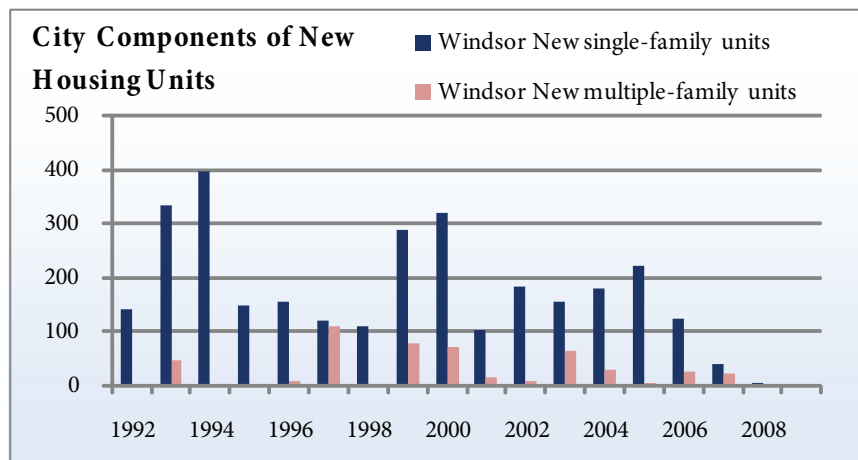
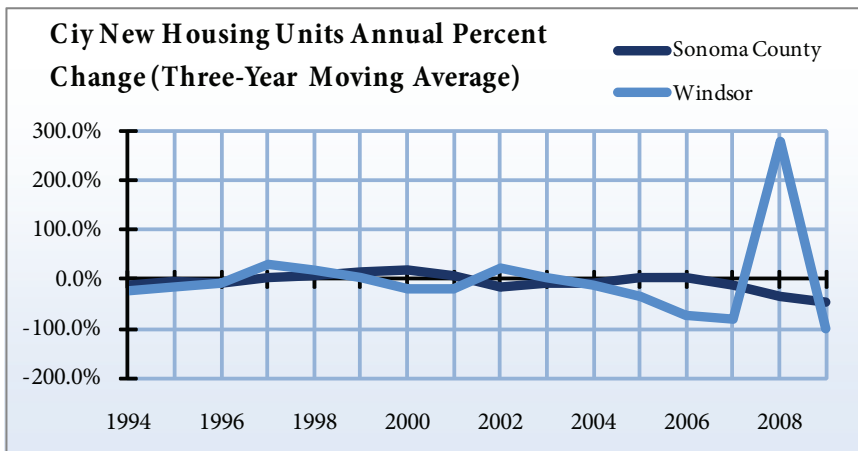
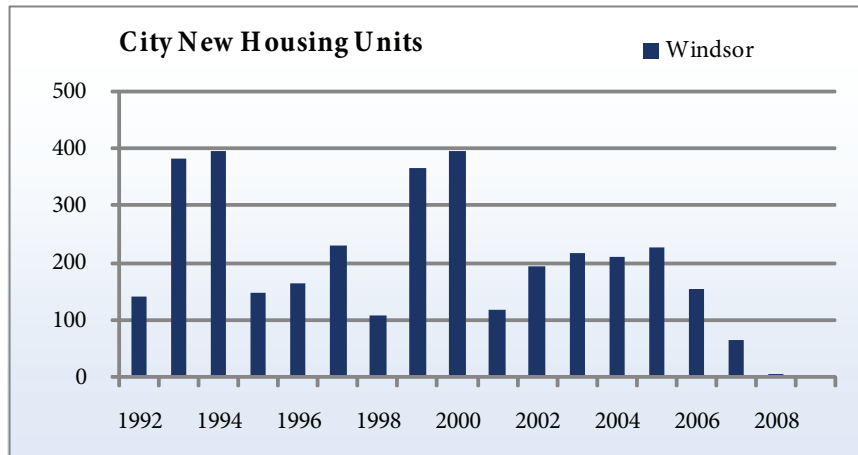
Source: California Construction Industry Research Board



Windsor New Housing Units Authorized by Building Permits

Year	New single-family units	New multiple-family units	Total new housing units	Annual percent change
1990	140	0	140	n/a
1991	333	48	381	172.1 %
1992	395	0	395	3.7 %
1993	147	0	147	- 62.8 %
1994	154	10	164	11.6 %
1995	122	110	232	41.5 %
1996	110	0	110	- 52.6 %
1997	287	80	367	233.6 %
1998	321	73	394	7.4 %
1999	103	15	118	- 70.1 %
2000	185	9	194	64.4 %
2001	154	64	218	12.4 %
2002	181	29	210	- 3.7 %
2003	221	6	227	8.1 %
2004	126	27	153	- 32.6 %
2005	42	22	64	- 58.2 %
2006	5	0	5	- 92.2 %
2007	1	0	1	- 80.0 %
2008	3,027	493	3,520	351900.0 %
2009	0	0	0	- 100.0 %

Source: California Construction Industry Research Board



6.3 Value of New Construction

Overview

Building permits are required for all new construction, not just housing units as shown in the previous section. Permits are required not only for new commercial and industrial construction, but also for the demolition, remodeling, expansion, additions, and repairs made to existing residential, commercial, and industrial structures.

The value of new construction in this section is the total value reported in building permits. This often understates the true value of construction because many development impact fees are based on the value of permitted construction, giving builders an incentive to underestimate the cost of the completed structure. The valuation estimate is based on costs that include labor, materials, and architectural and engineering expertise.

Residential units are single-family and multi-family units, and typically account for about half of all permitted construction valuation.

Major components of nonresidential construction include commercial offices, commercial stores, other commercial, industrial buildings, and other construction

This section excludes public buildings when a building permit is not necessary for construction. This usually includes public schools and local government buildings.

The value of construction activity, especially of commercial and industrial buildings, is one of the primary indicators of economic expansion. It indicates economic investment in the community for which the investor is expecting a return. Because the building may not be complete and operational until the next year, building activity is often a leading indicator of near-term economic growth.

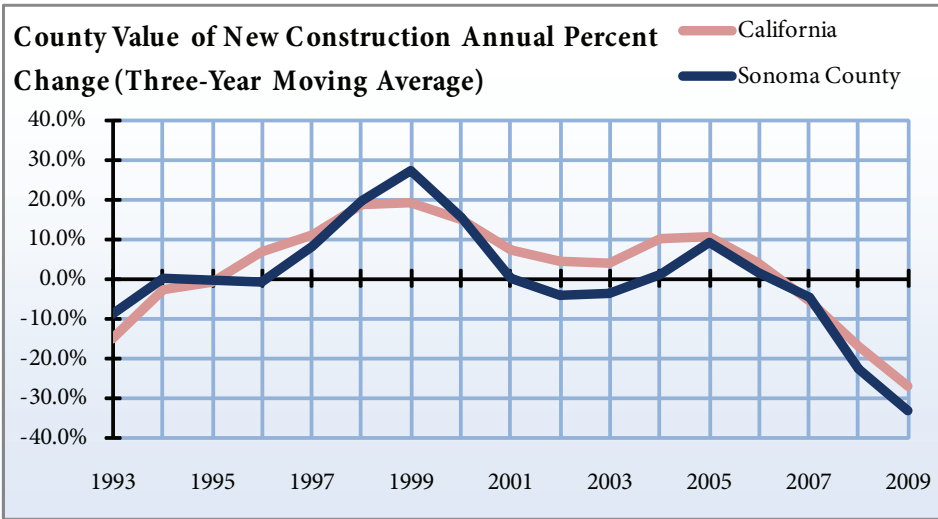
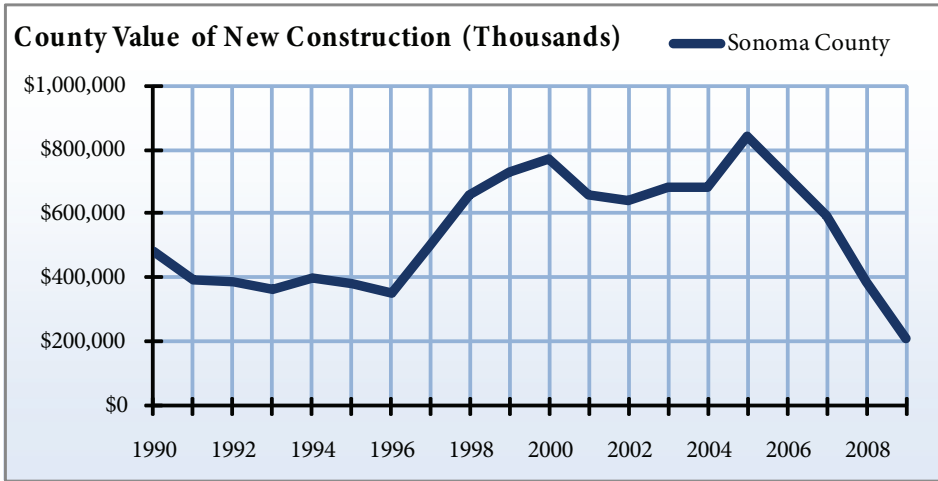
Sonoma County

The value of new construction decreased 71 percent 1999 and 2009 in Sonoma County. California saw a decrease of 46 percent during the same time period. In 2008, single-family units made up 43 percent of all new construction value in the county, while multiple-family units made up another 6 percent. Total commercial and industrial construction accounted for 3 percent of the total value in the county in the same year. The city of Santa Rosa had the highest total valuation at \$51.3 million.

Sonoma County Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Other Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$286,414	\$38,730	\$41,894	\$24,588	\$19,377	\$4,888	\$7,725	\$23,173	\$37,664	\$484,454
1991	\$239,955	\$9,078	\$43,931	\$14,182	\$36,246	\$2,209	\$3,863	\$17,547	\$29,115	\$396,127
1992	\$229,191	\$8,374	\$51,932	\$5,783	\$34,086	\$11,408	\$4,110	\$16,122	\$26,710	\$387,716
1993	\$222,391	\$14,944	\$42,349	\$8,688	\$16,293	\$4,764	\$3,767	\$20,306	\$30,051	\$363,552
1994	\$254,734	\$18,983	\$38,897	\$8,881	\$25,752	\$1,838	\$2,269	\$18,276	\$27,004	\$396,633
1995	\$194,290	\$18,189	\$41,532	\$13,137	\$30,501	\$2,898	\$11,488	\$20,320	\$49,723	\$382,077
1996	\$190,987	\$3,811	\$40,400	\$6,776	\$18,133	\$6,228	\$8,345	\$30,149	\$48,462	\$353,292
1997	\$268,336	\$21,001	\$38,665	\$17,386	\$22,201	\$9,905	\$42,732	\$23,476	\$58,086	\$501,789
1998	\$333,066	\$59,329	\$39,427	\$35,525	\$32,927	\$10,307	\$37,743	\$34,597	\$73,919	\$656,840
1999	\$409,934	\$40,112	\$54,615	\$23,406	\$30,908	\$13,805	\$48,739	\$36,085	\$73,286	\$730,891
2000	\$470,785	\$31,185	\$57,962	\$21,700	\$27,761	\$18,406	\$29,460	\$35,548	\$75,934	\$768,741
2001	\$307,681	\$69,412	\$71,003	\$26,471	\$35,309	\$29,074	\$22,228	\$41,162	\$57,483	\$659,823
2002	\$295,769	\$31,115	\$72,698	\$50,121	\$50,369	\$28,732	\$8,861	\$43,709	\$62,599	\$643,974
2003	\$322,260	\$86,300	\$75,013	\$11,786	\$33,458	\$12,631	\$12,448	\$61,150	\$67,676	\$682,723
2004	\$302,186	\$57,640	\$81,301	\$23,702	\$71,229	\$14,800	\$3,875	\$45,222	\$81,846	\$681,802
2005	\$398,597	\$128,382	\$89,454	\$9,617	\$65,542	\$4,585	\$3,127	\$51,523	\$88,695	\$839,523
2006	\$328,693	\$65,621	\$93,193	\$10,489	\$46,745	\$7,000	\$8,914	\$52,312	\$102,629	\$715,596
2007	\$219,642	\$86,983	\$71,030	\$25,492	\$19,967	\$14,225	\$5,426	\$46,140	\$106,301	\$595,205
2008	\$142,928	\$5,915	\$60,567	\$12,032	\$32,041	\$9,000	\$3,619	\$36,592	\$87,098	\$389,792
2009	\$93,260	\$12,433	\$38,404	\$0	\$3,942	\$1,402	\$1,191	\$18,726	\$43,319	\$212,677

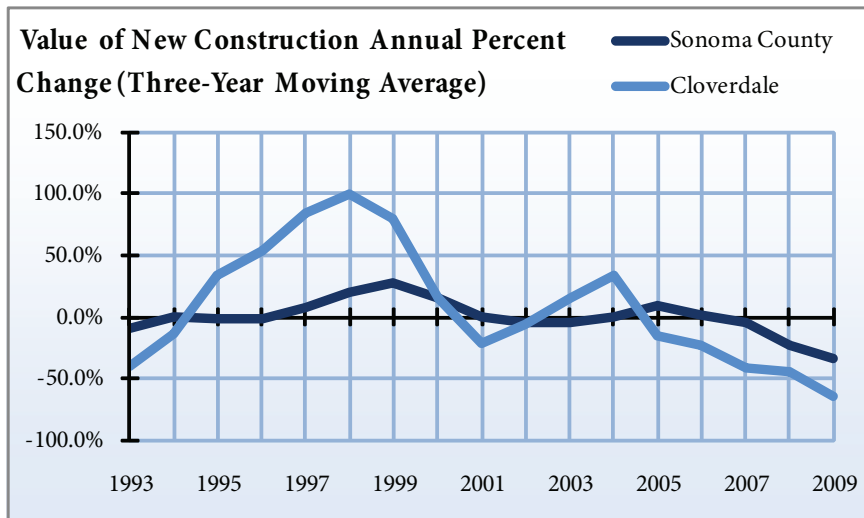
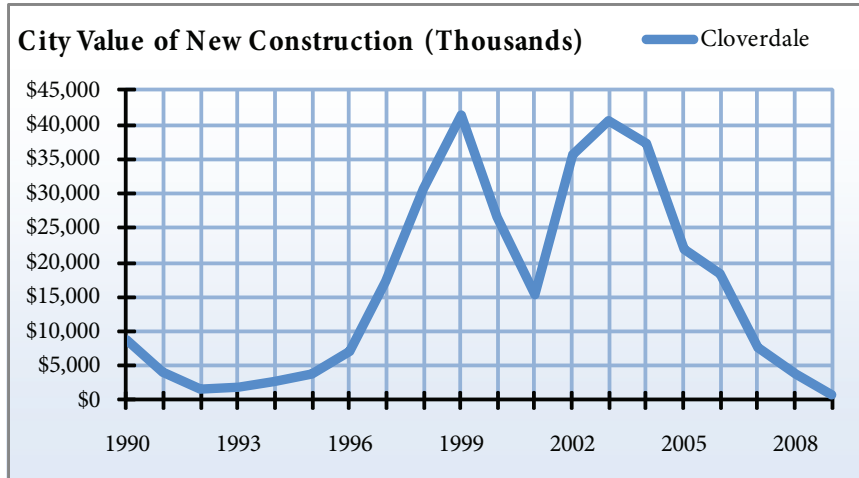
Source: California Construction Industry Research Board



Cloverdale Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Other Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$3,901	\$4,040	\$391	\$ 0	\$408	\$ 0	\$ 0	\$37	\$10	\$8,787
1991	\$2,669	\$889	\$203	\$ 0	\$ 0	\$ 0	\$ 0	\$117	\$277	\$4,156
1992	\$884	\$ 0	\$400	\$ 0	\$ 0	\$ 0	\$ 0	\$74	\$245	\$1,604
1993	\$1,505	\$ 0	\$92	\$ 0	\$ 0	\$ 0	\$ 0	\$52	\$284	\$1,932
1994	\$2,504	\$ 0	\$136	\$ 0	\$ 0	\$ 0	\$ 0	\$66	\$22	\$2,728
1995	\$3,347	\$ 0	\$185	\$ 0	\$240	\$ 0	\$ 0	\$82	\$16	\$3,870
1996	\$2,167	\$ 0	\$231	\$ 0	\$2,327	\$1,350	\$650	\$77	\$354	\$7,156
1997	\$14,156	\$ 0	\$328	\$ 0	\$1,692	\$623	\$ 0	\$160	\$283	\$17,242
1998	\$29,265	\$ 0	\$489	\$ 0	\$ 0	\$ 0	\$173	\$186	\$488	\$30,602
1999	\$39,128	\$ 0	\$251	\$ 0	\$1,261	\$ 0	\$ 0	\$172	\$656	\$41,468
2000	\$25,983	\$ 0	\$302	\$ 0	\$ 0	\$ 0	\$ 0	\$135	\$270	\$26,689
2001	\$12,699	\$ 0	\$960	\$ 0	\$429	\$ 0	\$ 0	\$610	\$601	\$15,299
2002	\$28,425	\$279	\$168	\$1,369	\$1,907	\$2,699	\$ 0	\$688	\$ 0	\$35,537
2003	\$36,468	\$2,441	\$438	\$ 0	\$ 0	\$ 0	\$ 0	\$595	\$739	\$40,681
2004	\$32,180	\$320	\$732	\$ 0	\$2,039	\$ 0	\$1,134	\$716	\$179	\$37,300
2005	\$15,755	\$1,795	\$436	\$ 0	\$385	\$1,683	\$ 0	\$812	\$948	\$21,813
2006	\$10,791	\$ 0	\$631	\$ 0	\$2,554	\$ 0	\$912	\$2,600	\$837	\$18,326
2007	\$1,378	\$ 0	\$1,395	\$ 0	\$ 0	\$ 0	\$4,026	\$346	\$545	\$7,689
2008	\$311	\$ 0	\$385	\$ 0	\$135	\$ 0	\$1,919	\$188	\$797	\$3,736
2009	\$189	\$ 0	\$318	\$ 0	\$ 0	\$ 0	\$ 0	\$29	\$286	\$821

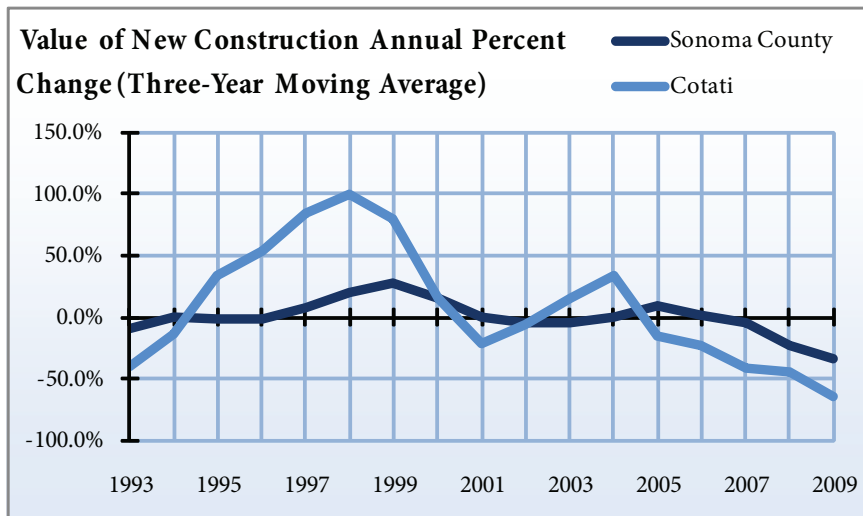
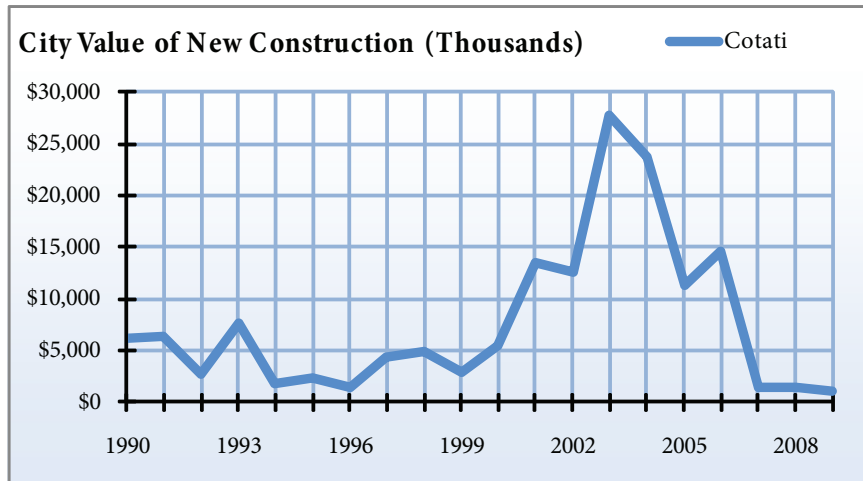
Source: California Construction Industry Research Board



Cotati Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$4,423	\$ 0	\$641	\$ 0	\$822	\$ 0	\$ 0	\$128	\$257	\$6,272
1991	\$5,560	\$ 0	\$296	\$ 0	\$157	\$ 0	\$100	\$103	\$109	\$6,324
1992	\$821	\$283	\$123	\$ 0	\$1,339	\$ 0	\$ 0	\$71	\$103	\$2,739
1993	\$2,951	\$302	\$30	\$ 0	\$3,160	\$ 0	\$885	\$80	\$333	\$7,742
1994	\$926	\$ 0	\$85	\$345	\$50	\$ 0	\$246	\$77	\$98	\$1,827
1995	\$983	\$ 0	\$212	\$ 0	\$32	\$259	\$696	\$74	\$102	\$2,358
1996	\$842	\$ 0	\$101	\$ 0	\$463	\$ 0	\$ 0	\$22	\$73	\$1,500
1997	\$2,091	\$900	\$36	\$ 0	\$1,042	\$ 0	\$ 0	\$128	\$115	\$4,312
1998	\$3,116	\$ 0	\$161	\$ 0	\$ 0	\$ 0	\$1,259	\$144	\$334	\$5,015
1999	\$394	\$ 0	\$367	\$ 0	\$ 0	\$86	\$1,528	\$304	\$233	\$2,912
2000	\$1,876	\$1,934	\$265	\$ 0	\$175	\$ 0	\$846	\$180	\$135	\$5,411
2001	\$10,779	\$ 0	\$878	\$ 0	\$ 0	\$ 0	\$976	\$230	\$663	\$13,525
2002	\$5,384	\$272	\$726	\$812	\$1,864	\$294	\$680	\$1,648	\$1,013	\$12,693
2003	\$19,681	\$5,959	\$583	\$ 0	\$321	\$ 0	\$553	\$350	\$416	\$27,863
2004	\$14,034	\$ 0	\$205	\$1,208	\$7,092	\$ 0	\$ 0	\$951	\$272	\$23,762
2005	\$5,234	\$2,452	\$644	\$ 0	\$2,191	\$ 0	\$ 0	\$396	\$327	\$11,243
2006	\$8,416	\$ 0	\$920	\$347	\$ 0	\$ 0	\$3,539	\$343	\$1,076	\$14,641
2007	\$541	\$ 0	\$328	\$ 0	\$ 0	\$ 0	\$ 0	\$145	\$517	\$1,530
2008	\$647	\$ 0	\$340	\$ 0	\$ 0	\$ 0	\$ 0	\$187	\$324	\$1,499
2009	\$ 0	\$ 0	\$392	\$ 0	\$ 0	\$ 0	\$ 0	\$76	\$656	\$1,123

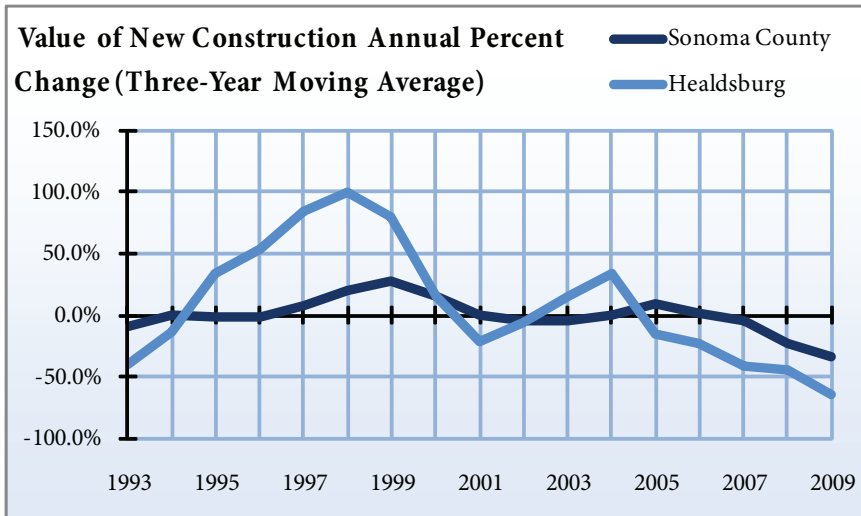
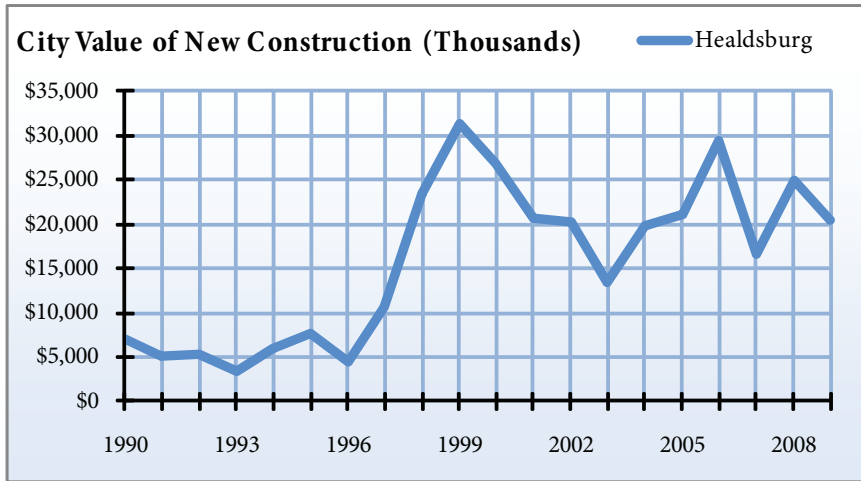
Source: California Construction Industry Research Board



Healdsburg Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Comml. offices	Comml. stores	Other Comml.	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$2,320	\$668	\$1,170	\$250	\$539	\$ 0	\$ 0	\$891	\$1,274	\$7,111
1991	\$529	\$231	\$1,567	\$389	\$222	\$507	\$ 0	\$875	\$751	\$5,070
1992	\$2,615	\$342	\$942	\$ 0	\$201	\$ 0	\$ 0	\$ 0	\$1,181	\$5,281
1993	\$1,951	\$ 0	\$766	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$651	\$3,368
1994	\$1,853	\$1,569	\$1,088	\$571	\$ 0	\$ 0	\$ 0	\$ 0	\$921	\$6,001
1995	\$800	\$3,939	\$1,574	\$ 0	\$ 0	\$ 0	\$ 0	\$115	\$1,224	\$7,652
1996	\$1,211	\$ 0	\$787	\$ 0	\$1,550	\$ 0	\$ 0	\$73	\$891	\$4,512
1997	\$5,886	\$ 0	\$907	\$749	\$460	\$ 0	\$ 0	\$835	\$1,716	\$10,553
1998	\$17,042	\$ 0	\$1,503	\$ 0	\$2,405	\$ 0	\$ 0	\$188	\$2,254	\$23,392
1999	\$19,160	\$5,712	\$2,208	\$ 0	\$1,227	\$ 0	\$300	\$735	\$2,067	\$31,409
2000	\$16,101	\$3,173	\$2,353	\$ 0	\$500	\$188	\$ 0	\$2,215	\$2,268	\$26,798
2001	\$8,244	\$450	\$3,116	\$455	\$3,516	\$ 0	\$ 0	\$637	\$4,175	\$20,593
2002	\$6,353	\$326	\$3,095	\$3,950	\$5,012	\$ 0	\$ 0	\$593	\$976	\$20,305
2003	\$2,807	\$573	\$2,294	\$ 0	\$562	\$1,400	\$ 0	\$1,105	\$4,762	\$13,503
2004	\$7,759	\$ 0	\$4,105	\$5,008	\$440	\$ 0	\$ 0	\$951	\$1,507	\$19,769
2005	\$4,400	\$ 0	\$3,975	\$2,175	\$100	\$1,000	\$ 0	\$1,291	\$8,238	\$21,179
2006	\$17,932	\$ 0	\$3,713	\$ 0	\$566	\$ 0	\$ 0	\$728	\$6,439	\$29,378
2007	\$7,942	\$ 0	\$3,668	\$ 0	\$ 0	\$ 0	\$ 0	\$2,067	\$2,946	\$16,623
2008	\$6,447	\$ 0	\$3,140	\$ 0	\$1,855	\$9,000	\$ 0	\$2,239	\$2,357	\$25,038

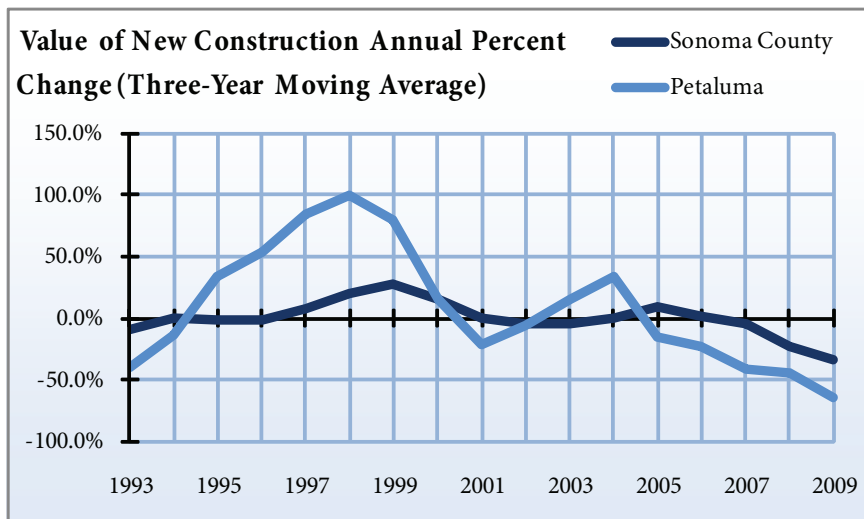
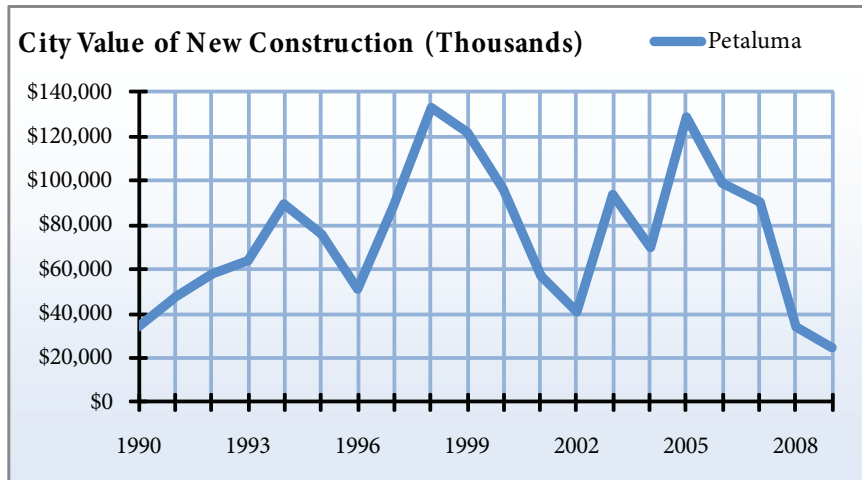
Source: California Construction Industry Research Board



Petaluma Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$12,758	\$1,019	\$2,592	\$9,354	\$3,522	\$2,850	\$1,202	\$965	\$ 0	\$34,263
1991	\$37,311	\$1,177	\$3,246	\$1,918	\$2,419	\$1,001	\$ 0	\$501	\$ 0	\$47,574
1992	\$44,649	\$2,313	\$2,249	\$128	\$7,348	\$97	\$ 0	\$794	\$ 0	\$57,579
1993	\$50,540	\$6,987	\$2,783	\$40	\$2,329	\$159	\$ 0	\$1,534	\$ 0	\$64,372
1994	\$70,612	\$555	\$2,000	\$4,325	\$12,348	\$ 0	\$ 0	\$91	\$ 0	\$89,931
1995	\$47,490	\$22	\$1,794	\$7,022	\$8,949	\$126	\$ 0	\$2,171	\$8,340	\$75,914
1996	\$22,059	\$142	\$2,198	\$1,475	\$8,239	\$200	\$ 0	\$7,301	\$9,801	\$51,414
1997	\$57,111	\$2,494	\$2,517	\$3,358	\$2,770	\$500	\$7,778	\$1,857	\$10,322	\$88,707
1998	\$48,544	\$21,208	\$3,093	\$32,652	\$7,529	\$733	\$5,526	\$1,104	\$12,589	\$132,979
1999	\$65,208	\$11,531	\$9,420	\$7,246	\$1,450	\$193	\$3,357	\$5,897	\$17,434	\$121,735
2000	\$38,084	\$4,362	\$3,890	\$6,522	\$2,475	\$15,388	\$ 0	\$2,727	\$22,790	\$96,238
2001	\$15,726	\$2,959	\$4,693	\$8,312	\$3,073	\$ 0	\$7,076	\$2,751	\$12,762	\$57,352
2002	\$4,410	\$6,553	\$4,114	\$12,365	\$2,094	\$ 0	\$ 0	\$1,298	\$9,713	\$40,548
2003	\$41,738	\$12,613	\$5,608	\$3,000	\$12,795	\$ 0	\$ 0	\$7,000	\$10,829	\$93,584
2004	\$18,589	\$ 0	\$6,224	\$4,100	\$13,045	\$5,740	\$ 0	\$2,289	\$19,837	\$69,822
2005	\$65,053	\$19,773	\$7,454	\$1,341	\$12,644	\$1,000	\$ 0	\$8,418	\$12,713	\$128,396
2006	\$34,878	\$16,708	\$9,044	\$8,584	\$5,295	\$ 0	\$2,366	\$3,286	\$18,963	\$99,124
2007	\$26,839	\$13,473	\$7,351	\$22,958	\$1,790	\$ 0	\$ 0	\$1,364	\$16,580	\$90,355
2008	\$4,380	\$ 0	\$4,869	\$ 0	\$2,400	\$ 0	\$ 0	\$2,022	\$20,812	\$34,484
2009	\$9,780	\$ 0	\$4,697	\$ 0	\$ 0	\$ 0	\$ 0	\$1,173	\$8,653	\$24,303

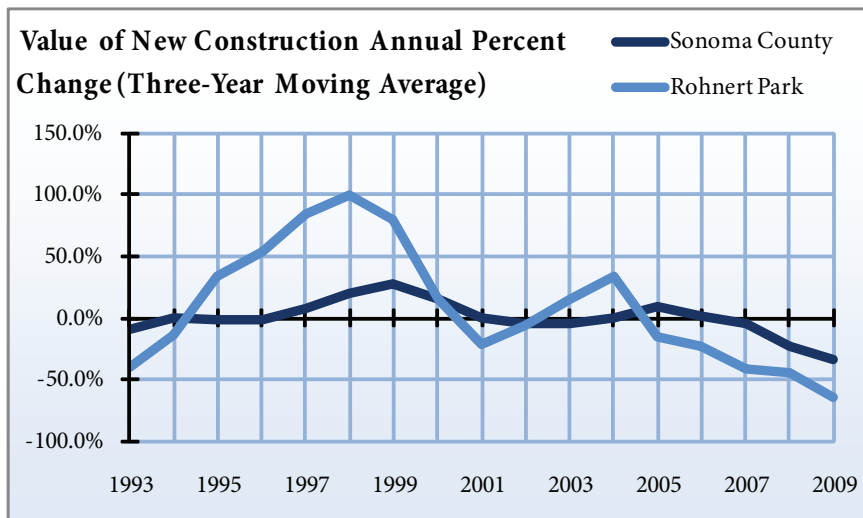
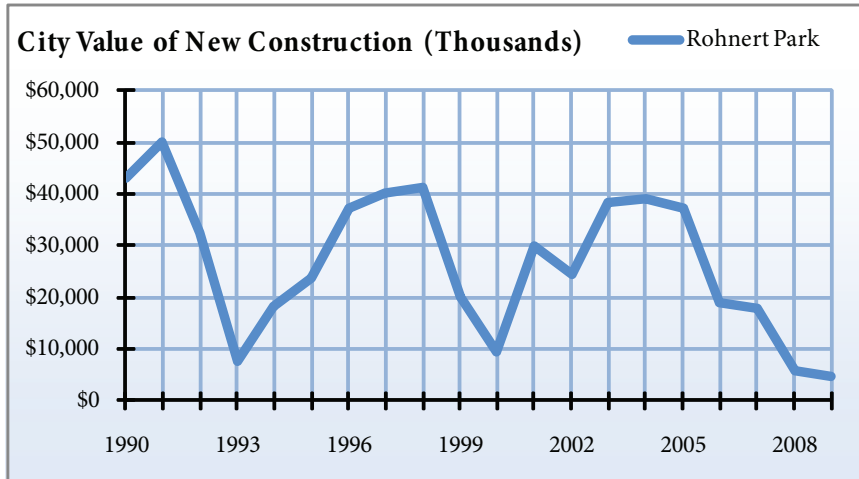
Source: California Construction Industry Research Board



Rohnert Park Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$29,628	\$2,873	\$2,280	\$817	\$0	\$106	\$2,456	\$707	\$4,104	\$42,971
1991	\$23,324	\$0	\$2,188	\$0	\$21,166	\$0	\$604	\$198	\$2,452	\$49,931
1992	\$14,013	\$0	\$1,619	\$0	\$11,734	\$181	\$1,848	\$0	\$3,313	\$32,707
1993	\$712	\$0	\$2,407	\$0	\$2,108	\$0	\$325	\$216	\$1,779	\$7,547
1994	\$2,396	\$10,776	\$1,052	\$0	\$1,009	\$77	\$0	\$475	\$2,481	\$18,266
1995	\$1,166	\$9,077	\$1,544	\$50	\$1,248	\$76	\$1,682	\$1,339	\$7,482	\$23,664
1996	\$21,978	\$1,106	\$635	\$3,983	\$759	\$0	\$4,642	\$692	\$3,329	\$37,124
1997	\$16,275	\$2,113	\$2,104	\$0	\$1,074	\$0	\$13,108	\$246	\$5,152	\$40,073
1998	\$20,044	\$1,567	\$433	\$550	\$433	\$750	\$5,378	\$556	\$11,428	\$41,139
1999	\$4,664	\$0	\$1,169	\$1,601	\$656	\$0	\$7,660	\$548	\$3,921	\$20,219
2000	\$0	\$259	\$1,040	\$1,387	\$471	\$0	\$650	\$393	\$5,145	\$9,345
2001	\$529	\$16,837	\$1,496	\$1,643	\$5,313	\$463	\$0	\$403	\$3,376	\$30,061
2002	\$1,358	\$1,164	\$1,513	\$740	\$10,285	\$250	\$0	\$748	\$8,249	\$24,307
2003	\$234	\$19,052	\$1,954	\$0	\$2,675	\$0	\$0	\$10,207	\$4,406	\$38,528
2004	\$0	\$21,749	\$3,818	\$0	\$5,508	\$0	\$0	\$1,984	\$6,120	\$39,179
2005	\$10,858	\$15,474	\$1,838	\$450	\$3,815	\$0	\$0	\$403	\$4,403	\$37,241
2006	\$0	\$0	\$2,721	\$0	\$10,224	\$0	\$0	\$692	\$5,208	\$18,845
2007	\$0	\$3,160	\$1,517	\$0	\$1,072	\$500	\$0	\$702	\$11,034	\$17,986
2008	\$0	\$0	\$1,334	\$0	\$0	\$0	\$0	\$435	\$3,946	\$5,715
2009	\$0	\$0	\$1,676	\$0	\$0	\$0	\$0	\$1,287	\$1,721	\$4,684

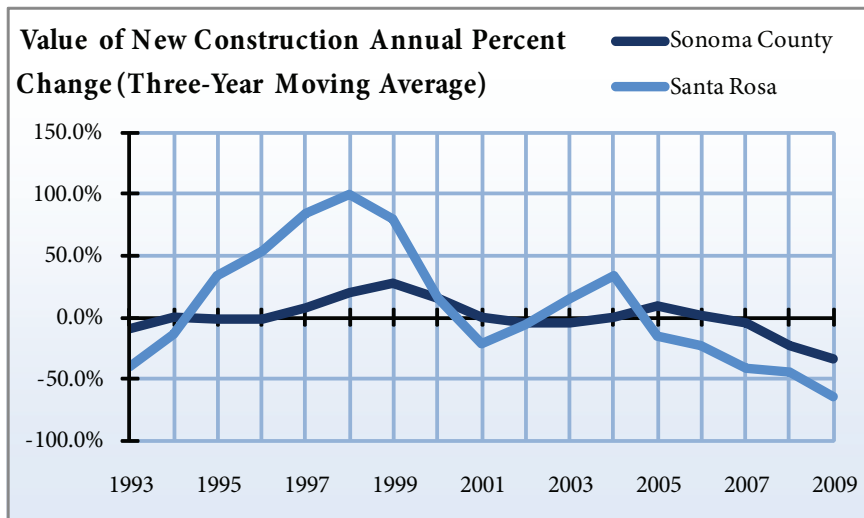
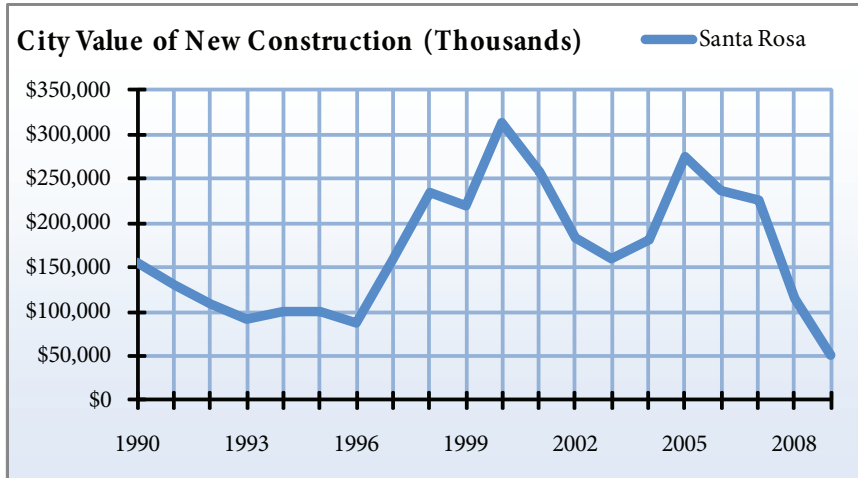
Source: California Construction Industry Research Board



Santa Rosa Value of New Construction (Thousands)

Year	Multiple-					Non-			Total valuation	
	Single-family units	family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction		residential alterations
1990	\$88,608	\$19,632	\$9,467	\$8,683	\$2,676	\$ 0	\$1,917	\$6,065	\$18,502	\$155,551
1991	\$80,165	\$5,952	\$10,543	\$4,029	\$7,110	\$ 0	\$2,000	\$1,311	\$18,386	\$129,497
1992	\$58,053	\$1,251	\$16,095	\$1,370	\$3,072	\$10,283	\$1,246	\$1,636	\$15,413	\$108,419
1993	\$50,286	\$2,618	\$8,008	\$4,593	\$2,766	\$2,900	\$1,205	\$3,541	\$16,112	\$92,028
1994	\$61,350	\$4,088	\$8,795	\$600	\$6,514	\$ 0	\$ 0	\$961	\$17,553	\$99,861
1995	\$42,727	\$2,418	\$7,835	\$2,161	\$16,479	\$381	\$4,165	\$2,186	\$20,890	\$99,242
1996	\$53,011	\$1,937	\$8,439	\$523	\$4,080	\$1,329	\$ 0	\$873	\$17,357	\$87,548
1997	\$91,082	\$1,068	\$10,540	\$3,898	\$7,810	\$4,081	\$15,107	\$2,716	\$22,017	\$158,320
1998	\$128,298	\$32,766	\$9,772	\$ 0	\$8,935	\$7,600	\$10,213	\$11,802	\$25,556	\$234,943
1999	\$134,932	\$11,202	\$11,399	\$8,711	\$12,645	\$ 0	\$6,657	\$11,251	\$22,284	\$219,081
2000	\$225,860	\$13,026	\$14,461	\$5,321	\$16,349	\$2,500	\$10,851	\$5,430	\$20,327	\$314,124
2001	\$139,918	\$41,002	\$17,656	\$11,214	\$1,897	\$16,185	\$1,326	\$10,083	\$18,043	\$257,324
2002	\$86,175	\$16,709	\$19,346	\$20,179	\$4,158	\$2,581	\$1,300	\$13,763	\$18,877	\$183,087
2003	\$60,596	\$33,866	\$18,216	\$1,869	\$10,385	\$806	\$1,441	\$8,083	\$24,045	\$159,306
2004	\$88,370	\$9,372	\$20,898	\$3,898	\$14,534	\$ 0	\$ 0	\$11,654	\$32,349	\$181,075
2005	\$110,294	\$64,332	\$24,798	\$987	\$27,508	\$ 0	\$ 0	\$12,911	\$34,959	\$275,788
2006	\$105,383	\$35,621	\$22,678	\$ 0	\$8,546	\$ 0	\$ 0	\$18,181	\$45,728	\$236,136
2007	\$68,910	\$65,165	\$23,501	\$ 0	\$7,186	\$ 0	\$ 0	\$19,034	\$42,994	\$226,790
2008	\$28,844	\$2,797	\$15,499	\$4,716	\$12,300	\$ 0	\$ 0	\$8,952	\$40,924	\$114,033
2009	\$19,135	\$ 0	\$9,938	\$ 0	\$ 0	\$ 0	\$ 0	\$4,203	\$18,050	\$51,326

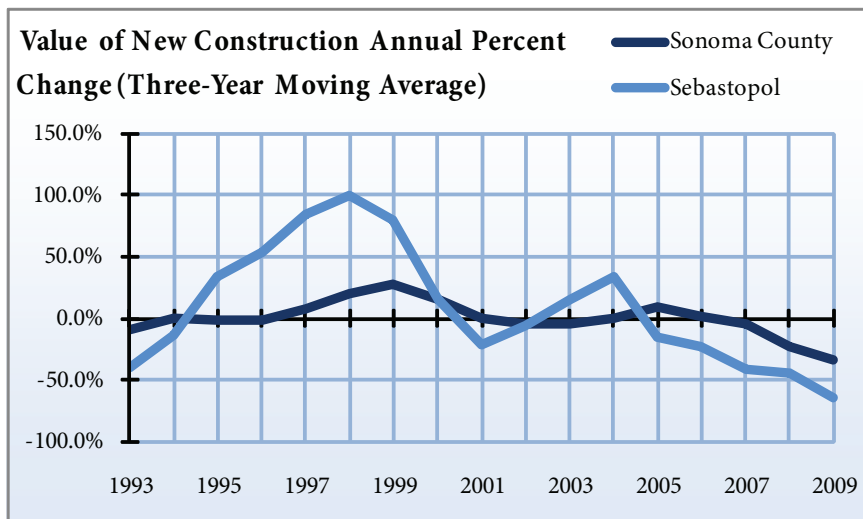
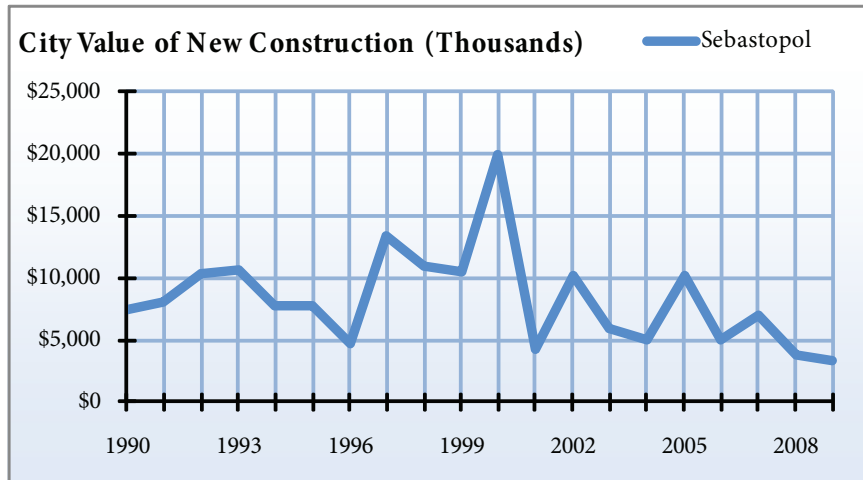
Source: California Construction Industry Research Board



Sebastopol Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$5,306	\$152	\$393	\$433	\$546	\$0	\$531	\$16	\$19	\$7,396
1991	\$2,214	\$0	\$1,345	\$4,248	\$0	\$0	\$0	\$47	\$225	\$8,079
1992	\$7,012	\$449	\$1,445	\$0	\$0	\$268	\$0	\$55	\$1,094	\$10,323
1993	\$3,568	\$0	\$1,566	\$265	\$122	\$1,633	\$0	\$384	\$3,117	\$10,655
1994	\$2,867	\$268	\$1,465	\$658	\$732	\$0	\$0	\$163	\$1,651	\$7,804
1995	\$3,622	\$0	\$1,509	\$0	\$0	\$0	\$0	\$54	\$2,542	\$7,727
1996	\$2,513	\$0	\$1,357	\$0	\$0	\$0	\$0	\$74	\$786	\$4,729
1997	\$5,005	\$1,552	\$1,768	\$0	\$0	\$3,618	\$0	\$56	\$1,460	\$13,459
1998	\$6,113	\$0	\$1,796	\$327	\$0	\$187	\$0	\$675	\$1,902	\$11,000
1999	\$5,314	\$271	\$1,649	\$590	\$0	\$1,297	\$0	\$219	\$1,152	\$10,491
2000	\$3,366	\$1,160	\$2,449	\$6,673	\$0	\$0	\$0	\$810	\$5,564	\$20,021
2001	\$1,021	\$516	\$1,459	\$0	\$352	\$0	\$383	\$65	\$490	\$4,285
2002	\$280	\$2,260	\$1,854	\$0	\$1,184	\$0	\$0	\$138	\$4,485	\$10,200
2003	\$1,149	\$0	\$2,396	\$812	\$0	\$0	\$0	\$231	\$1,405	\$5,992
2004	\$1,313	\$0	\$1,906	\$0	\$0	\$0	\$0	\$355	\$1,431	\$5,004
2005	\$3,845	\$730	\$1,904	\$1,263	\$233	\$0	\$0	\$438	\$1,728	\$10,142
2006	\$603	\$0	\$2,846	\$0	\$0	\$0	\$0	\$240	\$1,298	\$4,986
2007	\$3,635	\$0	\$1,434	\$0	\$0	\$0	\$0	\$980	\$987	\$7,036
2008	\$2,067	\$0	\$943	\$0	\$0	\$0	\$0	\$178	\$620	\$3,808
2009	\$883	\$0	\$819	\$0	\$0	\$0	\$0	\$698	\$961	\$3,362

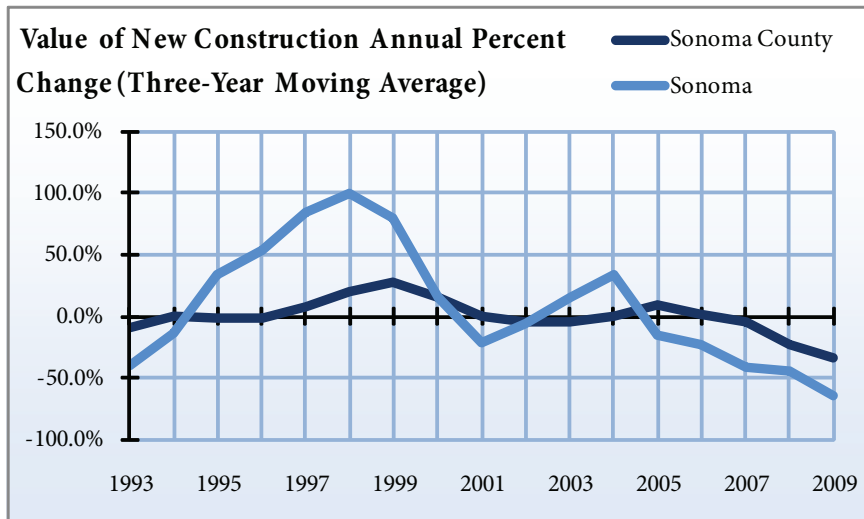
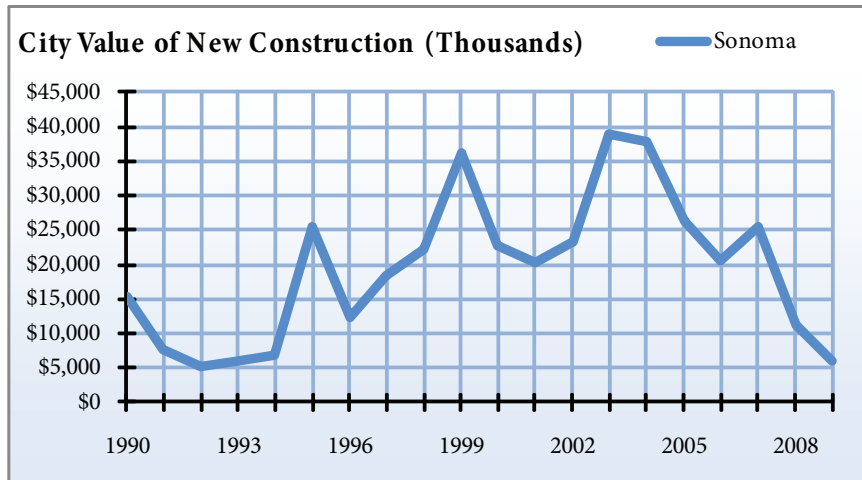
Source: California Construction Industry Research Board



Sonoma Value of New Construction (Thousands)

Year	Single-family units	Multiple-family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	Non-residential alterations	Total valuation
1990	\$8,702	\$2,612	\$1,519	\$1,330	\$0	\$371	\$0	\$390	\$527	\$15,451
1991	\$3,277	\$479	\$1,803	\$389	\$103	\$300	\$0	\$433	\$945	\$7,730
1992	\$1,061	\$586	\$1,751	\$193	\$0	\$0	\$0	\$187	\$1,415	\$5,193
1993	\$2,344	\$356	\$1,213	\$528	\$147	\$16	\$0	\$262	\$1,089	\$5,954
1994	\$2,939	\$654	\$1,357	\$849	\$0	\$0	\$0	\$491	\$682	\$6,971
1995	\$21,015	\$666	\$1,898	\$639	\$0	\$0	\$0	\$23	\$1,286	\$25,527
1996	\$8,469	\$0	\$1,637	\$0	\$0	\$0	\$0	\$103	\$2,142	\$12,351
1997	\$5,246	\$6,510	\$1,435	\$721	\$231	\$0	\$0	\$1,180	\$3,088	\$18,412
1998	\$11,046	\$3,788	\$2,164	\$396	\$2,132	\$0	\$0	\$808	\$1,761	\$22,094
1999	\$14,688	\$1,965	\$2,489	\$0	\$1,270	\$10,551	\$0	\$1,185	\$3,942	\$36,090
2000	\$10,321	\$797	\$2,679	\$0	\$3,780	\$0	\$0	\$598	\$4,664	\$22,839
2001	\$7,561	\$4,324	\$1,725	\$511	\$1,981	\$1,919	\$0	\$80	\$2,143	\$20,244
2002	\$15,362	\$1,998	\$2,759	\$0	\$0	\$0	\$0	\$486	\$2,717	\$23,321
2003	\$33,400	\$1,531	\$1,813	\$0	\$721	\$0	\$0	\$366	\$1,000	\$38,830
2004	\$10,448	\$13,235	\$3,913	\$946	\$3,081	\$0	\$0	\$956	\$5,261	\$37,840
2005	\$17,052	\$455	\$3,232	\$0	\$1,501	\$0	\$0	\$939	\$3,252	\$26,432
2006	\$8,279	\$0	\$6,020	\$1,558	\$1,292	\$0	\$0	\$808	\$2,689	\$20,646
2007	\$7,339	\$0	\$5,278	\$0	\$1,048	\$0	\$0	\$411	\$11,330	\$25,406
2008	\$3,092	\$0	\$5,134	\$0	\$0	\$0	\$0	\$703	\$2,355	\$11,284
2009	\$0	\$0	\$3,764	\$0	\$0	\$0	\$0	\$609	\$1,512	\$5,886

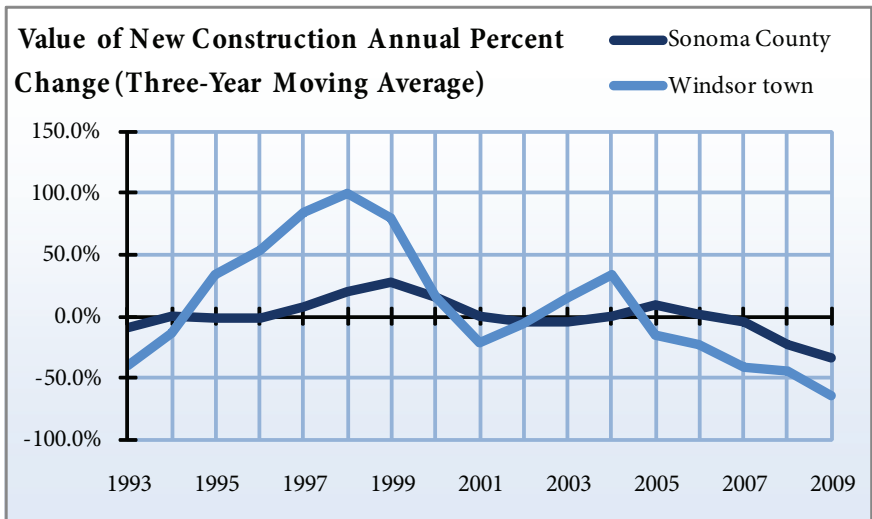
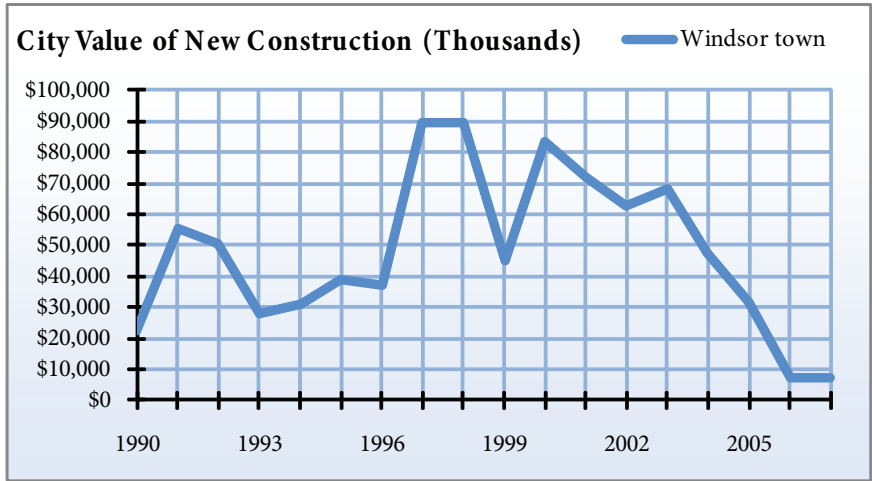
Source: California Construction Industry Research Board



Windsor town Value of New Construction (Thousands)

Year	Multiple-						Non-			Total valuation
	Single-family units	family units	Residential alterations	Commercial offices	Commercial stores	Other commercial	Industrial	Other construction	residential alterations	
1992	\$16,543	\$ 0	\$286	\$1,669	\$3,480	\$ 0	\$76	\$323	\$221	\$22,598
1993	\$44,481	\$2,639	\$639	\$ 0	\$2,561	\$ 0	\$637	\$1,650	\$2,622	\$55,228
1994	\$47,686	\$ 0	\$612	\$ 0	\$149	\$211	\$879	\$823	\$390	\$50,748
1995	\$19,288	\$ 0	\$647	\$246	\$ 0	\$ 0	\$3,320	\$4,548	\$185	\$28,235
1996	\$25,818	\$495	\$1,613	\$ 0	\$ 0	\$314	\$ 0	\$1,893	\$926	\$31,059
1997	\$22,429	\$5,564	\$919	\$2,536	\$300	\$750	\$4,773	\$754	\$862	\$38,887
1998	\$17,137	\$ 0	\$2,063	\$291	\$8,224	\$1,037	\$2,871	\$4,271	\$1,224	\$37,118
1999	\$55,366	\$9,001	\$1,630	\$ 0	\$ 0	\$ 0	\$20,107	\$557	\$2,820	\$89,481
2000	\$66,663	\$5,679	\$1,197	\$338	\$1,960	\$ 0	\$11,457	\$1,377	\$748	\$89,419
2001	\$21,614	\$2,913	\$2,480	\$ 0	\$3,389	\$613	\$11,837	\$776	\$1,523	\$45,145
2002	\$48,333	\$1,314	\$1,172	\$2,080	\$5,630	\$17,997	\$1,361	\$5,349	\$375	\$83,611
2003	\$40,841	\$9,500	\$2,787	\$ 0	\$4,783	\$9,725	\$470	\$2,200	\$1,580	\$71,886
2004	\$40,213	\$4,292	\$2,235	\$1,353	\$6,586	\$3,810	\$ 0	\$2,210	\$2,171	\$62,869
2005	\$56,307	\$1,052	\$3,169	\$ 0	\$2,573	\$902	\$873	\$1,428	\$2,058	\$68,361
2006	\$30,133	\$5,933	\$2,099	\$ 0	\$3,577	\$ 0	\$577	\$1,100	\$4,222	\$47,642
2007	\$10,919	\$4,274	\$1,641	\$ 0	\$5,775	\$6,525	\$ 0	\$952	\$1,439	\$31,524
2008	\$1,160	\$ 0	\$2,020	\$855	\$2,100	\$ 0	\$ 0	\$393	\$779	\$7,308
2009	\$40	\$ 0	\$1,423	\$ 0	\$2,221	\$1,402	\$ 0	\$704	\$1,277	\$7,068

Source: California Construction Industry Research Board



6.4 Fair Market Rent

Overview

Fair market rent acts as a proxy for monthly rent values. It is calculated by the U.S. Department of Housing and Urban Development using surveys of privately-owned dwellings with standard sanitary facilities. Fair market rent is set at the fortieth percentile, which means that 40 percent of the units in a given area pay less than the fair market rent and 60 percent pay more. It is calculated for various numbers of bedrooms in the house or apartment. Fair market rental values are gross rent estimates and they include shelter, rent, and the cost of utilities, except telephone.

Most wealthy households can afford a home. Fair market rent is an indicator of housing costs for poorer households in a county and is used to determine whether families or individuals qualify for rent and utility assistance. Fair market rent figures are descriptive of the local rental housing market in the region and are useful for individuals or businesses contemplating a move to the area.

Fair market rent also allows community leaders to evaluate the adequacy of the supply of rental housing in the community by calculating how much a household must earn to

afford a certain type of unit. A rental unit is defined as affordable if rent plus utilities is not more than 30 percent of income.

Sonoma County

From 2009 to 2010, Sonoma County rent prices consistently increased between 0.7 percent and 0.8 percent depending regardless of the number of bedrooms. Between 2000 and 2010, rent prices increased on average by approximately 48 percent in the county.

Fair Market Rent

Year	0-Bedroom	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom	5-Bedroom	6-Bedroom
2000	\$ 603	\$ 684	\$ 886	\$ 1,232	\$ 1,454	\$ 1,672	\$ 1,923
2001	\$ 644	\$ 730	\$ 946	\$ 1,315	\$ 1,552	\$ 1,785	\$ 2,053
2002	\$ 694	\$ 787	\$ 1,020	\$ 1,418	\$ 1,673	\$ 1,924	\$ 2,213
2003	\$ 767	\$ 869	\$ 1,126	\$ 1,566	\$ 1,849	\$ 2,126	\$ 2,445
2004	\$ 792	\$ 897	\$ 1,163	\$ 1,617	\$ 1,909	\$ 2,195	\$ 2,525
2005	\$ 751	\$ 914	\$ 1,154	\$ 1,638	\$ 1,914	\$ 2,201	\$ 2,531
2006	\$ 1,151	\$ 749	\$ 912	\$ 1,633	\$ 1,910	\$ 2,197	\$ 2,526
2007	\$ 758	\$ 923	\$ 1,165	\$ 1,653	\$ 1,933	\$ 2,223	\$ 2,556
2008	\$ 740	\$ 901	\$ 1,137	\$ 1,613	\$ 1,886	\$ 2,169	\$ 2,494
2009	\$ 844	\$ 1,026	\$ 1,296	\$ 1,839	\$ 2,150	\$ 2,473	\$ 2,843
2010	\$ 850	\$ 1,034	\$ 1,306	\$ 1,853	\$ 2,167	\$ 2,492	\$ 2,866

Source: U.S. Department of Housing and Urban Development

6.5 Median Home Prices

Overview

Data on home sales prices is collected by the Bay Area Real Estate Information Services from the area's multiple listing service. The median is the midpoint in the price range; that is, half of all homes are priced higher and half are priced lower than the median price.

Median home sales price is the most-commonly used measure of home prices as they relate to housing affordability. Median home prices are affected by the difference between supply (total housing units) and demand (total population) and other factors including future price expectations and mortgage interest rates.

Sonoma County

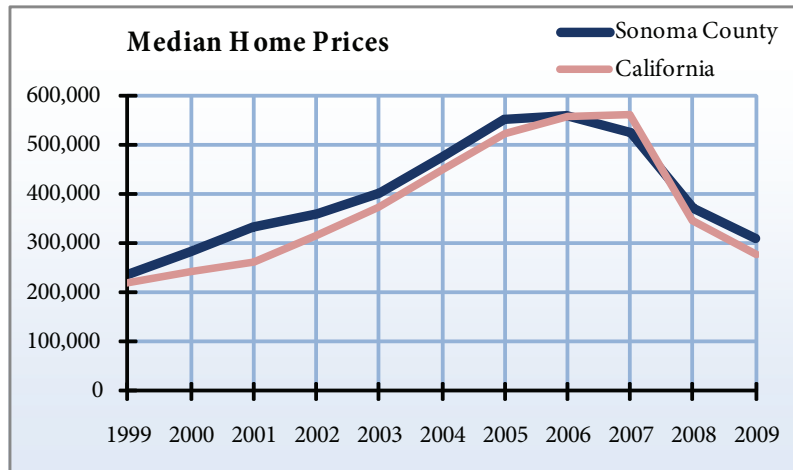
The bursting of the housing bubble has affected Sonoma County home prices significantly. The median sales price decreased by nearly 44 percent between 2006 and 2009, falling to \$310,195.

Median Home Price and Average Days on Market

	County median price	1-year change	Units sold	Average days on market	California median price*
1999	\$ 237,000	n/a	7,103	46	\$ 217,510
2000	\$ 283,000	19.4 %	6,677	42	\$ 241,350
2001	\$ 333,000	17.7 %	5,268	86	\$ 262,350
2002	\$ 357,500	7.4 %	7,161	84	\$ 316,130
2003	\$ 400,000	11.9 %	7,292	66	\$ 371,520
2004	\$ 474,925	18.7 %	7,672	57	\$ 450,770
2005	\$ 550,000	15.8 %	8,344	63	\$ 522,670
2006	\$ 557,975	1.5 %	5,206	86	\$ 556,640
2007	\$ 525,000	- 5.9 %	4,005	105	\$ 560,270
2008	\$ 369,940	- 29.5 %	4,929	102	\$ 346,410
2009	\$ 310,195	- 16.1 %	5,696	67	\$ 275,000

Source: Bay Area Real Estate Information Services

* Source: California Association of Realtors



6.6 Housing Affordability

Overview

The housing affordability index is a ratio indicating the percentage of households in an area that can afford a median priced home as a first-time homebuyer. A reading of 100 means a family earning the area's median family income (reported by the Census Bureau) can qualify for a mortgage on a typical median-priced existing single-family home. Values above 100 indicate that housing is generally affordable, while values below 100 typically signal unaffordable conditions. The calculation assumes a 20 percent down payment. Therefore, an increase in the Housing Affordability Index shows that a family is more able to afford the median priced home.

This measurement of housing affordability is compiled by the National Association of Realtors and other groups. The median family income data is acquired from the U.S. Census, American Community Survey and the median housing price from the Sonoma County Board of Realtors.

Homeownership is out of reach for many Americans and housing affordability can vary widely between certain communities. This indicator measures the extent to which existing residents can afford a median-priced home as a first-time homebuyer.

A rising index indicates improving affordability, while a falling index typically means that affordability is becoming more of an issue in the community. According to the California Association of Realtors, only about 30 percent of the state's families can afford to buy a typical median-priced home, compared with 55 percent in the country as a whole. California has the third lowest rate of homeownership in the nation, ahead of only Hawaii and New York.

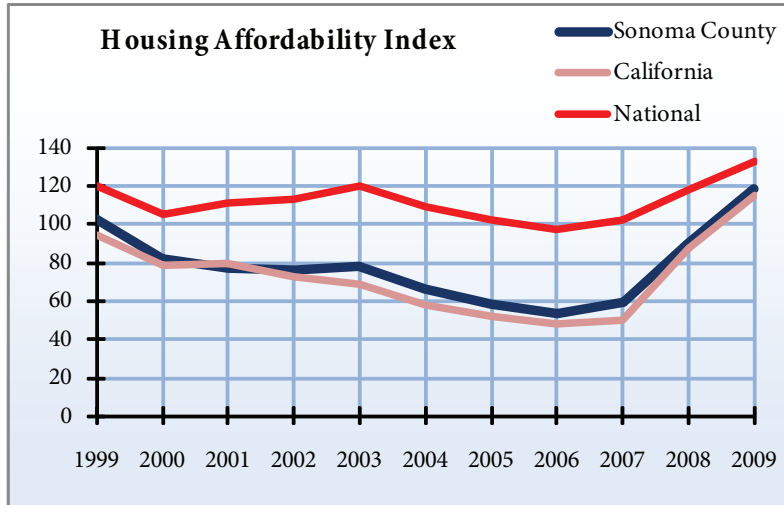
This measurement of housing affordability is used by the National Association of Realtors and other groups.

Housing Affordability Index

	County	California	National
1999	103.0	93.8	119.6
2000	81.6	79.0	105.4
2001	76.7	79.3	111.3
2002	76.4	72.9	112.9
2003	77.8	68.3	120.3
2004	66.2	58.2	109.3
2005	58.2	51.9	102.2
2006	53.8	47.7	97.6
2007	59.8	50.0	102.4
2008	89.4	87.1	117.6
2009	118.0	115.0	133.0

Source: Bay Area Real Estate

Information Services (county home prices), California Association of Realtors (California and National home prices), Federal Housing Finance Board (interest rates), U.S. Census Bureau (median family income), and the National Association of Realtors (calculation formula)



6.7 Vacancy Rates

Overview

Vacancy rates are calculated by dividing average square footage of available space for, retail, office, and industrial use by the total square footage in the county dedicated to the specified use.

Vacancy rates can be seen one of two ways. County officials see high or raising vacancy rates as a negative because it means that there must have been business closures or relocations outside the county. From a business standpoint, high vacancy rates often mean lower rent due to the abundant supply.

Sonoma County

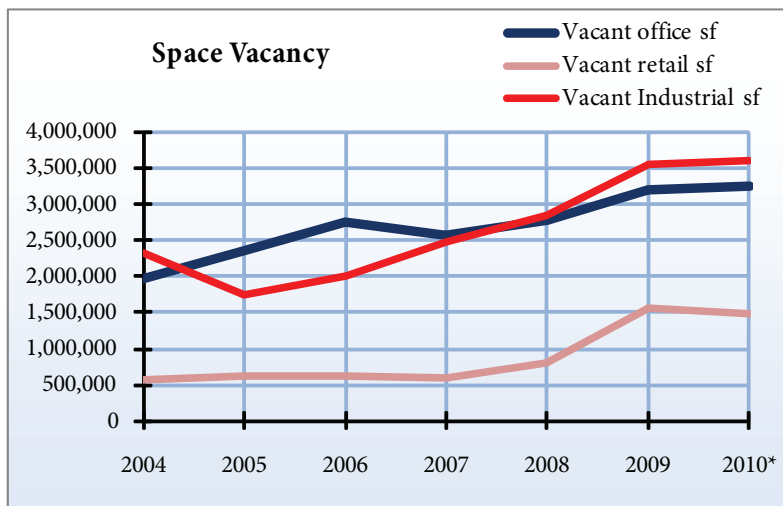
Vacancy rates for office space have been steadily raising in Sonoma County since 2007 and in industrial space since 2005. Retail space availability saw a large spike from 2007 (the start of the recession) to 2009, increasing 5.5 percentage points. There was a small decrease in the retail space vacancy rates from 2009 to 2010.

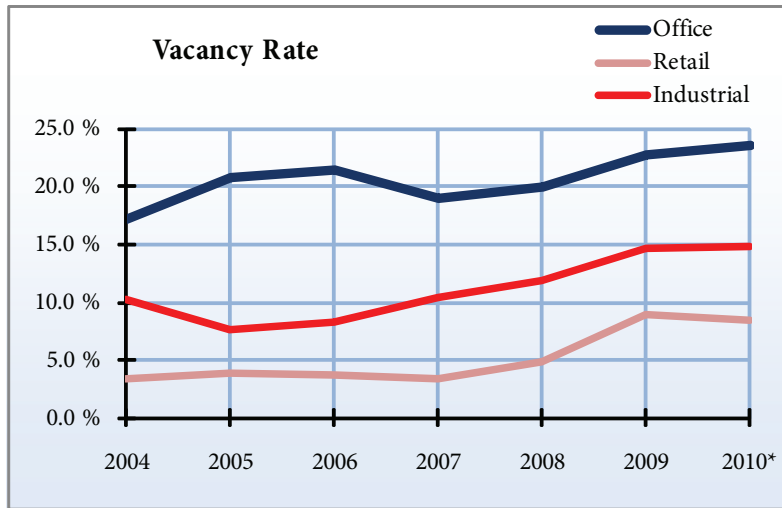
Office Space Vacancy Rate

Year	Vacant Office Sq Ft	Total Office Sq Ft	Vacancy Rate
2004	1,973,121	11,499,569	17.2 %
2005	2,363,107	11,395,304	20.7 %
2006	2,759,871	12,893,250	21.4 %
2007	2,578,805	13,614,714	18.9 %
2008	2,771,328	13,840,683	20.0 %
2009	3,205,161	14,041,299	22.8 %
2010*	3,257,135	13,793,779	23.6 %

Source: Keegan % Coppin Company, Inc.

*Average through September





Industrial Space Vacancy Rate

Year	Vacant Industrial Sq Ft	Total industrial Sq Ft	Vacancy rate
2004	2,327,210	22,749,058	10.2 %
2005	1,741,559	22,764,710	7.7 %
2006	2,019,806	24,108,854	8.4 %
2007	2,475,934	23,891,970	10.4 %
2008	2,840,121	24,005,676	11.8 %
2009	3,564,386	24,150,198	14.8 %
2010*	3,598,691	24,175,888	14.9 %

Source: Keegan % Coppin Company, Inc.

*Average through September

Retail Space Vacancy Rate

Year	Vacant Retail Sq Ft	Total Retail Sq Ft	Vacancy Rate
2004	562,945	16,681,472	3.4 %
2005	636,946	16,534,006	3.9 %
2006	613,317	16,705,782	3.7 %
2007	585,911	16,809,111	3.5 %
2008	820,096	16,978,517	4.8 %
2009	1,553,354	17,302,925	9.0 %
2010*	1,487,097	17,389,673	8.6 %

Source: Keegan % Coppin Company, Inc.

*Average through September

7. Travel and Tourism

People travel away from home for many reasons, including business, pleasure, and other personal reasons. A traveler is considered to be anyone who spends time in a community other than the one in which they reside, whether it is a day trip or an overnight stay. Many areas of Northern California rely on visitor spending as a significant part of the economy. This section presents data on travel to Sonoma County including data resulting from tourism and daily commutes. Estimates of the economic impacts of tourism travel are also presented in this section, including sales, income, and employment.

Tourism in Sonoma County is important due to a number of attractions in the area, including wineries, wilderness areas, and camping, hiking, and fishing opportunities.

In this section:

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7.1 Travel Expenditures

Overview

Every year, the California Travel and Tourism Commission hires Dean Runyan Associates on contract to estimate the impacts of travel spending by county in California. Dean Runyan specializes in economic and market research related to travel, tourism, and recreation. They are on contract with ten U.S. states to produce travel spending estimates.

Travel and tourism spending includes all purchases made by a traveler at the point of sale while visiting a county. Travelers include those making day trips, staying overnight, and people just passing through (buying gasoline, etc.). The travel can be for any reason, including but not limited to recreation, business, personal, and family visits.

Travel expenditures is the base indicator for evaluating the impacts of travel and tourism in Sonoma County. It is an estimate from which the following three important indicators are calculated.

Sonoma County

Sonoma County experienced an increase of 3 percent between 2007 and 2008, topping \$1.3 billion. Between 1998 and 2008, Sonoma County saw an increase of 51 percent in total travel expenditures. Expenditures in the county increased faster than in the state each year since 2004.

Total Annual Travel Expenditures by County and State (Millions)

Year	Expenditures in County	Annual percent change	Expenditure in California	Annual percent change
1992	\$ 668.6	n/a	\$ 50,700	n/a
1993	\$ 684.6	2.4 %	\$ 51,600	1.8 %
1994	\$ 703.0	2.7 %	\$ 52,600	1.9 %
1995	\$ 734.3	4.5 %	\$ 54,200	3.0 %
1996	\$ 785.3	6.9 %	\$ 58,900	8.7 %
1997	\$ 842.3	7.3 %	\$ 64,100	8.8 %
1998	\$ 888.8	5.5 %	\$ 66,500	3.7 %
1999	\$ 943.0	6.1 %	\$ 70,900	6.6 %
2000	\$ 1,005.3	6.6 %	\$ 76,500	7.9 %
2001	\$ 986.6	- 1.9 %	\$ 73,300	- 4.2 %
2002	\$ 990.5	0.4 %	\$ 72,700	- 0.8 %
2003	\$ 1,016.8	2.7 %	\$ 75,600	4.0 %
2004	\$ 1,083.0	6.5 %	\$ 80,700	6.7 %
2005	\$ 1,148.1	6.0 %	\$ 87,000	7.8 %
2006	\$ 1,239.6	8.0 %	\$ 91,800	5.5 %
2007	\$ 1,305.2	5.3 %	\$ 95,100	3.6 %
2008	\$ 1,343.0	2.9 %	\$ 97,500	2.5 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

The expenditures shown in the graph are estimated in current dollars and include the following:

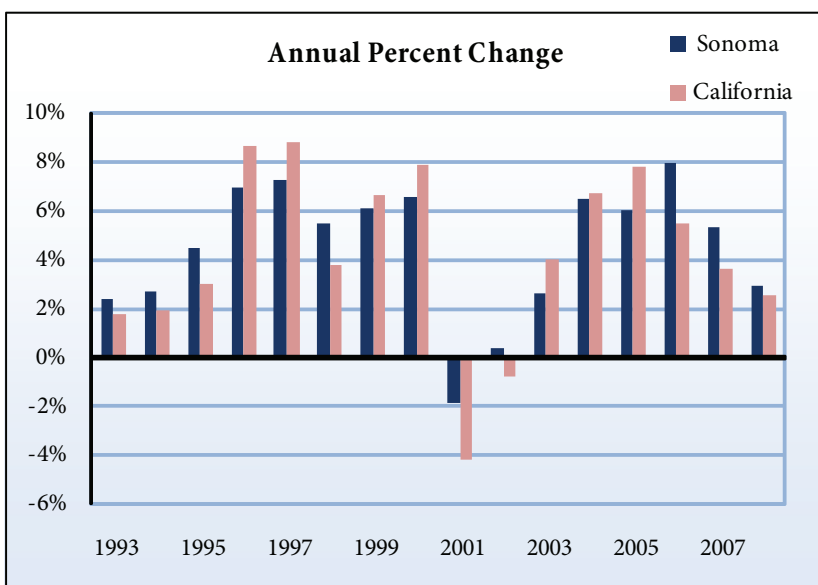
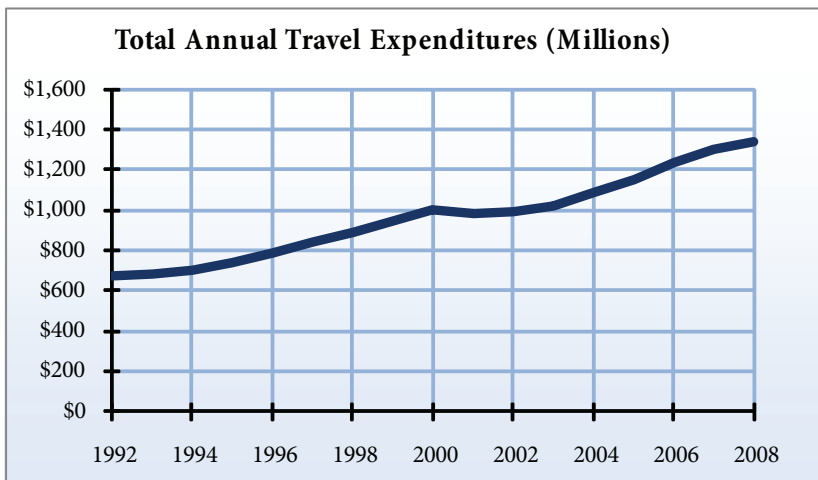
Accommodations refer to spending by travelers on lodging in hotels, motels, camping sites, and rented vacation homes.

Eating/drinking refers to purchases made by travelers at restaurants and other businesses that serve food and beverages for consumption on the premises.

Retail sales refer to spending by travelers on gifts and souvenirs, or any items other than food and recreation.

Transportation refers to spending by travelers for travel arrangements to and from their destinations.

Recreation refers to spending by travelers for amusement and enjoyment, such as admission to tourist attractions.



7.2 Travel Generated Employment

Overview

The employment indicator is an estimate of the number of jobs generated in the county from travel spending shown in the previous indicator. Travel generated employment is spread across nearly all industries evaluated by the U.S. Department of Commerce. Travel-generated employment is the impact of travel spending on jobs and job growth in the county. It is a measure of the benefit to workers.

Travel and tourism can play a vital role in the economy and economic growth of small towns, particularly those in Northern California dependent on visitors to

wine country. It is a source of jobs for many otherwise less-skilled or -educated workers in the county.

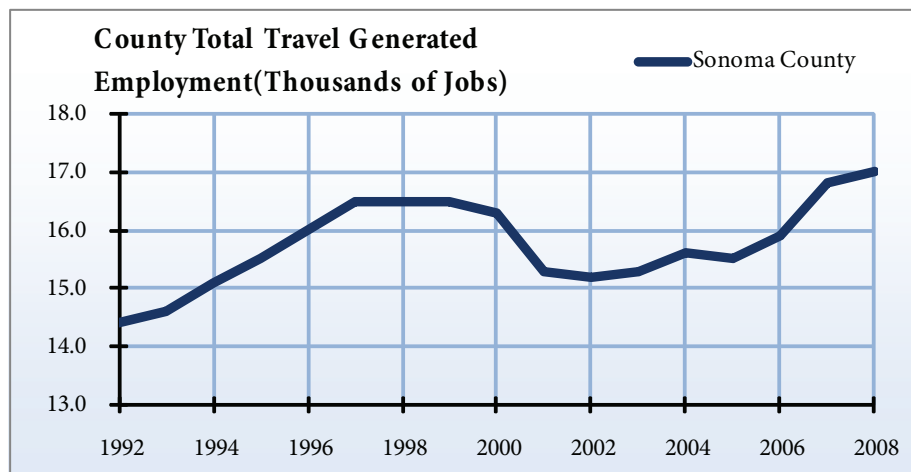
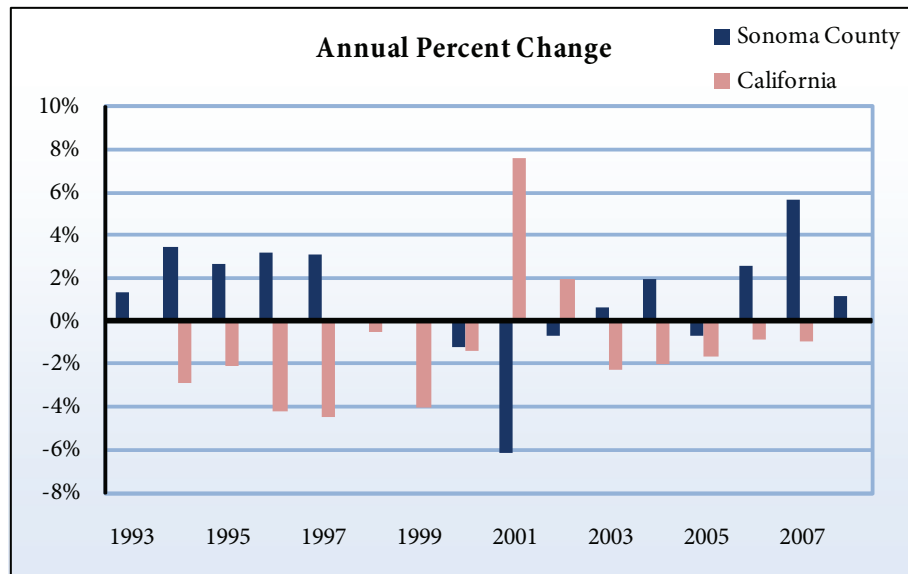
Sonoma County

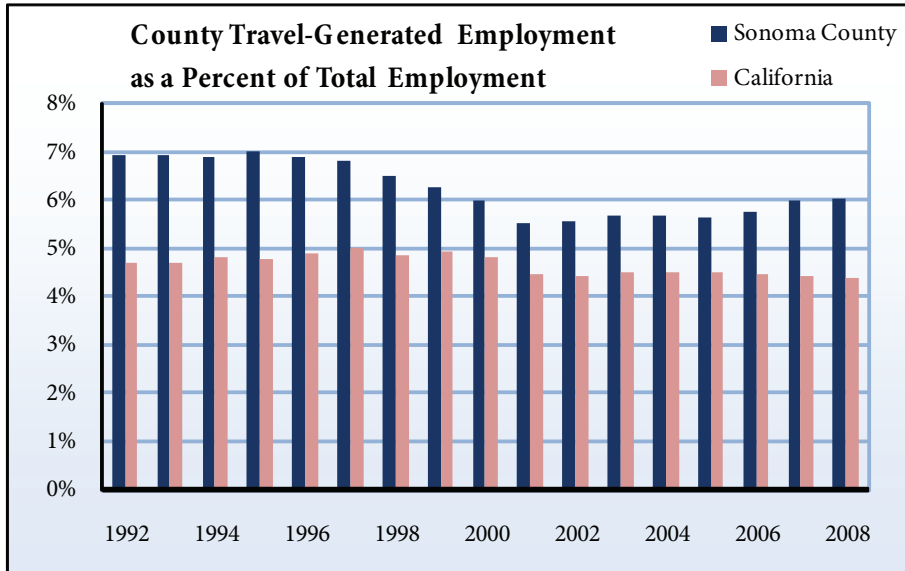
Travel spending produced 17,000 jobs in Sonoma County in 2008, accounting for 6 percent of the total employment in the county. Travel-generated employment accounted for a higher percentage of total employment in Sonoma County than in California, and the county saw a 1 percent increase in travel-generated employment from 2007 to 2008. In 2008, Sonoma County was responsible for 1.8 percent of the total travel-generated employment in the state.

Total Travel-Generated Employment (Thousands of Jobs)

Year	Travel-generated employment	Annual percent change	Total employment	County	California
				Travel-generated employment as a percent of total employment	Travel-generated employment as a percent of total employment
1992	14.4	n/a	207.1	7.0 %	4.7 %
1993	14.6	1.4 %	210.8	6.9 %	4.7 %
1994	15.1	3.4 %	218.5	6.9 %	4.8 %
1995	15.5	2.6 %	221.0	7.0 %	4.8 %
1996	16.0	3.2 %	232.0	6.9 %	4.9 %
1997	16.5	3.1 %	242.0	6.8 %	5.0 %
1998	16.5	0.0 %	253.2	6.5 %	4.9 %
1999	16.5	0.0 %	263.4	6.3 %	4.9 %
2000	16.3	- 1.2 %	271.8	6.0 %	4.8 %
2001	15.3	- 6.1 %	277.2	5.5 %	4.5 %
2002	15.2	- 0.7 %	272.4	5.6 %	4.4 %
2003	15.3	0.7 %	269.6	5.7 %	4.5 %
2004	15.6	2.0 %	273.8	5.7 %	4.5 %
2005	15.5	- 0.6 %	275.4	5.6 %	4.5 %
2006	15.9	2.6 %	276.7	5.7 %	4.5 %
2007	16.8	5.7 %	280.9	6.0 %	4.4 %
2008	17.0	1.2 %	282.1	6.0 %	4.4 %

Source: California Travel and Tourism Commission, Dean Runyan Associates





7.3 Total Annual Tourism Earnings

Overview

Earnings listed in this indicator are an estimate of the amount of personal income generated from the jobs shown in the previous indicator. As with employment, the earnings indicator represents those in nearly all industries evaluated by the U.S. Department of Commerce. Total annual tourism earnings are all the earnings of employees and business owners over the course of a year that can be attributed to travel expenditures, including wages and salaries, earned benefits, and proprietor income. Other earnings that do not directly relate to travel are excluded.

Tourism earnings measure the personal financial benefit of travel and tourism in Sonoma County. If earnings are increasing faster than the number of jobs, then travel and tourism jobs are generating higher wage jobs or the work season (if employment is seasonal) is expanding.

Sonoma County

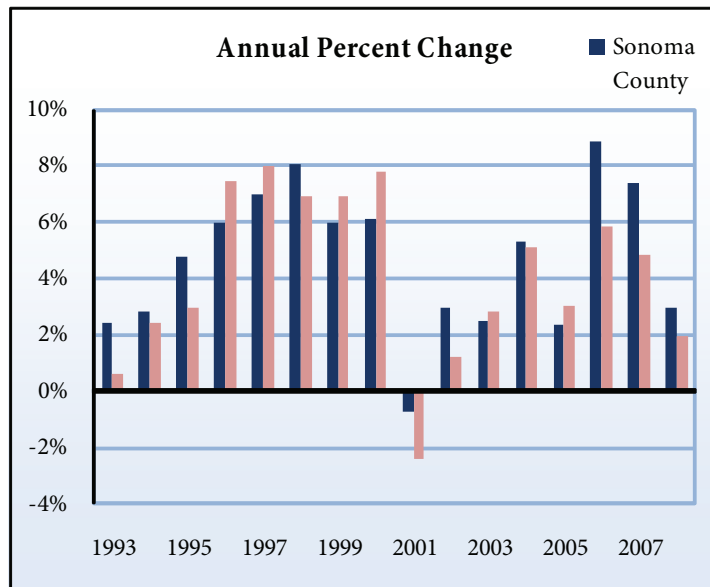
Sonoma County's tourism industry generated \$429.1 million in earnings in 2008, which is a 3 percent increase from the previous year, and \$148.7 million more than the county generated in 1998. Statewide tourism earnings increased by 2 percent in 2008.

NOTE: Data prior to 1997 was not revised by Dean Runyan and Associates to include NAICS revisions at the time of writing. Therefore, data may not be comparable to previous years.

Total Annual Travel Earnings by County and State (Millions)

Year	Earnings in County	Annual percent change	Earnings in California	Annual percent change
1992	\$ 207.3	n/a	\$ 16,400	n/a
1993	\$ 212.4	2.5 %	\$ 16,500	0.6 %
1994	\$ 218.4	2.8 %	\$ 16,900	2.4 %
1995	\$ 228.8	4.8 %	\$ 17,400	3.0 %
1996	\$ 242.5	6.0 %	\$ 18,700	7.5 %
1997	\$ 259.4	7.0 %	\$ 20,200	8.0 %
1998	\$ 280.4	8.1 %	\$ 21,600	6.9 %
1999	\$ 297.1	6.0 %	\$ 23,100	6.9 %
2000	\$ 315.2	6.1 %	\$ 24,900	7.8 %
2001	\$ 313.0	- 0.7 %	\$ 24,300	- 2.4 %
2002	\$ 322.2	2.9 %	\$ 24,600	1.2 %
2003	\$ 330.3	2.5 %	\$ 25,300	2.8 %
2004	\$ 347.9	5.3 %	\$ 26,600	5.1 %
2005	\$ 356.1	2.4 %	\$ 27,400	3.0 %
2006	\$ 387.8	8.9 %	\$ 29,000	5.8 %
2007	\$ 416.6	7.4 %	\$ 30,400	4.8 %
2008	\$ 429.1	3.0 %	\$ 31,000	2.0 %

Source: California Travel and Tourism Commission, Dean Runyan Associates



7.4 Tax Revenues Generated by Travel Expenditures

Overview

The tax revenues indicator is an estimate of revenue generated by local government from travel expenditures shown earlier in this section. The revenue can be in the form of taxes, fees for service, fines, or any other source. The totals are not limited to general revenue, which can be spent at the discretion of the local governmental jurisdiction, but also include functional revenue that must be spent for a specific purpose.

Local sales taxes and transient occupancy taxes (TOT) are

typically the largest components of tax revenues generated by travel expenditures. This represents a portion of the revenues generated by sales of taxable items shown in section six.

Tax revenues generated by travel expenditures are a measure of the fiscal benefit to local governments in Sonoma County that is derived from travel and tourism. The size of the revenue impact can help determine the desirability of local government investment in promoting travel and tourism within its jurisdiction.

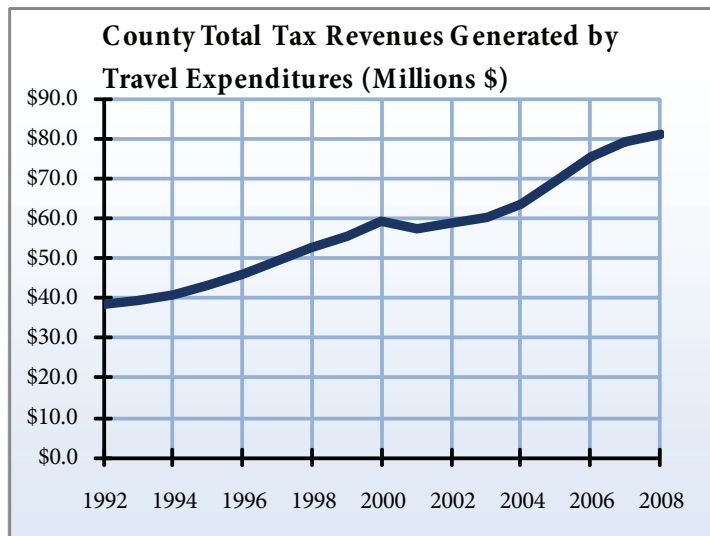
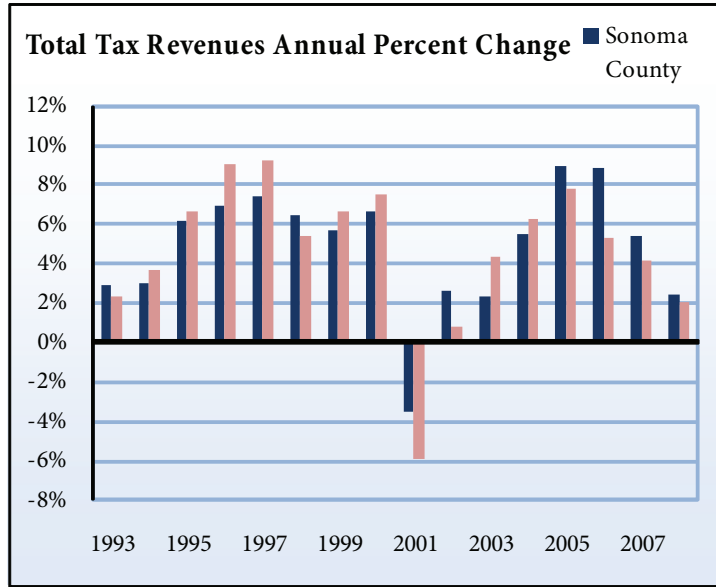
Tax Revenues Generated by Travel Expenditures, County and State (Millions)

Year	Local tax revenues	State tax revenues	Total tax revenues	County Annual percent change	California Annual percent change
1992	\$ 10.7	\$ 27.6	\$ 38.3	n/a	n/a
1993	\$ 11.2	\$ 28.2	\$ 39.4	2.9 %	2.3 %
1994	\$ 11.8	\$ 28.8	\$ 40.6	3.0 %	3.7 %
1995	\$ 12.5	\$ 30.6	\$ 43.1	6.2 %	6.7 %
1996	\$ 13.5	\$ 32.6	\$ 46.1	7.0 %	9.1 %
1997	\$ 14.8	\$ 34.7	\$ 49.5	7.4 %	9.3 %
1998	\$ 16.0	\$ 36.7	\$ 52.7	6.5 %	5.4 %
1999	\$ 17.2	\$ 38.5	\$ 55.7	5.7 %	6.7 %
2000	\$ 18.9	\$ 40.5	\$ 59.4	6.6 %	7.5 %
2001	\$ 18.8	\$ 38.5	\$ 57.3	- 3.5 %	- 5.9 %
2002	\$ 19.0	\$ 39.8	\$ 58.8	2.6 %	0.8 %
2003	\$ 19.4	\$ 40.8	\$ 60.2	2.4 %	4.4 %
2004	\$ 19.8	\$ 43.7	\$ 63.5	5.5 %	6.2 %
2005	\$ 23.0	\$ 46.2	\$ 69.2	9.0 %	7.8 %
2006	\$ 26.2	\$ 49.1	\$ 75.3	8.8 %	5.3 %
2007	\$ 28.2	\$ 51.2	\$ 79.4	5.4 %	4.1 %
2008	\$ 28.9	\$ 52.4	\$ 81.3	2.4 %	2.1 %

Source: California Travel and Tourism Commission, Dean Runyan Associates

Sonoma County

Tourism revenues in Sonoma County have been steadily increasing over the last decade. In 1992, Sonoma County generated \$38.3 million in tax revenues, including both local and state taxes. By 2008, total tax revenues in Sonoma County had increased to \$81.3 million, a 112 percent increase since 1992. During the same period, Sonoma County's travel-generated local tax revenue increased 170 percent, while state tax revenues in the county increased 90 percent.



7.5 Select Highway Traffic Volume

Overview

Traffic volumes on California State Highways are estimated annually and measured on-the-ground periodically by the California Department of Transportation. The data is collected to help the state understand where traffic volume is growing and for planning traffic improvements.

Traffic volume is an indicator of change in economic interconnectivity between regions and communities. Most traffic growth over a ten-year period reflects increases in commute patterns, although other factors include increased shopping trips and commercial traffic.

Average Annual Daily Traffic Volumes

Highway/ Interstate	Location	1999		2009		Percent Change	
		North/ East	South/ West	North/ East	South/ West	North/ East	South/ West
1	JCT. RTE. 116 EAST	2,950	17,100	2,650	19,200	-10.2%	12.3%
12	SONOMA, MAC ARTHUR STREET	14,400	12,600	12,300	14,600	-14.6%	15.9%
101	116 EAST	80,000	13,500	86,000	13,400	7.5%	-0.7%
101	ROHNERT PARK EXPRESSWAY	97,000	9,600	99,000	9,600	2.1%	0.0%
101	JCT. RTE. 12, THIRD STREET	100,000	30,000	96,000	32,500	-4.0%	8.3%
101	SANTA ROSA, STEELE LANE	98,000	34,000	97,000	42,000	-1.0%	23.5%
101	WINDSOR RIVER ROAD	38,000	940	45,500	930	19.7%	-1.1%
101	ASTI	19,600	4,450	21,700	5,100	10.7%	14.6%

Source: California Department of Transportation

7.6 Travel Time to Work

Overview

Travel time to work is the amount of time, in minutes, workers estimate it takes them to get to work on a normal workday. Travel time can be influenced by distance to work, traffic levels, and the means of transportation utilized (evaluated in the following indicator). It is measured every ten years by the decennial census.

As the U.S. economy heads toward a broader global market, the dynamics of transportation to and from work change as well. Commuting has become a way of life. People spend an increasing number of hours on the road traveling to and from work, and lose valuable time that otherwise might be spent working, at home, or in the marketplace. In addition, the increasing use of the Internet to conduct business has had an impact on the number of people working from their homes or nearby offices, while the expansion of large businesses in metropolitan areas attracts employees from rural areas. Commuting has had a tremendous effect on local economies, increasing the need for alternative forms of transportation, including public transit.

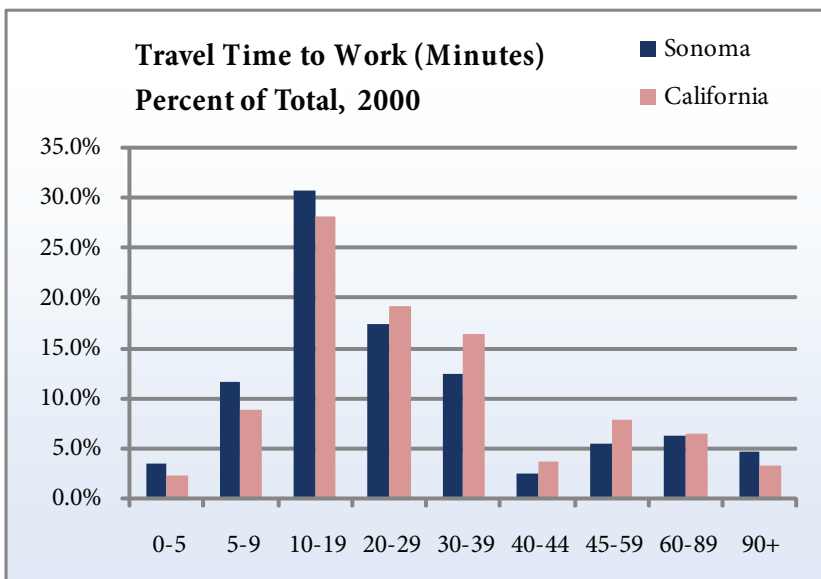
Sonoma County

For most of the residents in Sonoma County, commuting to work is a ten- to nineteen-minute drive in a personal car, truck, or van. As of 2000, 68,967 residents in Sonoma County, which is 31 percent of total employees, commuted to their place of employment in ten to nineteen minutes, while 17.4 percent faced a commute of twenty to twenty-nine minutes. These were also the two most common commute times statewide. A significant number of Sonoma County residents had much easier commutes, over 34,000 people reporting a commute time of less than ten minutes, which is 15 percent of all Sonoma County workers.

Travel Time to Work

Travel Time to Work	1990		2000	
	Number	Percent	Number	Percent
Did not work at home	181,115	95.1%	212,701	94.6%
Less than 5 minutes	7,254	3.8%	7,785	3.5%
5 to 9 minutes	25,110	13.2%	26,254	11.7%
10 to 19 minutes	60,622	31.8%	68,967	30.7%
20 to 29 minutes	32,255	16.9%	39,033	17.4%
30 to 39 minutes	22,209	11.7%	27,844	12.4%
40 to 44 minutes	4,479	2.4%	5,607	2.5%
45 to 59 minutes	11,037	5.8%	12,428	5.5%
60 to 89 minutes	11,783	6.2%	14,202	6.3%
90 or more minutes	6,366	3.3%	10,581	4.7%
Worked at home	9,316	4.9%	12,246	5.4%
Total	190,431	100.0%	224,947	100.0%

Source: Bureau of the Census



7.7 County Commute Patterns

Overview

This indicator shows the number of people who commute to work to and from the county. The data is reported by the U.S. Census Bureau's Longitudinal Employment and Household Dynamics database, which matches social security numbers with both personal and business income tax filings.

Understanding commute patterns helps regional planners with transportation planning because peak traffic often occurs during commute times. The data can also be useful for planning public mass transportation. Higher numbers of inter-county commuters indicate economic interdependence. Larger numbers of commuters can also make it more difficult to encourage local residents to shop locally when their workplace is outside the county.

Sonoma County

More people commute out of the county than those who commute into the county to work, although both numbers indicate significant commute flows. More than 72,000 people (35.9 percent of the workforce) commute out of the county to work, while more than 50,000 (28.0 percent of the county's employees) commute in from outside the county. Most of the commuting interaction, both into and out of the county, is with other Bay Area counties, especially Marin County.

County Commute Patterns, 2008

	Working in		Living in	
	Sonoma County	Percent of Workers	Sonoma County	Percent of Workers
Total Workers	179,081	100.0 %	201,173	100.0 %
Sonoma (both living and working)	128,929	72.0 %	128,929	64.1 %
Other Counties	50,152	28.0 %	72,244	35.9 %
Marin	4,468	2.5 %	15,212	7.6 %
Alameda	3,966	2.2 %	6,831	3.4 %
San Francisco	2,567	1.4 %	8,219	4.1 %
Napa	3,965	2.2 %	5,716	2.8 %
Contra Costa	3,955	2.2 %	5,086	2.5 %
Santa Clara	3,286	1.8 %	5,165	2.6 %
Sacramento	3,959	2.2 %	3,780	1.9 %
Solano	4,155	2.3 %	3,282	1.6 %
San Mateo	*	n/a	3,491	1.7 %
Mendocino	2,737	1.5 %	*	n/a
All Other Locations	17,094	9.5 %	15,462	7.7 %

Source: U.S. Census Bureau Longitudinal Employment and Household Dynamics (LEHD)

*not reported by LEHD

7.8 Means of Transportation to Work

Overview

Means of transportation to work is the type of vehicle or mode used to get from home to work on work days. As with travel time, it is only consistently measured by the decennial census unless a local survey is conducted during noncensus years.

get to work: 0.8 percent rode a bicycle, 3.1 percent walked, and 0.7 percent got to work using some other mode of transportation. Only 2.4 percent of the total number of employed residents in Sonoma County used public transportation of some kind.

Commuting is a necessary and regular part of life for most people in the workforce. The means by which the population travels to and from work can be used to analyze the need and importance of public transportation in a county.

Sonoma County

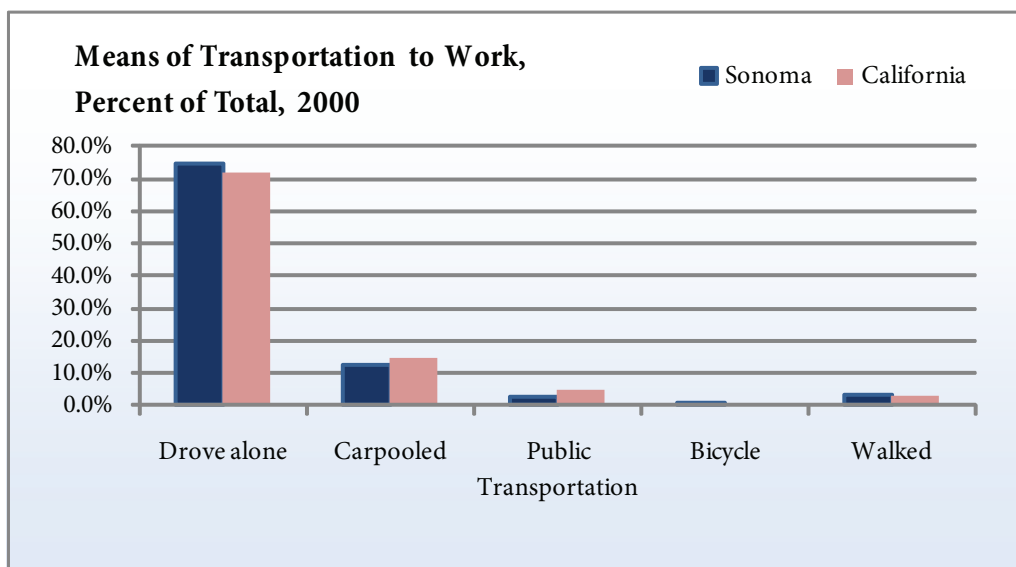
As of 2000, the vast majority of Sonoma County workers, 87.3 percent, got to work via car, truck, or van. Of those residents, 74.7 percent drove alone, compared to 83.2 percent throughout California in 2000. In the county, 12.6 percent of that group carpooled in the same year.

In 2000, 4.6 percent of Sonoma County's employed residents used nonmotorized means to

Means of Transportation to Work

Means of Transportation	1990		2000	
	Number	Percent	Number	Percent
Car, truck, or van	166,834	87.6%	196,417	87.3%
Drove alone	142,074	74.6%	168,134	74.7%
Carpooled	24,760	13.0%	28,283	12.6%
Public Transportation	4,351	2.3%	5,507	2.4%
Motorcycle	631	0.3%	517	0.2%
Bicycle	1,975	1.0%	1,744	0.8%
Walked	6,209	3.3%	6,929	3.1%
Other means	1,115	0.6%	1,587	0.7%
Worked at Home	9,316	4.9%	12,246	5.4%
Total	190,431	100.0%	224,947	100.0%

Source: California Travel and Tourism Commission, Dean Runyan Associates



7.9 Vehicle Registration

Overview

Registration is an annual fee based on vehicle type and required for all vehicles intended for use on the highway or in town. A biennial smog check is required for all gasoline vehicles made after 1975. Models made before that time are exempt, as well as models made within the last six years, some diesel powered vehicles, motorcycles, hybrids, and electric vehicles.

Vehicle registration, per capita, has generally increased over time, meaning more cars on the road for every living person. Increasing volume of vehicles can indicate increasing traffic levels, the impacts of which may need to be addressed by state and local government bodies.

The California Highway Patrol (CHP) and the Department of Motor Vehicles (DMV) use vehicle registration fees to offset costs for road safety, maintenance, and repairs. Registration fees also benefit local projects, such as fingerprint identification for children in the community, the disposal of abandoned vehicles, Service Authority for Freeway Emergencies (SAFE), auto theft deterrence/DUI educational prevention tactics, and air quality monitoring and management programs.

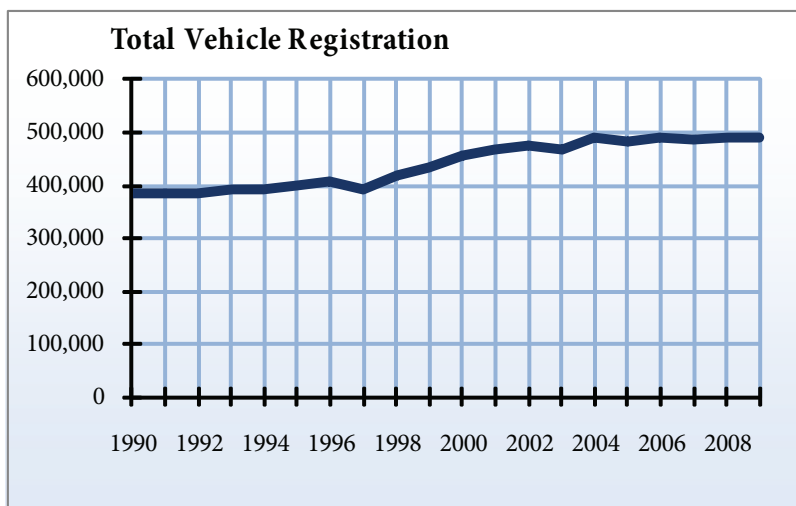
Sonoma County

The number of total vehicle registrations has increased steadily over the last several years, and reached a total of 489,051 in 2009. Of these, 306,307 were automobiles and 109,243 were trucks. These numbers are expected to continue rising as more people obtain their driver's license and begin driving in Sonoma County. Because registration fees in certain cases can be more than \$400, vehicle registration and vehicle licensing fees are a significant source of income for the county.

Estimated Fee Paid Vehicle Registrations

Year	Autos	Trucks	Trailers	Mortorcycles	Total
1990	235,935	94,141	44,391	10,247	386,704
1991	242,392	88,891	39,637	10,574	383,485
1992	245,057	89,138	39,248	10,102	385,537
1993	249,272	90,471	41,398	9,987	393,121
1994	249,471	90,602	39,464	9,726	391,257
1995	254,231	91,516	42,128	10,003	399,873
1996	257,883	93,990	42,535	9,967	406,371
1997	249,030	89,941	42,998	7,792	391,758
1998	268,930	96,778	43,392	8,202	419,300
1999	274,950	100,953	46,794	8,612	433,308
2000	285,866	105,789	52,455	9,463	455,573
2001	292,642	107,126	57,235	10,581	469,585
2002	299,353	110,548	53,438	11,453	476,794
2003	292,680	108,555	52,988	12,218	468,444
2004	305,665	113,906	56,496	13,750	491,821
2005	297,064	110,270	58,981	14,502	482,822
2006	300,746	112,422	59,223	15,260	489,657
2007	304,174	113,057	51,359	15,973	486,570
2008	305,799	110,681	53,191	17,156	488,835
2009	306,307	109,243	54,414	17,078	489,051

Source: California Department of Motor Vehicles



7.10 Passenger Air Transportation

Overview

This section measures the count of paid airplane seats for passengers departing or arriving at the Charles M. Schultz - Sonoma County Airport.

The ability of businessmen and residents to quickly travel from one place to another is critical for improving economic development and community lifestyle.

Sonoma County

The county has a long history of air passenger transportation, although a long hiatus in local air passenger service ended in March 2007 when Horizon Air began service directly to Los Angeles and Seattle. By April 2008, service had expanded to Portland and Las Vegas.

Airport use peaked in 2008 when current levels of service were implemented with 200,000 arrivals and departures, although the dropoff may be due to the economic recession. Preliminarily, use in 2010 fell by 30 percent since 2008 to 140,000.

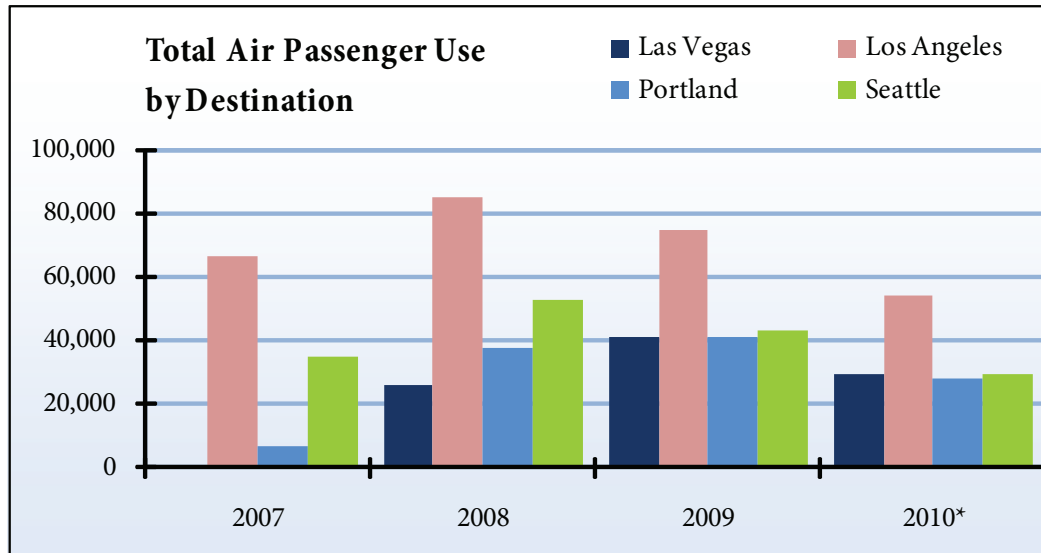
Passenger Use of Sonoma County Airport

Destination	Direction	2007	2008	2009	2010*
Las Vegas	Arriving	n/a	12,517	20,754	20,773
	Departing	n/a	13,148	20,556	21,364
	Total	n/a	25,665	41,310	42,137
Los Angeles	Arriving	32,908	42,052	36,943	39,473
	Departing	33,190	42,786	37,647	39,172
	Total	66,098	84,838	74,590	78,645
Portland	Arriving	3,148	18,426	20,810	21,363
	Departing	3,236	19,285	19,830	19,321
	Total	6,384	37,711	40,640	40,684
Seattle	Arriving	17,507	26,839	21,419	20,368
	Departing	17,352	25,743	21,892	22,149
	Total	34,859	52,582	43,311	42,517
Total	Arriving	53,563	99,834	99,926	101,976
	Departing	53,778	100,962	99,925	102,006
	Total	107,341	200,796	199,851	203,982

Source: Charles M. Schultz - Sonoma County Airport

Tabulated by CED from passenger counts by destination, which did not always match reported total passengers.

*Extrapolated counts by destination after September, calculated by the CED.



8. Community Health

Health and human service agencies are involved in treating and monitoring the health care needs of the community. Community health indicators measure the success of programs and services that provide access to physical and mental support for the community.

When considering community health indicators, it is helpful to look not only at traditional medical indicators (births, deaths, etc.), but those that measure individual and collective health as well. Individual health may be influenced by a variety of factors, including educational attainment, employment, environmental factors, and even community relations. Other indicators measure the availability, and perhaps the adequacy, of health care services in the area.

Indicators in this section can be linked to issues of unemployment and poverty as poverty can affect a person's ability to receive adequate health care. Conversely health issues can affect a person's ability to work and improve their standard of living.

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8.1 Death Rate

Overview

The data is reported by place of residence at the time of death; as long as the decedent was a permanent resident of Sonoma County at the time of death, they are included. Age and race/ethnicity of decedent, place of death, and cause of death, among other characteristics are also reported to the California Department of Public Health.

Death statistics are essential when evaluating public health and generally identifies the degree to which the county has an aging population. This data is used for identifying health issues in the community, and targeting public health programs and services. Age-adjusted death rates are not published by CDPH at the county level.

Sonoma County

3,754 Sonoma County residents died in 2008. The death rate in Sonoma County decreased from 8.3 deaths per 1,000 residents in 1998 to 7.8 in 2008. In comparison, California had a much lower death rate of 6.2 deaths in 2008 per 1,000 residents, and is also has a decreasing death rate. A death rate higher than California's means either or both of the following, either the population of the county is much older than that of California's population and, or, Sonoma County residents have a lower standard of living/health than the California average.

Number of Deaths, County

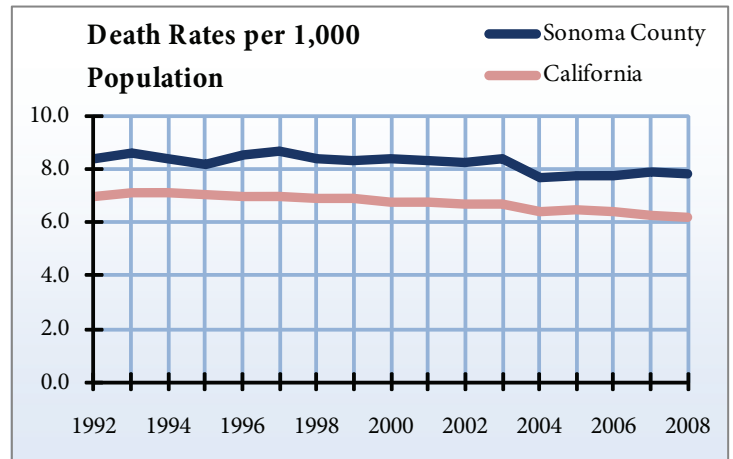
Year	Number	Rate per 1,000
1991	3,387	8.6
1992	3,371	8.4
1993	3,523	8.6
1994	3,483	8.4
1995	3,456	8.2
1996	3,634	8.5
1997	3,767	8.7
1998	3,690	8.3
1999	3,735	8.3
2000	3,835	8.4
2001	3,872	8.3
2002	3,864	8.2
2003	3,949	8.4
2004	3,620	7.6
2005	3,697	7.8
2006	3,703	7.8
2007	3,778	7.9
2008	3,754	7.8

Source: California Department of Public Health

Number of Deaths, California

Year	Number	Rate per 1,000
1991	214,220	7.1
1992	214,586	7.0
1993	220,271	7.1
1994	222,854	7.1
1995	222,626	7.0
1996	222,308	7.0
1997	223,438	6.9
1998	225,450	6.9
1999	227,965	6.9
2000	228,281	6.8
2001	232,790	6.8
2002	233,246	6.7
2003	239,325	6.7
2004	232,464	6.4
2005	236,220	6.4
2006	236,452	6.4
2007	233,467	6.2
2008	234,072	6.2

Source: California Department of Public Health



8.2 Birth Rate

Overview

The birth rate is the number of live births that occur for every 1,000 people in the county. The number of births and rate is tabulated by the California Department of Public Health from records of the state's county health departments.

Birth rates indicate the degree to which the population reproduces. High birth rates can indicate a healthier population, although lower birth rates may be due to fewer family-age adults in the community, or a greater propensity for lifestyles that include smaller than average families. Birth rates tend to increase slightly during economic booms and decrease slightly during recessions, although long-term trends in birth rates are not an indicator of long-term economic activity.

Sonoma County

County birth rates are consistently below average compared to the state, which is attributable to the higher senior population of the county. Rates have been declining along with those of the state since 1991.

Number of Live Births, County

Year	Number	Rate per 1,000
1991	6,096	15.5
1992	5,804	14.4
1993	5,614	13.7
1994	5,507	13.2
1995	5,442	12.9
1996	5,503	12.9
1997	5,409	12.5
1998	5,472	12.4
1999	5,420	12.1
2000	5,651	12.4
2001	5,706	12.3
2002	5,679	12.1
2003	5,843	12.4
2004	5,964	12.6
2005	5,613	11.8
2006	5,896	12.4
2007	5,742	12.0
2008	5,761	11.9

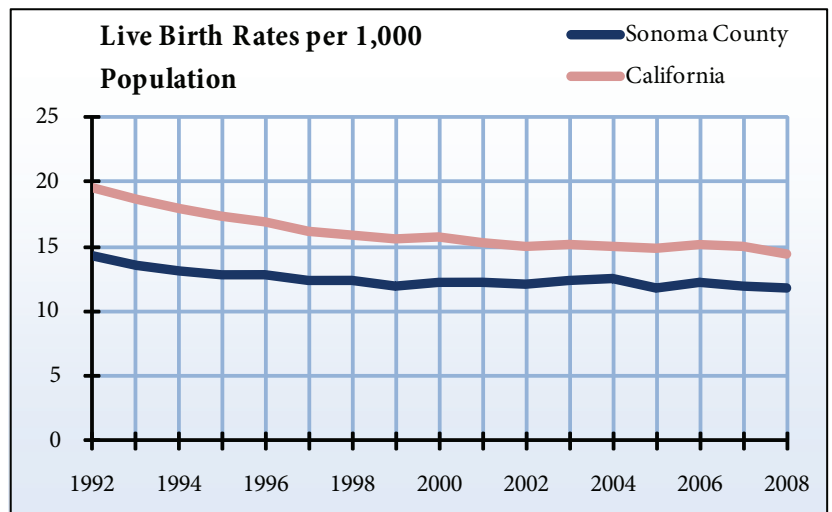
Source: California

Department of Public Health

**Number of Live Births,
California**

Year	Number	Rate per 1,000
1991	609,228	20.2
1992	600,838	19.6
1993	584,483	18.8
1994	567,034	18.0
1995	551,226	17.4
1996	538,628	16.9
1997	524,174	16.3
1998	521,265	16.0
1999	518,073	15.6
2000	531,285	15.8
2001	527,371	15.3
2002	529,245	15.1
2003	540,827	15.2
2004	544,685	15.0
2005	548,700	15.0
2006	562,157	15.2
2007	566,137	15.1
2008	551,567	14.6

Source: California
Department of Public Health



8.3 Leading Causes of Death

Overview

Each death in the county is reported with certain characteristic information, including age and race/ethnicity of decedent, place of residence at time of death, and cause of death, among other characteristics. This indicator includes data on the ten leading causes of death in California each year, broken out by county. The tables show the number of deaths in Sonoma County and in California in order of California's top ten most common causes of death in California between 1999 and 2008.

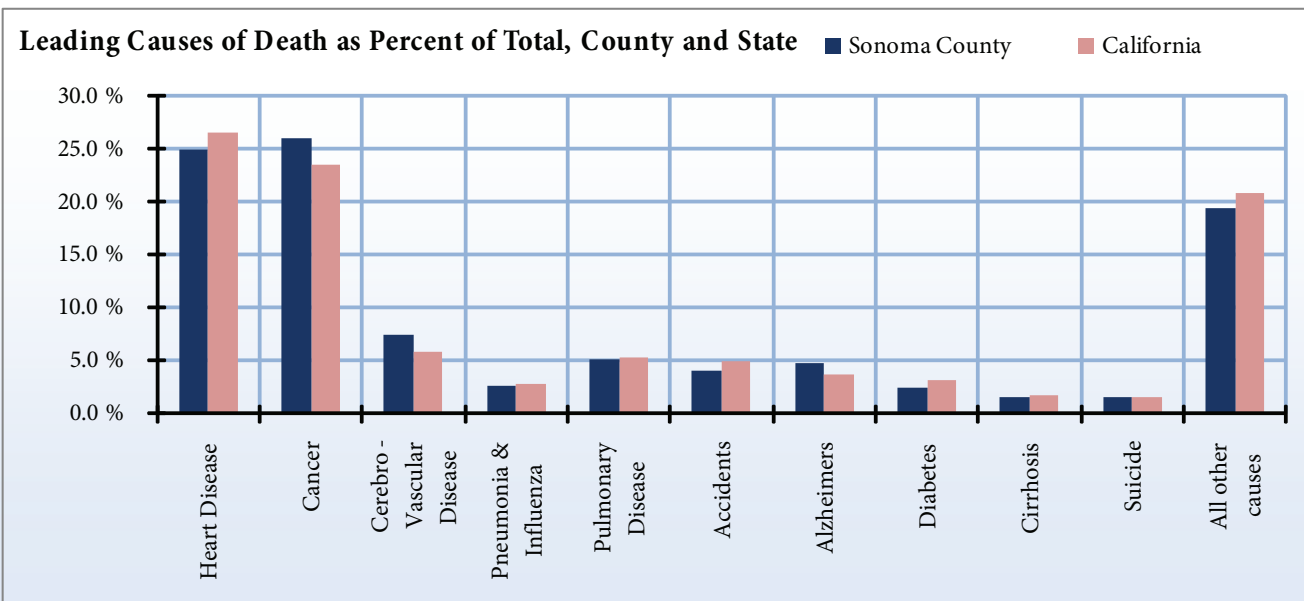
Sonoma County

The leading cause of death in Sonoma County is cancer, which is the second leading cause of death in the state. The second leading cause of death in Sonoma County is heart disease, California's leading cause of death. In the last ten years, the number of deaths caused by heart disease has fluctuated between 1,109 deaths in 1999 and 896 in 2008.

Leading Causes of Death, County

Cause of Death	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
All Causes	3,735	3,835	3,872	3,864	3,949	3,620	3,697	3,703	3,778	3,754
Heart Disease	1,109	1,084	983	1,038	1,032	899	947	934	942	896
Cancer	929	909	960	929	914	899	949	886	981	904
Cerebro-Vascular Disease	333	363	351	324	350	361	314	292	281	291
Pulmonary Disease	216	215	223	213	224	206	174	201	195	205
Accidents	144	127	132	168	169	157	199	156	156	159
Alzheimers	115	89	110	120	152	140	158	176	180	245
Diabetes	75	81	83	89	100	93	98	89	94	89
Pneumonia & Influenza	68	130	128	127	105	97	93	107	98	101
Cirrhosis	37	47	58	42	61	53	59	70	60	57
Suicide	47	54	41	58	69	64	51	50	58	76
All other causes	662	736	803	756	773	651	655	742	733	731

Source: California Department of Public Health



Leading Causes of Death, California

Cause of Death	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
All Causes	227,965	228,281	232,790	233,246	239,325	232,464	236,220	236,452	233,467	234,072
Heart Disease	69,900	68,533	69,004	68,387	69,013	65,002	64,689	64,648	62,220	60,739
Cancer	52,880	53,005	53,810	53,926	54,307	53,708	54,613	54,043	54,918	54,579
Cerebro-Vascular Disease	18,079	18,090	18,078	17,551	17,686	16,884	15,551	15,011	13,724	13,792
Pulmonary Disease	13,187	12,754	13,056	12,643	13,380	12,519	13,167	12,807	12,497	13,346
Accidents	8,940	8,814	9,274	9,882	10,470	10,614	10,926	11,236	11,426	10,667
Alzheimers	8,014	4,398	4,897	5,405	6,585	6,962	7,694	8,141	8,495	10,095
Diabetes	6,004	6,203	6,457	6,783	7,088	7,119	7,679	7,367	7,395	7,349
Pneumonia & Influenza	3,934	8,355	8,167	8,098	8,184	7,331	7,537	7,329	6,522	6,576
Cirrhosis	3,546	3,673	3,759	3,725	3,832	3,686	3,819	3,826	4,052	4,142
Suicide	3,047	3,113	3,256	3,210	3,396	3,364	3,188	3,296	3,543	3,729
All other causes	40,434	41,343	43,032	43,636	45,384	45,275	47,357	48,748	48,675	49,058

Source: California Department of Public Health

8.4 Infant Mortality

Overview

Infant mortality is used to compare the health and well-being of populations across and within countries.

Infant mortality rates are a subset of total deaths presented earlier in this section and are the sum of infant and neonatal deaths, which are described below:

Neonatal death is a death occurring within the first twenty-eight days of life.

Infant death is a death occurring during the first year of life.

Infant mortality represents many factors surrounding birth, including but not limited to the health and socio-economic status of the mother, prenatal care, quality of the health services delivered to the mother and child, and infant care. In addition, high infant mortality rates are often considered preventable and can be influenced by various education and care programs.

Sonoma County

There were a total of 28 infant deaths in Sonoma County in 2007, an increase of eight deaths from the previous year. This figure represents 4.9 infant deaths per 1,000 live births in the county, which is 0.3 lower than the California infant death rate.

Number of Infant Deaths, County

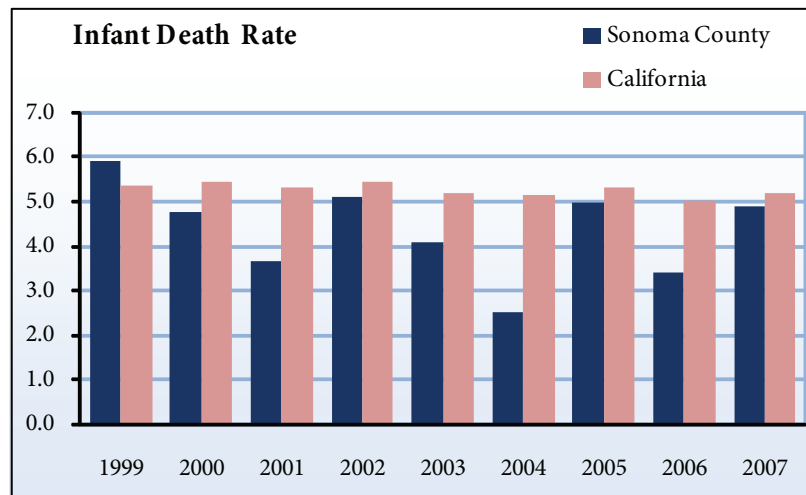
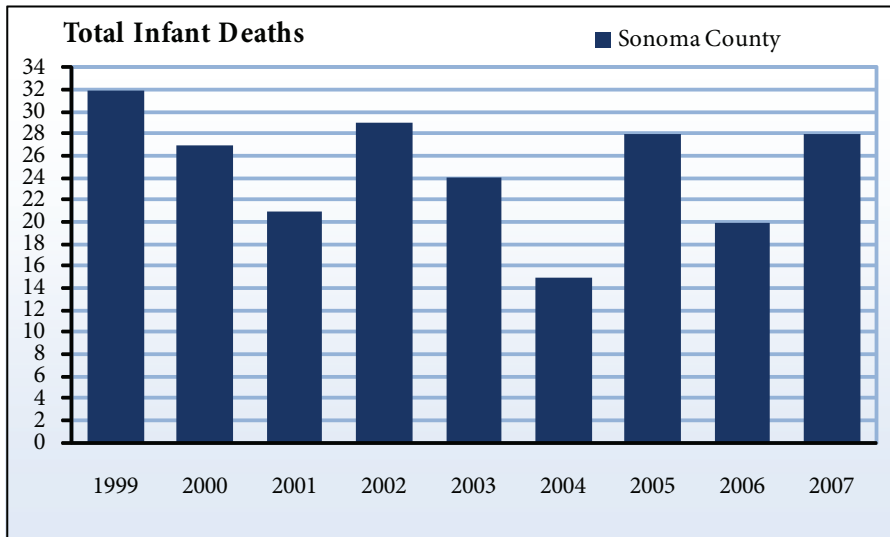
Year	Number	Deaths per 1,000 live births
1999	32	5.9
2000	27	4.8
2001	21	3.7
2002	29	5.1
2003	24	4.1
2004	15	2.5
2005	28	5.0
2006	20	3.4
2007	28	4.9

Source: California Department of
Public Health

Number of Infant Deaths, California

Year	Number	Deaths per 1,000 live births
1999	2,787	5.4
2000	2,884	5.4
2001	2,815	5.3
2002	2,875	5.4
2003	2,819	5.2
2004	2,811	5.2
2005	2,913	5.3
2006	2,829	5.0
2007	2,941	5.2

Source: California Department of
Public Health



8.5 Low Birth Weight Infants

Overview

Births of infants with a low birth weight (less than 2,500 grams, about 5.5 pounds) are reported by the California Department of Health Services as a subset of birth data.

Low birth weight is a major cause of infant mortality. Birth weight is also an important element in childhood development. There are many factors that lead to low birth weights, such as smoking tobacco during pregnancy, using alcohol or other nonprescribed substances, poor nutrition, inadequate prenatal care, and premature birth. Low birth weight babies are at a higher risk to be born with underdeveloped organs. This can lead to lung problems, such as respiratory distress syndrome, bleeding of the brain, vision loss, and/or serious intestinal problems. Low birth weight babies are more than twenty times more likely to die in their first year of life than babies born at a normal weight.

Sonoma County

The total number of low birth weight infants was 334 in Sonoma County in 2008, which was 5.8 percent of the total number of live births in the same year. This percentage is 1 percent less than the rate of low birth weight across California. In fact, the percentage of total births designated as low birth weight in Sonoma County has been lower than statewide percentages for multiple decades.

Low Birth Weight Infants, County

Year	Number	Percent of live births
1990	280	4.6 %
1991	270	4.4 %
1992	277	4.8 %
1993	276	4.9 %
1994	254	4.6 %
1995	302	5.5 %
1996	299	5.4 %
1997	267	4.9 %
1998	272	5.0 %
1999	311	5.7 %
2000	320	5.7 %
2001	313	5.5 %
2002	259	4.6 %
2003	317	5.4 %
2004	322	5.4 %
2005	358	6.4 %
2006	322	5.5 %
2007	327	5.7 %
2008	334	5.8 %

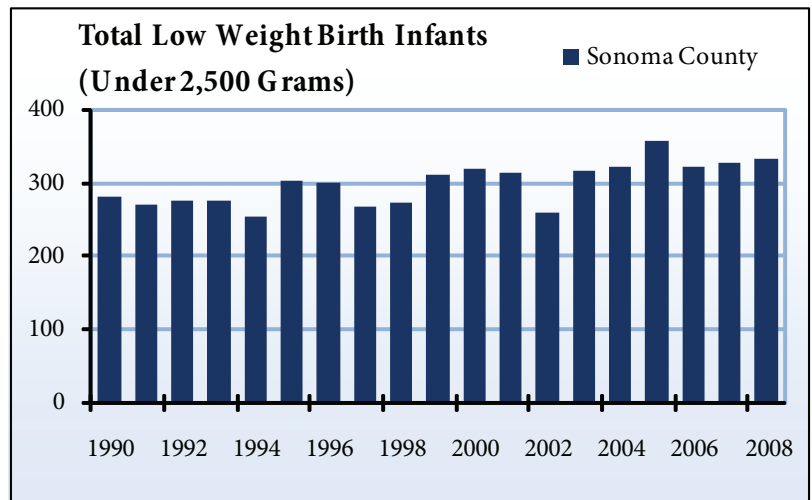
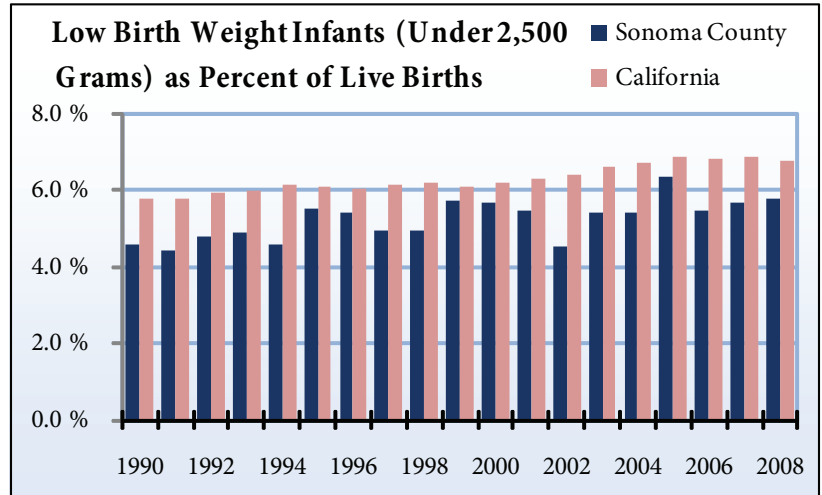
Source: California

Department of Public Health

**Low Birth Weight
Infants, California**

Year	Number	Percent of live births
1990	35,474	5.8 %
1991	35,359	5.8 %
1992	35,608	5.9 %
1993	35,116	6.0 %
1994	34,876	6.2 %
1995	33,588	6.1 %
1996	32,649	6.1 %
1997	32,232	6.1 %
1998	32,438	6.2 %
1999	31,686	6.1 %
2000	32,853	6.2 %
2001	33,196	6.3 %
2002	33,859	6.4 %
2003	35,659	6.6 %
2004	36,481	6.7 %
2005	37,653	6.9 %
2006	38,517	6.9 %
2007	38,923	6.9 %
2008	37,507	6.8 %

Source: California
Department of Public Health



8.6 Teenage Pregnancy

Overview

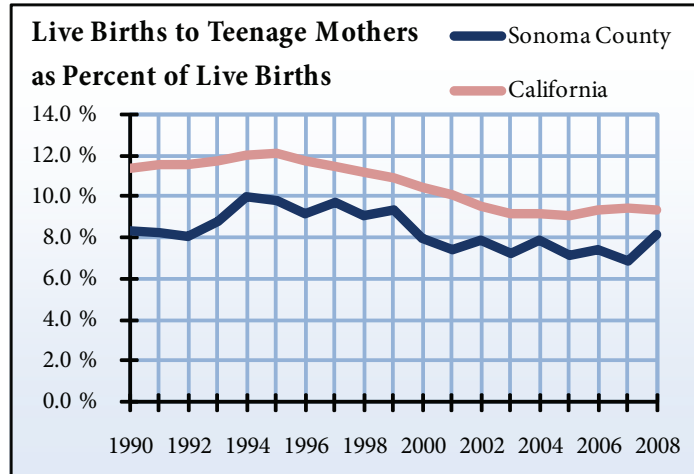
Teen births are reported by the California Department of Health Services as births to mothers under the age of twenty. It is a subset of the birth data published by the California Department of Public Health.

Teen pregnancy is a major national and state concern because teen mothers and their babies face increased risks to their health and economic status. According to the National Center for Health Statistics, teen mothers are more likely than mothers over age twenty to give birth prematurely (before thirty-seven completed weeks of pregnancy). Many factors contribute to the increased risk of health problems of babies born to teenage mothers. Teens often have poor eating habits and neglect taking vitamins. Many teens smoke, drink alcohol, or even take drugs.

Teenage mothers are more likely to drop out of high school than those who wait until later years to have their own children. Usually lacking necessary education skills, teenage mothers potentially have a harder time finding and keeping well-paying jobs.

Sonoma County

In 2008, 8.1 percent of all births in the county were from teen mothers, up from 6.8 percent in 2007. Sonoma County's birth rate to teen mothers in 2008 was considerably lower than the California average of 9.4 percent. Sonoma County has consistently had a lower percentage of births born to teen mothers than California since 1990.



**Total Teen Births,
County**

Year	Number	Percent of live births
1990	509	8.3 %
1991	501	8.2 %
1992	466	8.0 %
1993	494	8.8 %
1994	548	10.0 %
1995	534	9.8 %
1996	504	9.2 %
1997	525	9.7 %
1998	497	9.1 %
1999	505	9.3 %
2000	452	8.0 %
2001	423	7.4 %
2002	449	7.9 %
2003	424	7.3 %
2004	472	7.9 %
2005	403	7.2 %
2006	438	7.4 %
2007	392	6.8 %
2008	468	8.1 %

Source: California
Department of Public Health

**Total Teen Births,
California**

Year	Number	Percent of live births
1990	69,560	11.4 %
1991	70,322	11.5 %
1992	69,272	11.5 %
1993	68,519	11.7 %
1994	68,198	12.0 %
1995	66,644	12.1 %
1996	63,118	11.7 %
1997	59,851	11.4 %
1998	58,141	11.2 %
1999	56,577	10.9 %
2000	55,373	10.4 %
2001	52,966	10.0 %
2002	50,201	9.5 %
2003	49,330	9.1 %
2004	49,737	9.1 %
2005	50,017	9.1 %
2006	52,770	9.4 %
2007	53,393	9.4 %
2008	51,704	9.4 %

Source: California
Department of Public Health

8.7 Late Prenatal Care

Overview

Late prenatal care is a count of births where the mother first saw a physician about her pregnancy after her third trimester began. Data is collected by county health departments from surveys of every birth and reported to the California Department of Public Health. The survey includes a question about when the mother first sought medical care during her pregnancy.

Late prenatal care is one of the more prominent risk factors for many medical complications later in pregnancy, during childbirth, or among the children themselves. Early medical care can help expectant mothers with lifestyle and medication changes that might otherwise affect their child.

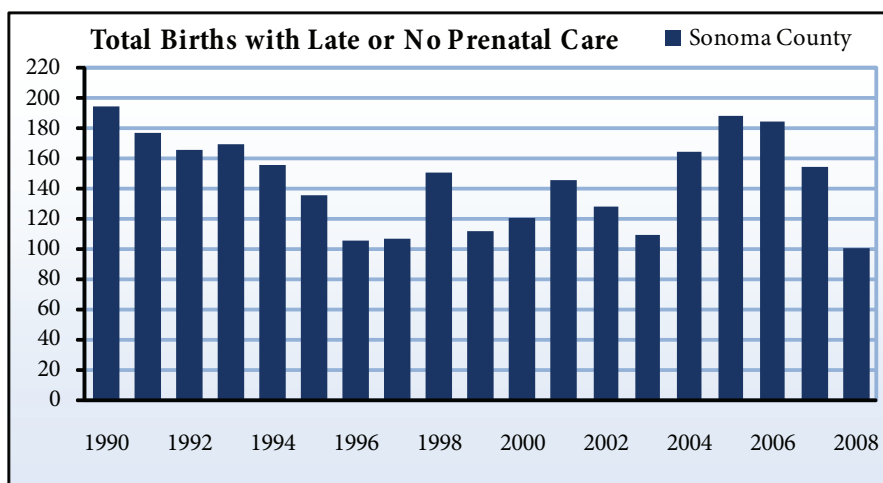
Sonoma County

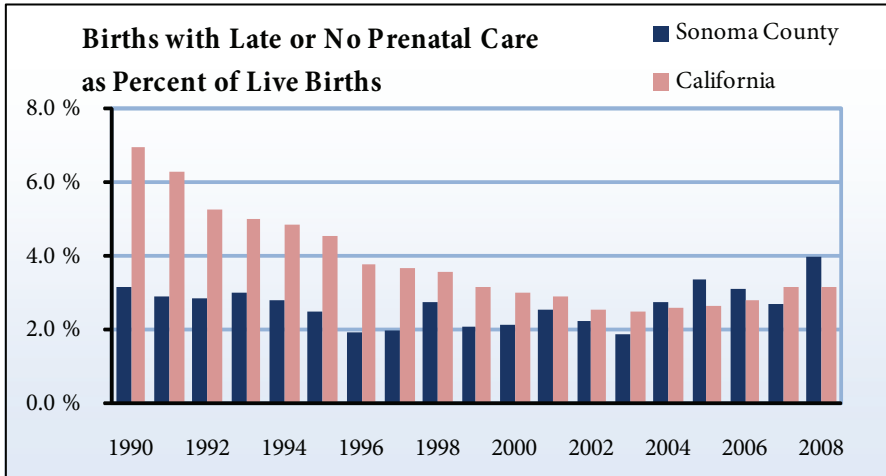
In 2008 the percent of live births with late prenatal care in the county was 2.9 percent compared to 3.2 percent in the state. However, late prenatal care in California has decreased significantly, while rates in the county show a slightly significant upward trend since 1996. As a result county rates have been similar to state rates since 2001, and even exceed the state's rates between 2004 and 2006.

Births With Late or No Prenatal Care, County

Year	Number	Percent of live births
1990	194	3.2 %
1991	177	2.9 %
1992	166	2.9 %
1993	170	3.0 %
1994	156	2.8 %
1995	135	2.5 %
1996	106	1.9 %
1997	107	2.0 %
1998	151	2.8 %
1999	112	2.1 %
2000	120	2.1 %
2001	146	2.6 %
2002	128	2.3 %
2003	109	1.9 %
2004	164	2.7 %
2005	188	3.3 %
2006	185	3.1 %
2007	154	2.7 %
2008	167	2.9 %

Source: California Department of Public Health





Births With Late or No Prenatal Care, California

Year	Number	Percent of live births
1990	42,553	7.0 %
1991	38,277	6.3 %
1992	31,755	5.3 %
1993	29,185	5.0 %
1994	27,458	4.8 %
1995	25,099	4.6 %
1996	20,328	3.8 %
1997	19,244	3.7 %
1998	18,650	3.6 %
1999	16,319	3.1 %
2000	16,051	3.0 %
2001	15,258	2.9 %
2002	13,606	2.6 %
2003	13,447	2.5 %
2004	14,123	2.6 %
2005	14,635	2.7 %
2006	15,658	2.8 %
2007	17,847	3.2 %
2008	17,388	3.2 %

Source: California Department of Public Health

8.8 Medical Service Providers

Overview

The Medical Board of California is the state’s licensing agency for practicing physicians. The table in this section presents the number of licenses where the primary address of the practice is in Sonoma County. This may not entirely represent health care availability in the area if there are a significant number of physicians practicing part-time in Sonoma County with a primary address in neighboring places.

The number of practitioners providing services within an area can indicate the available health care resources in a community. Access to health care and preventative services, such as immunizations and health screenings, are important to an individual’s health. Those lacking preventative services are at a higher risk for some diseases, especially those that are preventable by vaccine.

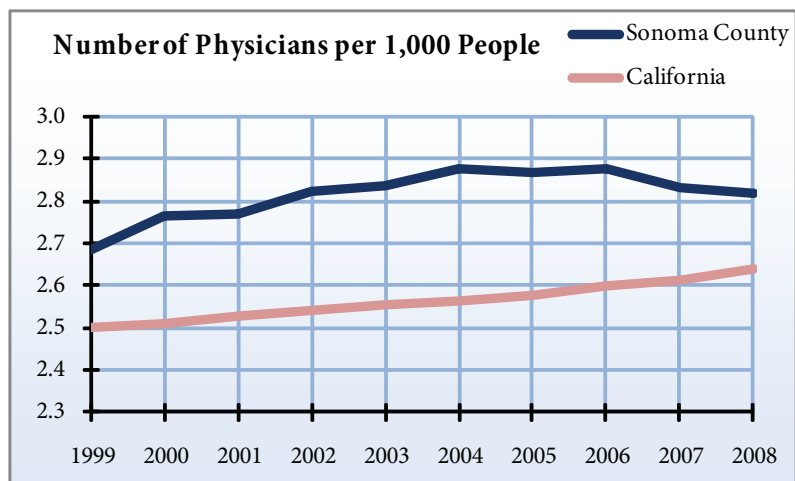
Sonoma County

As of 2008, there were 1,360 physicians actively practicing in Sonoma County, an increase of 3 physicians from the previous year. As the number of physicians in California and Sonoma County continues to rise, community health and preventative care services will continue to improve. Also, an influx of physicians in a particular area raises that area’s economic and educational status.

Number of Physicians

Fiscal Year	Number of physicians	Total physicians in California
1999	1,206	82,872
2000	1,264	84,675
2001	1,286	86,934
2002	1,322	89,025
2003	1,336	91,049
2004	1,362	92,852
2005	1,365	94,546
2006	1,373	96,299
2007	1,357	97,878
2008	1,360	99,900

Source: Medical Board of California



9. Welfare

The amount of assistance utilized by families and individuals in need is an indication of how well the community is meeting the basic needs of the less fortunate in our society. Also, by assessing the available services and the amount of existing need, it becomes apparent what additional services and/or assistance might improve the quality of life in a specific area. Welfare indicators are also a good indication of the county's socio-economic make-up.

In this section:

9.1 TANF/CalWORKs Caseload	188
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9.3 Medi-Cal Beneficiaries	192
9.4 Foster Care Entries	194
9.5 School Free and Reduced Meal program	196

9.1 TANF/CalWorks Caseload

Overview

The table shows the annual average number of California Work Opportunity and Responsibility to Kids (CalWORKs) recipients (persons) and cases (families or households). CalWORKs is California's implementation of the federal Temporary Aid to Needy Families (TANF) program. Under the welfare reform legislation of 1996, TANF replaced the old welfare programs known as Aid to Families with Dependent Children (AFDC), the Job Opportunities and Basic Skills Training (JOBS) program, and the Emergency Assistance (EA) program.

CalWORKs is a welfare program that gives cash aid and services to eligible needy California families. The program serves all fifty-eight counties in the state and is locally operated by county welfare departments. If a family has little or no cash and needs housing, food, utilities, clothing, or medical care, they may be eligible to receive immediate short-term help. Families eligible for cash aid are those with needy children who are deprived because of a disability, absence or death of a parent, or unemployment of the principal earner. The assistance is intended to encourage work, enable families to become self-sufficient, and provide financial support for children who lack the proper support and care.

Information about these programs is useful in determining which areas need the most assistance and which areas have the greatest number of people utilizing assistance programs. Higher incidence of CalWORKs enrollment may indicate a lack of job opportunities for lesser skilled workers, or additional health or social issues that keep people from holding on to adequate employment.

Sonoma County

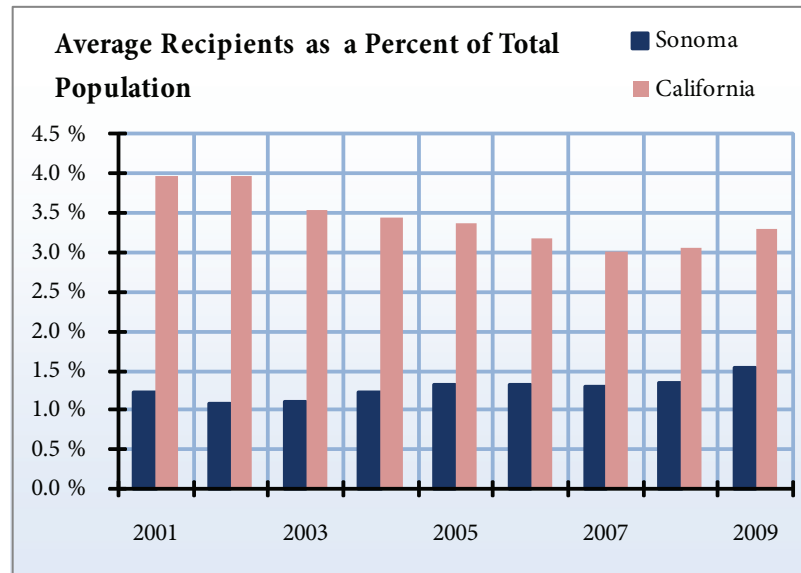
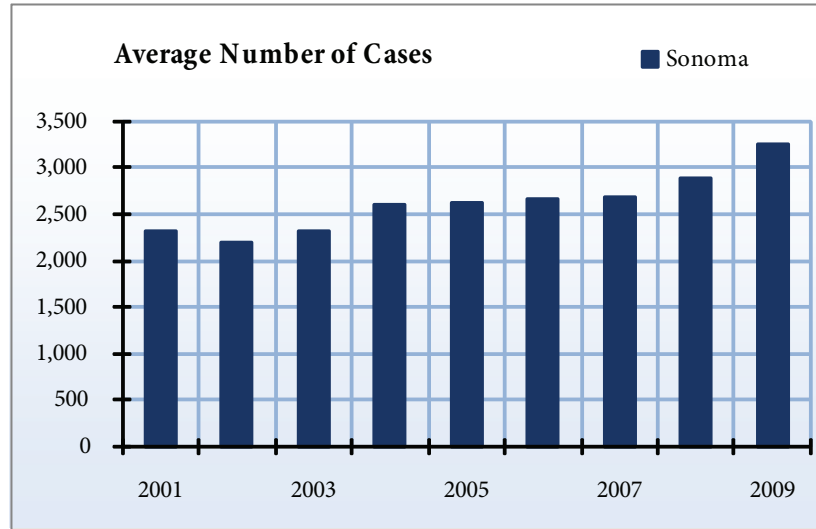
In Sonoma County, the number of TANF/CalWORKs cases and recipients has been steadily decreasing since a peak in FY94. Between FY05 and FY06, the number of TANF/CalWORKS cases in the county decreased 2 percent, compared to a 3 percent increase in California.

In the same year, the number of recipients increased 16 percent, compared to a 21 percent increase in California. Since the peak year FY95, when 4.4 percent of Sonoma County's population received TANF/CalWORKs payments, the percentage has steadily decreased. In FY05 the percentage of the county's population receiving payments was about 1 percent, compared to 3 percent statewide.

TANF/CalWORKs Caseload

Year	Average number of cases	Average number of recipients
2001	2,313	5,705
2002	2,201	5,100
2003	2,313	5,249
2004	2,599	5,764
2005	2,623	6,274
2006	2,660	6,305
2007	2,688	6,259
2008	2,889	6,491
2009	3,249	7,488

Source: California Department of Social Services



9.2 Food Stamps Caseload and Expenditures

Overview

The food stamp program is a federally funded program aimed at ending hunger and improving nutrition and health. The program is available to people whose income falls below a certain level, but who are actively seeking employment or are currently employed.

The food stamp program is administered through the U.S. Department of Agriculture (USDA). The department pays all of the costs of the food stamps issued and half of the administrative costs of the program. The state and county share the other half of the administrative costs. Through this system a county can provide for the basic nutrition needs of its population without suffering a major drain on its economy. Food stamps cannot be used to buy items such as pet food, soap, paper products, household supplies, alcoholic beverages, vitamins, or any food prepared in the store or ready-to-eat.

As with CalWORKs, food stamp caseloads and expenditures may be an indication that issues exist in the county affecting the ability of people to work, either due to lack of jobs or lack of ability to do paid work. Since those working may also be eligible for food stamp assistance, a high food stamp caseload may also indicate that a large percentage of households are supported by employment paying relatively low wages.

Sonoma County

The average number of food stamp recipients in Sonoma County sharply increased between FY01 and FY09. Between FY08 and FY09, the number of households receiving food stamps increased 33 percent, and the number of persons increased 32 percent. In comparison, the number of households receiving food stamps increased 25 percent in California and the number of persons receiving food stamps increased 23 percent in the same year.

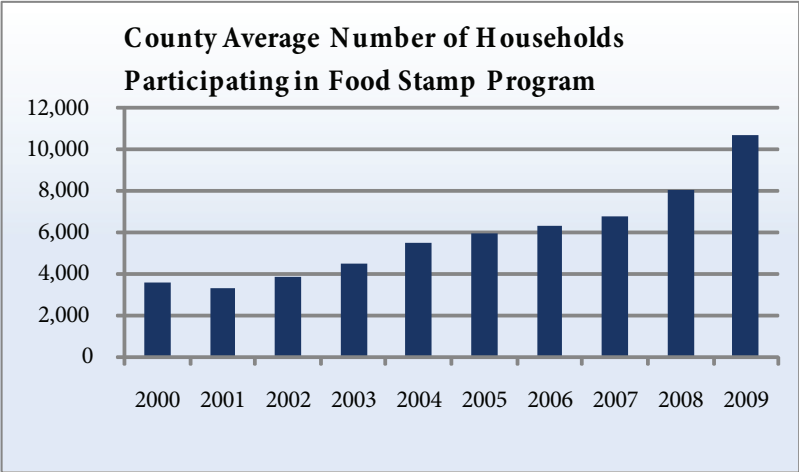
Total expenditures in the county have increased signifi-

cantly each year since FY01 with a total percent change from FY00 to FY09 of 436 percent.

Food Stamps, Recipients, and Expenditures

Year	Average number of households	Average number of persons	Total expenditures
2000	3,606	8,231	\$ 6,831,948
2001	3,353	7,319	\$ 6,473,622
2002	3,844	8,096	\$ 7,772,629
2003	4,485	9,370	\$ 9,655,145
2004	5,485	11,580	\$ 12,864,740
2005	5,990	12,794	\$ 15,139,705
2006	6,332	13,217	\$ 16,549,874
2007	6,781	13,814	\$ 18,363,153
2008	8,033	16,060	\$ 22,965,595
2009	10,672	21,239	\$ 36,669,842

Source: California Department of Social Services



9.3 Medi-Cal Beneficiaries

Overview

Medi-Cal is California's program that replaces the federal Medicaid program in the state. It was created before Medicaid and, therefore, California legislators successfully requested that the federal government exclude this state from their program. It covers people who are disadvantaged physically or financially. Some examples of Medi-Cal eligibles are people aged 65 or older, those who are blind or disabled, those who receive a check through the Supplemental Security Income/State Supplemental Payments program, children and parents who receive financial assistance through the CalWORKs program, and women who are pregnant or diagnosed with cervical or breast cancer.

Many Medi-Cal recipients are also either CalWORKs or food stamp recipients, creating an overlap in program enrollment.

Information on Medi-Cal programs is helpful in determining the need for public medical assistance in a particular community. As with CalWORKs and food stamps, the relative need for assistance is also an indicator of the social and/or economic status of area residents.

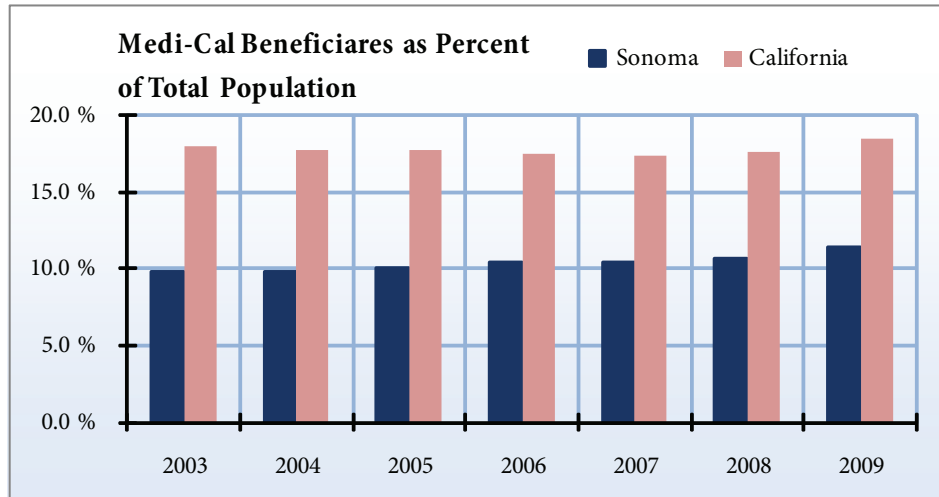
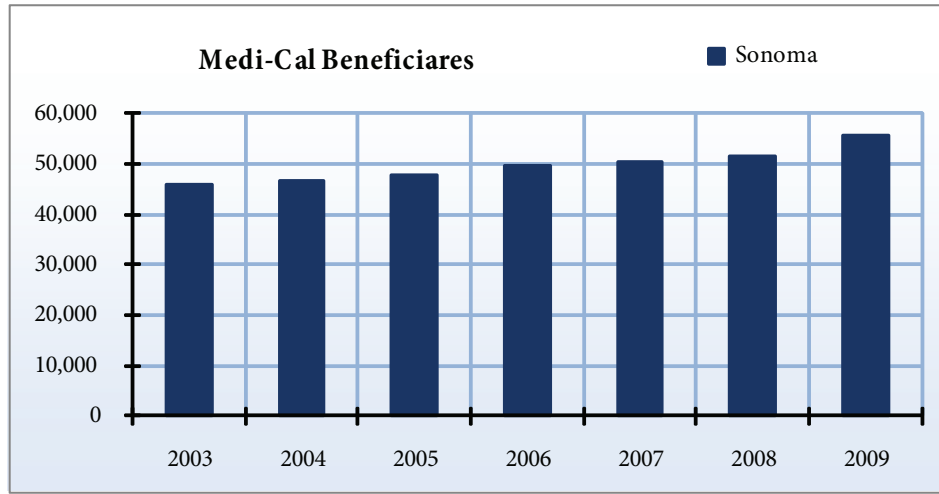
Sonoma County

In 2009, approximately 11 percent of the population in Sonoma County were Medi-Cal beneficiaries (55,798 people). In comparison, 18 percent of the population throughout California was eligible for Medi-Cal programs. The number of beneficiaries in the county has been increasing since 2003.

Medi-Cal Users

Year	Beneficiaries	Percentage of County Population	California Beneficiaries	Percentage of California Population
2003	7,527	26.6 %	6,478,049	18.0 %
2004	7,594	26.5 %	6,489,774	17.8 %
2005	7,679	26.5 %	6,560,346	17.8 %
2006	7,703	26.6 %	6,534,983	17.5 %
2007	7,624	26.1 %	6,553,258	17.4 %
2008	7,658	26.0 %	6,721,003	17.6 %
2009	8,139	27.6 %	7,094,877	18.4 %

Source: California Department of Healthcare Services



9.4 Foster Care Entries

Overview

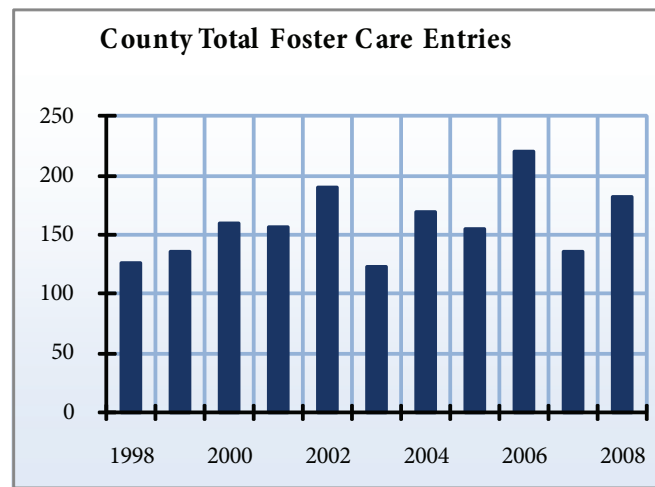
Foster care is an out-of-home care system designed to protect children who cannot safely remain in the care of their families. Child abuse and/or neglect are the main causes of child removal from the home, making the child a dependent of the court. The foster care program is aimed at placing these children (who have been removed from their families) in an environment where they will receive proper care and attention. Foster care entries can be of many different types, including kinship, foster, foster family agencies, group homes, shelters, and guardian care.

It is common for children placed in foster care to remain in the system, with multiple placements, until age eighteen. Depending on the success of the initial placements, the time spent in the welfare foster system can have lasting effects on the child's adult life following emancipation. For example, statistics show that children with over five placements suffer more hardships than a child who had fewer than five placements. A small but disturbing number of males enter the state prison system after they leave the child welfare system, while those women who become mothers while in foster care are four times as likely to receive welfare or state aid compared to other young females in their age group. It has been determined by the California Youth Connection that many emancipating foster youth are not made aware of their eligibility for benefits that could support their housing, child care, and employment needs. Roughly two-thirds of foster youth have college ambitions, but many emancipating youths do not attend because information on higher education and

financial aid opportunities is not consistently provided in a timely manner.

Sonoma County

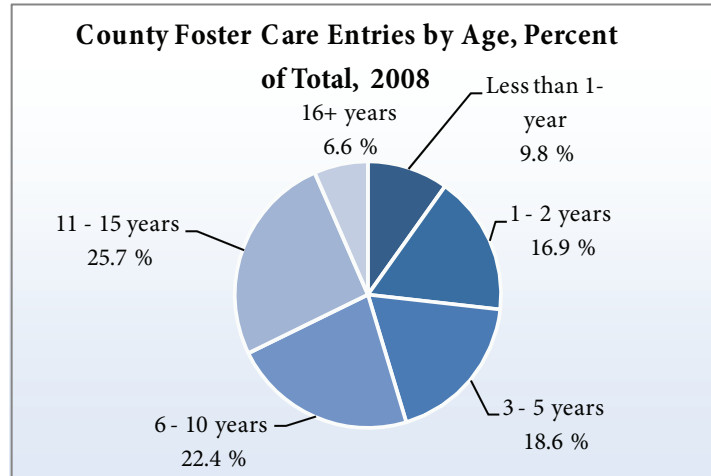
A total of 183 children entered foster care in Sonoma County in 2008, a 34 percent increase from the previous year. The age of these children varied greatly, ranging from less than one year old to over 16 years of age.



County Foster Care Entries by Age

Year	Less than 1-year	1 - 2 years	3 - 5 years	6 - 10 years	11 - 15 years	16+ years	Total	Annual percent change
1998	21	20	25	27	26	7	126	n/a
1999	21	15	24	41	26	8	135	7.1 %
2000	23	15	15	49	46	12	160	18.5 %
2001	32	11	26	41	42	5	157	- 1.9 %
2002	42	20	38	40	41	8	189	20.4 %
2003	29	17	21	27	22	7	123	- 34.9 %
2004	40	24	30	37	31	7	169	37.4 %
2005	24	18	32	44	32	4	154	- 8.9 %
2006	33	26	35	68	45	13	220	42.9 %
2007	31	30	20	26	21	8	136	- 38.2 %
2008	25	20	24	47	48	18	182	33.8 %

Source: CWS/CMS 2009 Q3 Extract *8 days or more



County Foster Care Entries by Placement Type

Year	Kinship	Foster	FFA	Group	Shelter	Guardian	Missing	Court	Other	Total
1998	20	83	6	9	1	6	0	1	0	126
1999	19	81	10	19	3	3	0	0	0	135
2000	27	78	21	19	9	5	0	0	0	160
2001	19	66	32	24	12	2	0	1	0	157
2002	20	82	48	23	7	7	0	2	0	189
2003	18	59	26	9	1	4	0	6	0	123
2004	34	63	51	15	2	4	0	0	0	169
2005	39	41	49	21	0	4	0	0	0	154
2006	56	49	93	21	0	1	0	0	0	220
2007	31	38	56	7	4	0	0	0	0	136
2008	14	38	23	5	101	1	0	0	0	182

Source: CWS/CMS 2009 Q3 Extract *8 days or more

9.5 School Free and Reduced Meals

Overview

This indicator is the count of K-12 students enrolled in the free or reduced-priced meal program. The program provides meals to students from income-qualifying families. Families only have to claim a certain income level to enroll their children in the program, and no evidence or auditing is required. Periodically, schools will actively promote the program, which can temporarily boost enrollment.

Note: Total enrollment numbers differ between this indicator and section 10.1 because total enrollment for the free and reduced meal is calculated for total enrollment in October of a given year, students between ages 5 and 17.

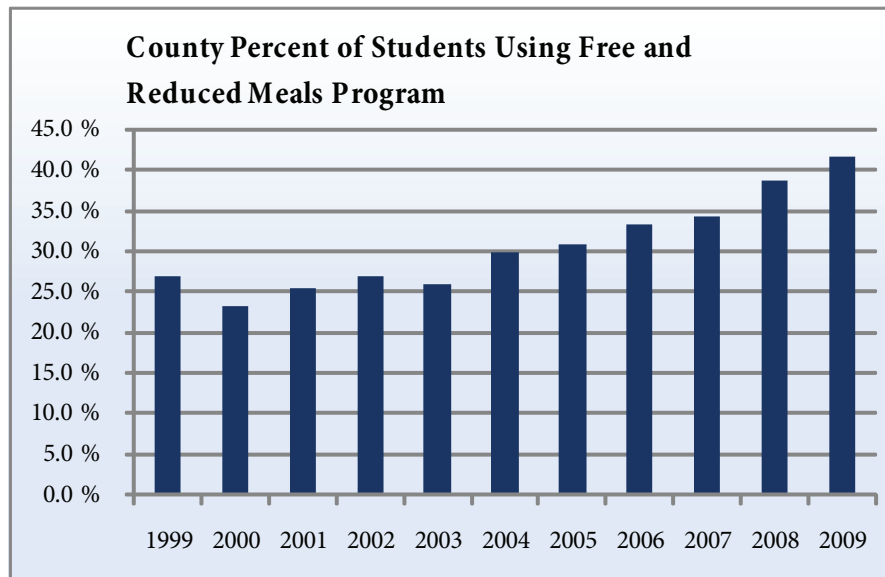
Sonoma County

The percent of students enrolled in the free and reduced price meal program increased significantly since 2000, from 23 percent to over 42 percent in 2009. Program enrollment went from a low of 18,947 in 2003 to a high of 28,609 in 2009. Increased program enrollment was coupled with reduced total school enrollment, from 77,080 in 2000 to 68,461 in 2009, producing the large percent increase.

School Free and Reduced Meals

Year	Total Free and Reduced Meals	Total Enrollment	Percent of Students
1999	19,124	70,874	27.0 %
2000	17,951	77,080	23.3 %
2001	18,250	71,811	25.4 %
2002	19,012	70,781	26.9 %
2003	18,947	72,800	26.0 %
2004	21,210	70,728	30.0 %
2005	21,958	70,868	31.0 %
2006	23,355	70,031	33.3 %
2007	23,497	68,329	34.4 %
2008	26,462	68,209	38.8 %
2009	28,609	68,461	41.8 %

Source: California Department of Education



10. Education

The quality of an area’s educational institutions can be a critical factor in a person’s decision on where to live, raise a family, and locate his or her business. Education is considered one of the most fundamental socio-economic indicators of a successful life, and a county with substantial, respectable schools is very attractive to parents.

The indicators in this section cover enrollment volume and student performance, each indicating different aspects of the local community. Enrollment data can be used to refine the estimate of population by age (section one) and school performance can influence employment and income potential. Good performance in schools can help residents avoid the need for public assistance health and welfare programs in the future. Often, the amount of education a person achieves has a strong influence on occupations, earnings, poverty, and health care.

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- 10.3 Graduates Eligible for UC or CSU System 202
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10.1 School Enrollment

Overview

Total enrollment as reported by the California Department of Education is shown for the 2001-2002 school year through the 2008-2009 school year. The data was compiled from the California Basic Education Data System (CBEDS). On October 4th of each year, the number of students enrolled in public schools that day is reported to CBEDS. California Youth Authority schools (CYA) are also included in enrollment figures. CYA schools provide institutional training and parole supervision for juvenile and young adult offenders.

School enrollment is the most useful indicator of change in the child population after the 2000 Census. As discussed in the age distribution indicator in section one, the decennial census is the only time when population by age is counted, and any data for later years is typically a projection of 2000 Census data. The child population is the most difficult to project because of changing family migration and fertility patterns. School enrollment provides the best data with which to estimate the population of children in the community.

Enrollment trends provide insight into a school's financial stability. Funding is based primarily on enrollment and average daily attendance. Since school districts often face funding challenges, understanding trends in enrollment will help them produce more accurate financial plans.

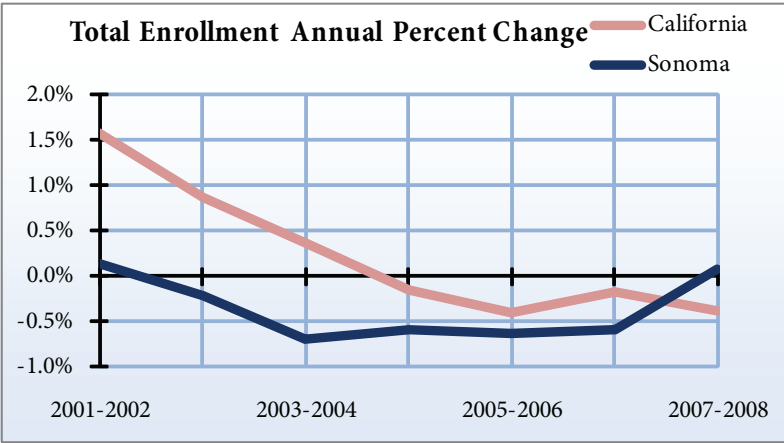
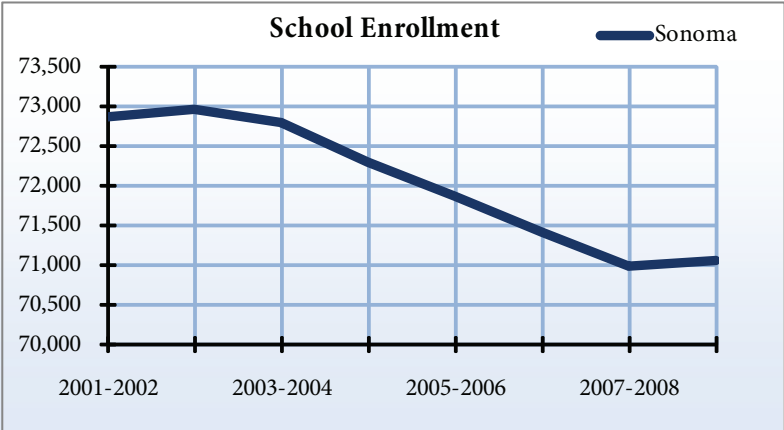
Sonoma County

In the 2008-2009 school year, 71,049 students were enrolled in Sonoma County schools. This number represents a 0.1 percent increase from the 2007-2008 year.

Total School Enrollment

School Year	Total Enrollment	Annual Percent Change
2001-2002	72,867	n/a
2002-2003	72,964	0.1 %
2003-2004	72,799	- 0.2 %
2004-2005	72,295	- 0.7 %
2005-2006	71,868	- 0.6 %
2006-2007	71,412	- 0.6 %
2007-2008	70,994	- 0.6 %
2008-2009	71,049	0.1 %

Source: California Department of Education



10.2 High School Dropouts

Overview

High school dropout rates measure how many students fail to complete state-mandated curriculum requirements. In order for a student to be officially designated as a dropout, he or she must have been previously enrolled in any grade level, 9-12, and left school without re-enrolling in another public or private educational institution or school program for forty-five consecutive days. The one-year dropout rate is the number of dropouts in grades 9-12 divided by the total enrollment in those grades.

The completion of high school is a requirement for most jobs. Even many lower skilled jobs require a high school diploma. According to the U.S. Census Bureau, people with a high school diploma who did not attend college earn 23 percent more per year on average than those without a diploma. The employment rate for high school dropouts is 11 percent less than rate for high school graduates.

High dropout rates may indicate social issues with families in the community. It may also indicate a workforce that is not skilled enough to attract higher wage jobs to the area, which is important for economic development.

NOTE: Due to Department of Education data discrepancies 2006 - 2008 drop out numbers are not historically comparable.

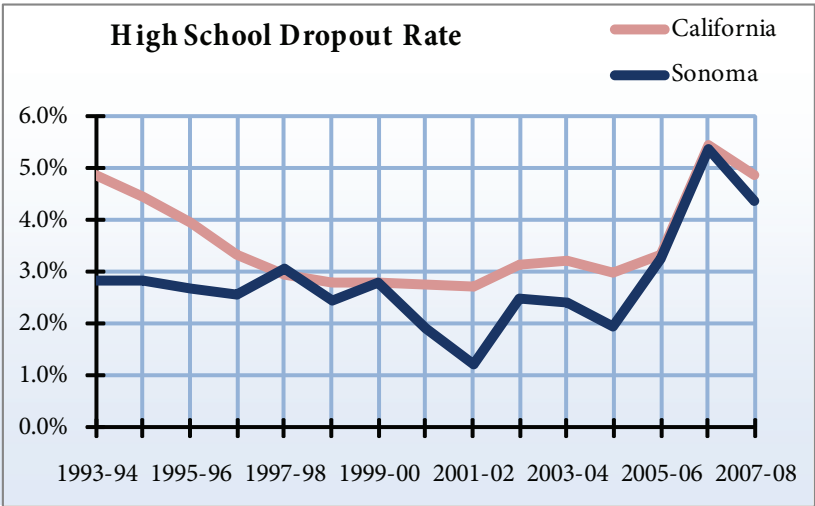
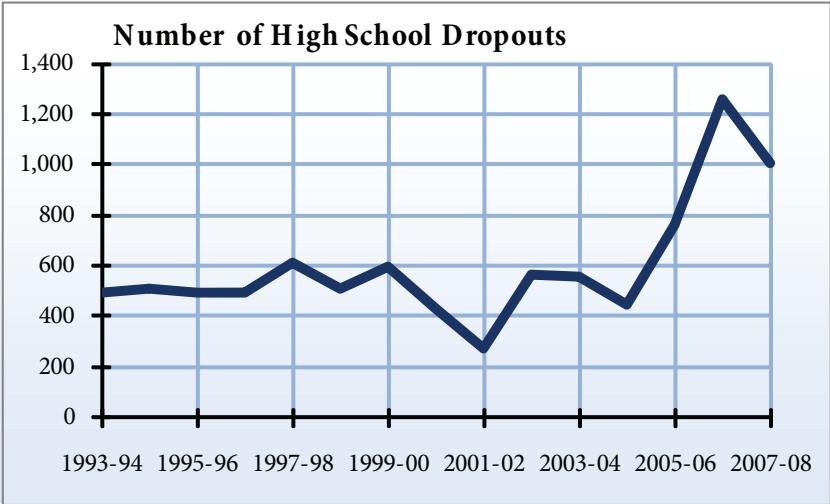
Sonoma County

There were 1,005 students designated as high school dropouts in Sonoma County in 2007-2008, or a 4.4 percent dropout rate. This number is slightly lower than the 4.9 percent one-year dropout rate in California. Sonoma County has seen a significant spike in high school dropouts.

High School Dropouts, County (Percent of Total Enrollment)

Year	Number of dropouts	1-year dropout rate	CA 1-year dropout rate
1993-1994	496	2.8 %	4.9 %
1994-1995	507	2.8 %	4.4 %
1995-1996	498	2.7 %	3.9 %
1996-1997	497	2.6 %	3.3 %
1997-1998	614	3.1 %	2.9 %
1998-1999	510	2.4 %	2.8 %
1999-2000	600	2.8 %	2.8 %
2000-2001	430	1.9 %	2.8 %
2001-2002	271	1.2 %	2.7 %
2002-2003	567	2.5 %	3.1 %
2003-2004	559	2.4 %	3.2 %
2004-2005	450	1.9 %	3.0 %
2005-2006	762	3.3 %	3.3 %
2006-2007	1,258	5.4 %	5.5 %
2007-2008	1,005	4.4 %	4.9 %

Source: California Department of Education



10.3 Graduates Eligible for UC or CSU System

Overview

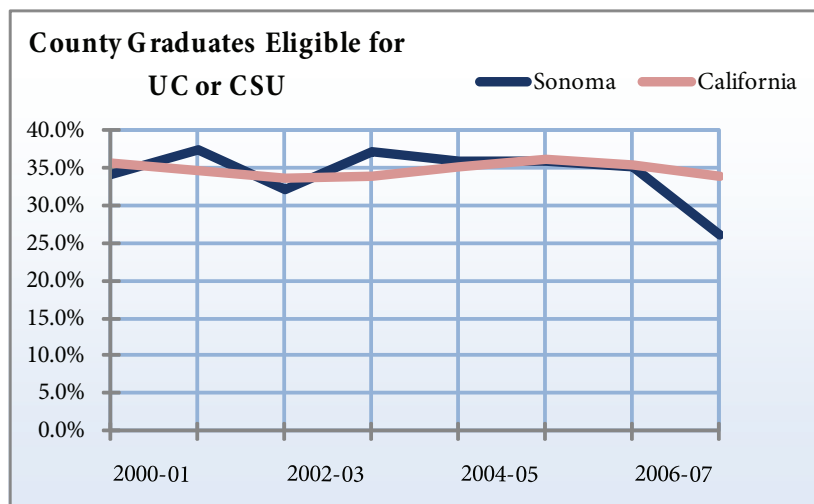
This indicator is the count of high school graduates who have completed coursework required by either the California State University or University of California postsecondary education systems. The data is reported by schools to the California Department of Education in their annual California Basic Educational Data System (CBEDS) reports. Further eligibility based on SAT or other college entrance exams are not included here.

A college education is critical for most students looking for higher-wage employment. Also, this is an indicator of the support provided to K-12 students from a combination of the local school system, parents, and the community.

Sonoma County

Between 2000 and 2007, the county has had a similar percentage of its graduates that completed coursework for CSU/UC eligibility as California. However, that percentage decreased significantly in 2007-08. This decrease may be temporary or due to incomplete reporting, which can happen – forthcoming data for 2008-09 will help clarify the picture.

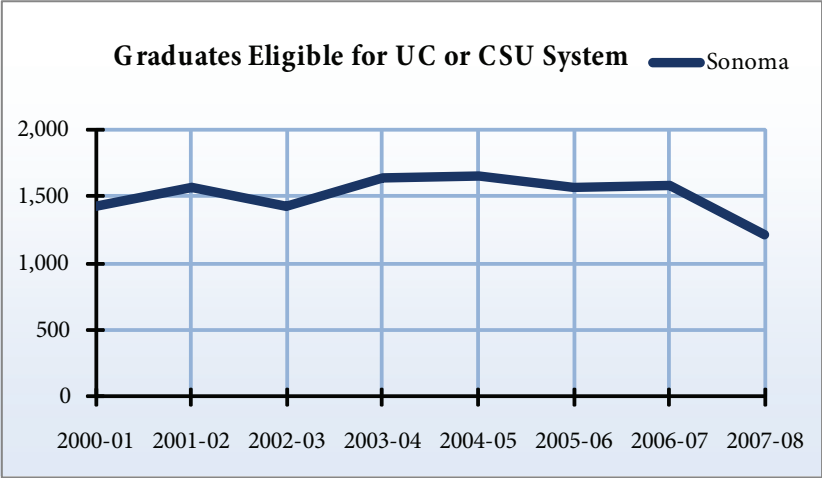
With the exception of the 2007-2008 school year the percent of Sonoma County graduates eligible for the UC or CSU system has been very comparable to the state average.



Graduates Eligible for UC or CSU System

Year	County Graduates eligible for UC or CSU System	County Percent of Graduates eligible for UC or CSU System	CA Percent of Graduates eligible for UC or CSU System
2000-01	1,423	34.3 %	35.6 %
2001-02	1,570	37.6 %	34.6 %
2002-03	1,426	32.2 %	33.6 %
2003-04	1,638	37.1 %	33.8 %
2004-05	1,650	35.8 %	35.2 %
2005-06	1,571	35.8 %	36.1 %
2006-07	1,587	35.1 %	35.5 %
2007-08	1,222	26.1 %	33.9 %

Source: California Department of Education



10.4 English Language Learners

Overview

This is the count of K-12 students enrolled in English language learning (ELL) programs. These programs were once referred to as “English as a second language” (ESL).

ELL programs require additional school resources per student, although enrollment in the program does not increase school funding, so this can be a measure of hardship for local school districts. It is also a measure of community culture – children and families who continue to primarily use a non-English language can indicate adherence to native culture and may have less access to high paying employment opportunities.

Sonoma County

The total English learner enrollment has increased steadily over the past two decades. From 1990 to 2009 the total increase in English learners was 282 percent compared to a 53 percent increase in California. The sharp increase seems to have flattened out since there was a 0.2 percent increase from the 2007-2008 school year to the 2008-2009 school year.

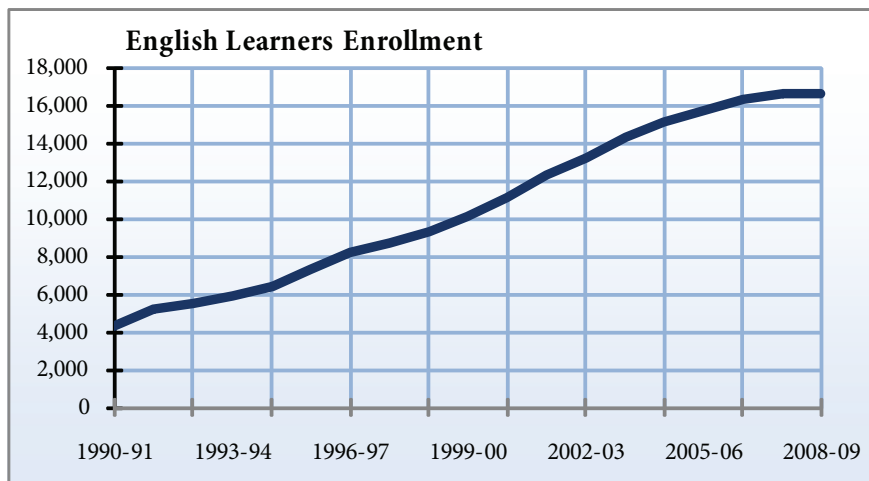
English Learners

Enrollment, County

Year	Enrollment
1990-1991	4,355
1991-1992	5,215
1992-1993	5,501
1993-1994	5,919
1994-1995	6,468
1995-1996	7,343
1996-1997	8,191
1997-1998	8,721
1998-1999	9,283
1999-2000	10,087
2000-2001	11,143
2001-2002	12,348
2002-2003	13,249
2003-2004	14,274
2004-2005	15,090
2005-2006	15,675
2006-2007	16,357
2007-2008	16,582
2008-2009	16,617

Source: California

Department of Education



10.5 Average SAT Scores

Overview

The SAT is designed to measure verbal and mathematical reasoning abilities that are related to successful performance in college, according to the California Department of Education. Academic, demographic, and socioeconomic factors can affect the results of the test scores. The largest factor affecting average SAT scores is the number of students taking the test; as the number of test takers increases, scores tend to fall.

Students are required to take the test only if they plan on attending a college that requires it for admission. This is the primary reason the SAT is not an accurate measure of the effectiveness of school curriculum or teaching. If a small percentage of students from a school take the test, then the average score could reflect selective testing; a school may encourage only those students who are identified as high achievers to participate. For this reason, the percentage of students who took the exam is provided. The highest possible score a student can receive is 2400.

NOTE: Average SAT scores are only reported for graduating seniors. The scores from students who take the SAT as juniors are included with their graduating class.

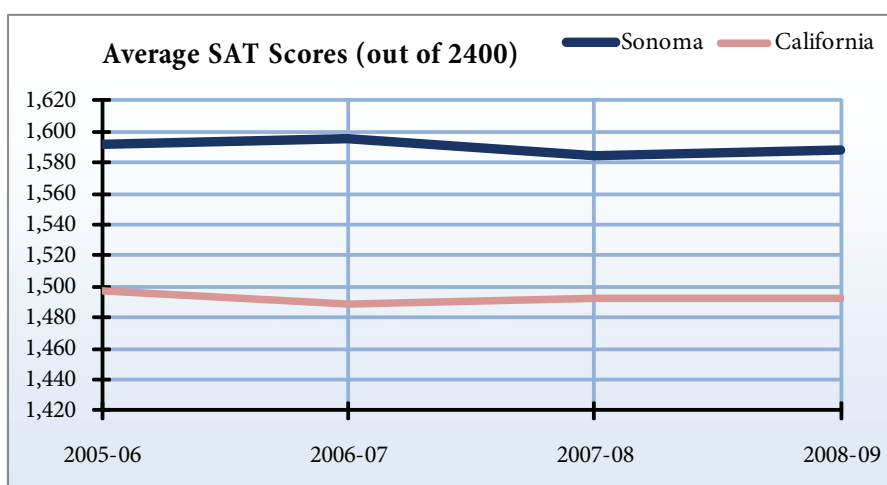
Sonoma County

Average SAT scores in the county are significantly higher than those in California. During the 2008-2009 school year, the average score was 1588 compared to 1492 in the state as a whole. However, a significantly lower percentage of county students take the test, 29.5 percent in the county compared to 34.7 percent in the state during 2008-09.

Average SAT Scores (out of 2400)

School Year	County % of Students who took SAT	County Average SAT Scores	CA % of Students who took SAT	CA Average SAT Scores
2005-06	34.8%	1591	36.7%	1498
2006-07	33.5%	1595	36.9%	1489
2007-08	32.2%	1584	35.9%	1493
2008-09	29.5%	1588	34.7%	1492

Source: California Department of Education



10.6 Academic Performance Index (API)

Overview

The purpose of the Academic Performance Index is to measure the academic performance and progress of schools. It is a reliable measure of academic performance and progress because it uses a test that every student is required to take yearly beginning in second grade and continuing through eleventh grade. The base year for a school's API result is 2006. These results will be used to monitor academic growth.

The 2006 base API incorporates the results of school performance in California's Standardized Testing and Reporting (STAR) program, the California High School Exit Examination (CAHSEE), and the California Alternate Performance Assessment (CAPA). The API is calculated on a scale from 200-1000, using individual student performance on four different tests.

The State Board of Education adopted a performance target of 800 for the 1999 API. This target will serve as an interim statewide target until state performance standards are adopted. The annual growth rate target for schools is equal to 5 percent of the distance between a school's API and the interim state performance target of 800. Schools that receive an API less than 800 have a minimum target of a one-point increase. Schools that meet or exceed the interim target must maintain an API of 800.

The California Department of Education did not calculate API scores for schools with less than 100 students with valid Stanford 9 test scores, or county administered, alternative, continuation, independent, or community day schools.

Combined with SAT scores, API scores can indicate either the learning ability of children in the community, or measure the effect of broader social or economic maladies in the community on children.

It is also important to keep track of a school's API scores

because federal No Child Left Behind includes provisions allowing the state to assume more financial and administrative control over local schools that do not make the required improvements in test scores toward a national benchmark.

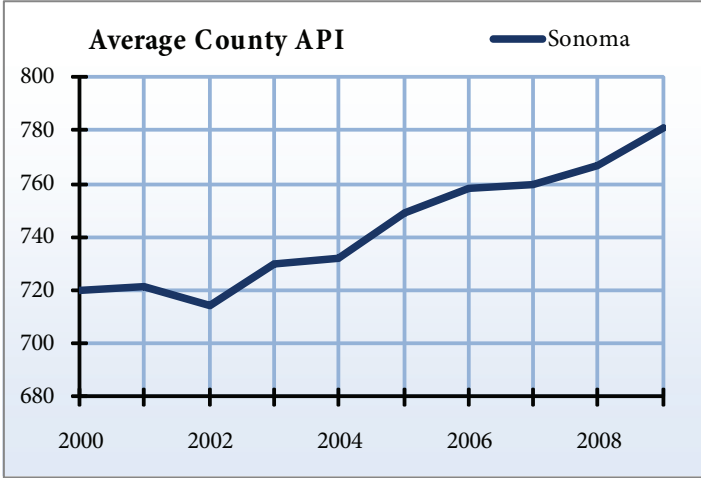
Sonoma County

Sonoma County's average API has been steadily increasing since 2002. As stated, the goal for county schools is to make an annual minimum increase that is equal to 5 percent of the difference between the school or county's API and 800. Between 2004 and 2009 it should be noted that Sonoma County only failed to reach the required API increase in 2007.

Average County API

Year	Average API	1 Year Change
2000	720	n/a
2001	721	0.3 %
2002	714	- 1.0 %
2003	730	2.2 %
2004	732	0.3 %
2005	749	2.3 %
2006	758	1.2 %
2007	760	0.2 %
2008	767	1.0 %
2009	781	1.8 %

Source: California Department of Education



11. Crime

Crime rate statistics include information on crimes reported, staffing of the criminal justice system, and the probation caseload. Interpretation of crime statistics is difficult because they may be indicative of any number of local conditions and attitudes, both negative and positive. An above average rate of reported crime in an area can be a direct reflection of social problems in a community. It can also indicate a greater willingness within the community to report crime, perhaps due to a more cooperative relationship between local law enforcement and the citizens. The adequacy of local law enforcement cannot be determined by the information presented in this section.

In this section:

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11.1 Reported Crimes and Crime Rates

Overview

Crime counts are a summation of crimes reported to local law enforcement agencies. They include misdemeanor and felony reports, but not infractions such as traffic violations. Reported crimes are counted whether or not the criminal is apprehended.

The crime rate is the number of crimes committed per 100,000 people, and includes both violent and property crimes.

Crime rate data can be used to determine whether the amount of crime in a given area is increasing or decreasing, and also to show how crime rates from various areas compare to each other. Crime is an important factor in terms of an area's quality of life. An area with a high crime rate is usually a much less attractive place to live than one with a low crime rate. While it is impossible to predict when or where a crime will occur, individuals and communities can help with prevention by taking note of patterns and trends collected by legitimate agencies.

Crime rates can rise and fall with increasing or decreasing incidence of crime, but rates could also change if more or fewer crimes are reported to local law enforcement agencies. Therefore, careful analysis is needed when evaluating change in crime rates.

Sonoma County

The crime rate in the county in 2008 was 13.3 crimes per 1,000 people, significantly lower than the state average of 20.7 crimes per 1,000 people. The crime rate in Sonoma County has been decreasing over the last several years, down from 18.0 in 2004. Property crime in the county has also seen a decrease over the last several years and is lower than the state average while the county's violent crime rate is actually above the state average and saw a slight increase from 2007 to 2008.

There were 4,371 property crimes, nearly half of which were burglaries, and 2,031 violent crimes, mostly aggravated assaults in Sonoma County in 2008.

County and California Crime Rate per 1,000 Population

Year	County property crime rate	County violent crime rate	County total	State property crime rate	State violent crime rate	State total
1999	12	3	15	17	6	23
2000	12	3	15	17	6	23
2001	14	3	17	18	6	24
2002	15	3	18	19	6	25
2003	13	4	16	19	6	25
2004	13	5	18	20	5	25
2005	12	5	17	20	5	25
2006	10	5	15	19	5	24
2007	10	4	14	18	5	23
2008	9	4	13	17	5	22

Source: California Department of Justice, Criminal Justice Statistics Center

Property Crimes

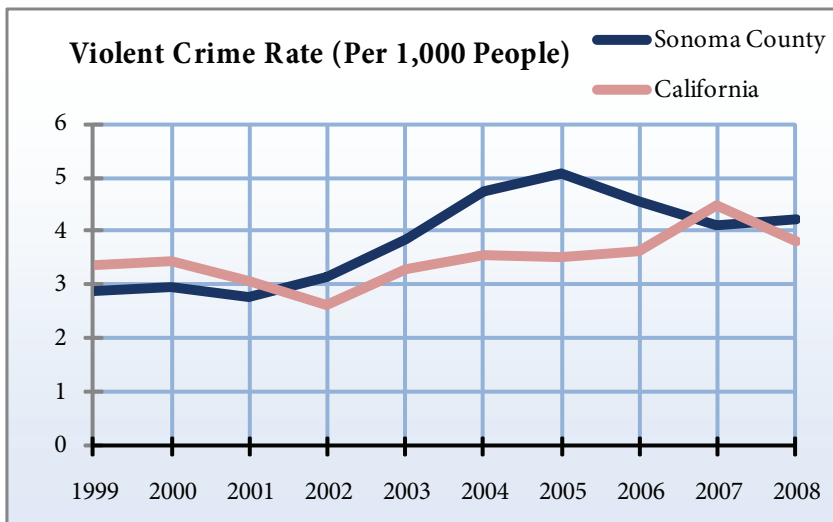
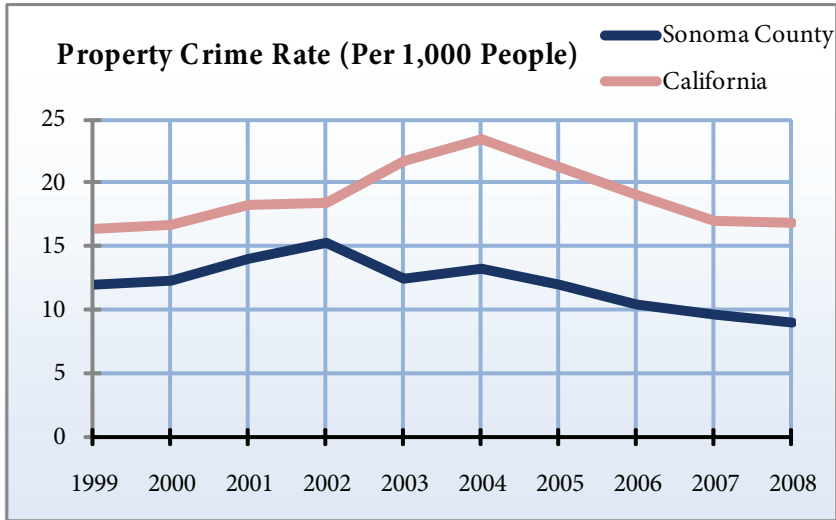
Year	Burglary	Motor vehicle theft	Larceny over \$400	Total
1999	2,442	751	2,215	5,408
2000	2,679	929	2,034	5,642
2001	2,875	1,064	2,548	6,487
2002	3,101	1,494	2,540	7,135
2003	2,380	1,543	1,980	5,903
2004	2,552	1,582	2,124	6,258
2005	2,340	1,310	2,061	5,711
2006	2,209	971	1,789	4,969
2007	2,154	932	1,568	4,654
2008	2,060	815	1,496	4,371

Source: California Department of Justice, Criminal Justice Statistics Center

Violent Crimes

Year	Homicide	Forcible rape	Robbery	Aggravated assault	Total
1999	8	161	258	877	1,304
2000	11	168	239	938	1,356
2001	12	173	223	885	1,293
2002	16	188	294	970	1,468
2003	12	169	225	1,400	1,806
2004	17	214	272	1,739	2,242
2005	5	168	288	1,946	2,407
2006	11	173	300	1,679	2,163
2007	8	153	270	1,543	1,974
2008	12	145	274	1,600	2,031

Source: California Department of Justice, Criminal Justice Statistics Center



11.2 Criminal Justice Personnel

Overview

Criminal justice personnel includes the law enforcement employees working in the different agencies as reported by the California Department of Justice.

NOTE: The California Department of Justice relies on local agencies to report the number of criminal justice personnel in their area every year.

Criminal justice personnel information helps identify the types of criminal justice employment within a county. Counties with higher incidence of crime need greater numbers of criminal justice personnel to handle the caseload. If crime is rising and the number of criminal justice personnel is not keeping pace, then local personnel are likely handling greater workloads.

Sonoma County

The total number of criminal justice personnel in Sonoma County increased from 1,263 in FY00 to 1,537 in FY08. Sheriff's department personnel increased by 143 percent from 2000 to 2008 while prosecution staff decreased 46 percent in the same time period. An increase in law enforcement generally means an increase in apprehended criminals and reported crimes. It would follow that with a decrease in prosecution staff, staff members workloads must be increasing.

The following types of criminal justice personnel are shown:

Law enforcement or sworn officers and civilian employees in local law enforcement agencies, including city police and county sheriff's departments

Prosecution or personnel involved in the prosecution of the accused

Public defense or personnel primarily responsible for representing those unable to hire a private lawyer

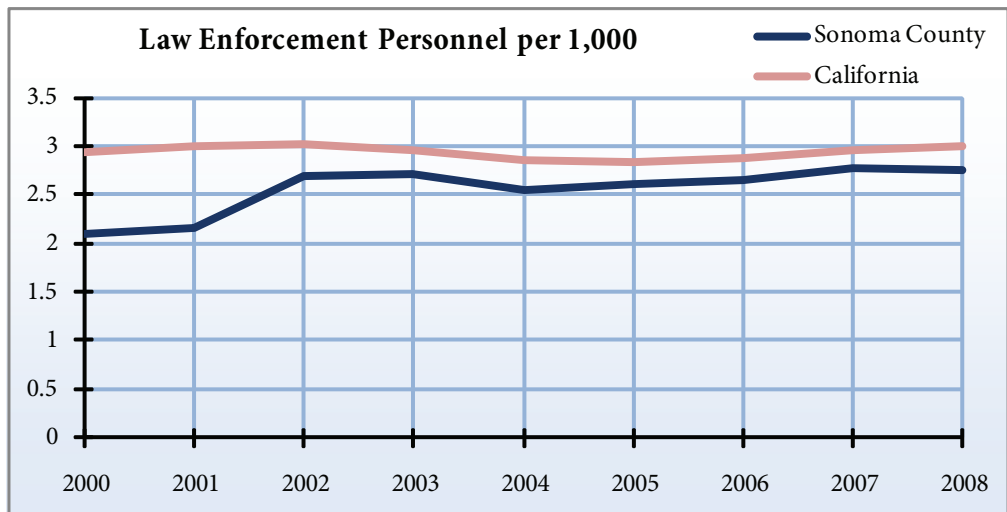
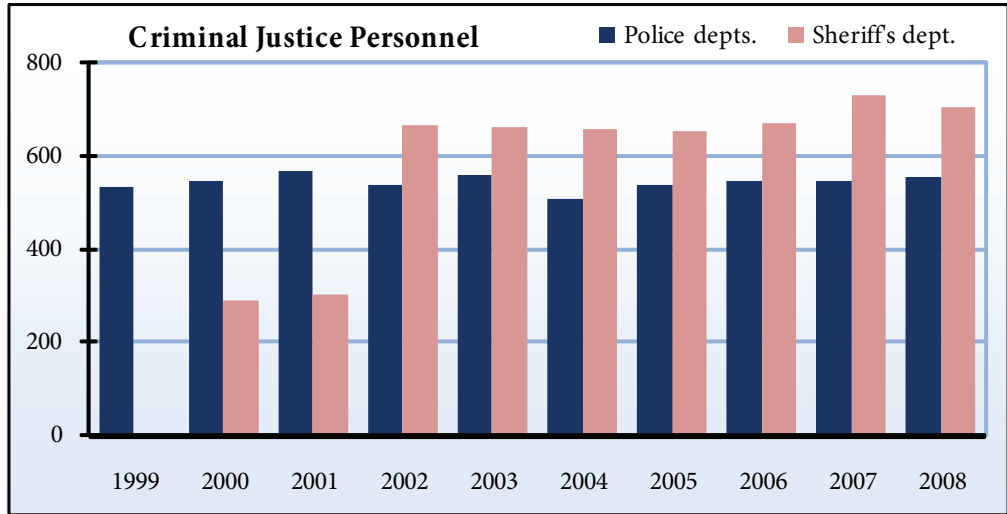
Trial courts or primary and auxiliary judges employed during trials

Criminal Justice Personnel

Year	Police depts.	Sheriff's dept.	Other law enforcement	Total law enforcement	Prosecution staff	Public defense staff	Court staff
1999	535	n/a	114	n/a	235	41	19
2000	548	290	121	959	241	44	19
2001	568	302	130	1,000	270	44	21
2002	539	665	55	1,259	108	49	21
2003	560	663	56	1,279	117	47	21
2004	509	656	44	1,209	100	47	21
2005	540	653	46	1,239	104	47	21
2006	547	672	49	1,268	108	49	21
2007	548	729	48	1,325	111	51	23
2008	557	706	68	1,331	130	52	24

Source: California Department of Justice, Criminal Justice Statistics Center

n/a: Data not reported by source



11.3 Crime Expenditures

Overview

Expenditures for criminal justice programs in a county measure the amount of money allocated to local law enforcement each year. Criminal justice expenditures include the amount of money spent by a county in a fiscal year, according to the California Department of Justice. These expenses include employee salaries and benefits, as well as services and supplies. Capital expenditures (expenditures made to acquire, add to, or improve property, plant, and equipment) and construction and maintenance of structures are not included in the data.

NOTE: The California Department of Justice relies on local agencies to report criminal justice expenditures in their area. Local government expenditure reports may show different spending patterns on criminal justice line-items, which usually include capital expenditures. The data reported to the department should include some expenditures entered in administrative line items, as well.

The criminal justice expenditures statistic is somewhat ambiguous because higher expenditures may imply a local problem with crime or a budgetary priority for prevention or prosecution of crimes. Evaluation must be included with trends in crimes and personnel.

NOTE: Criminal Justice Expenditures are not inflation adjusted.

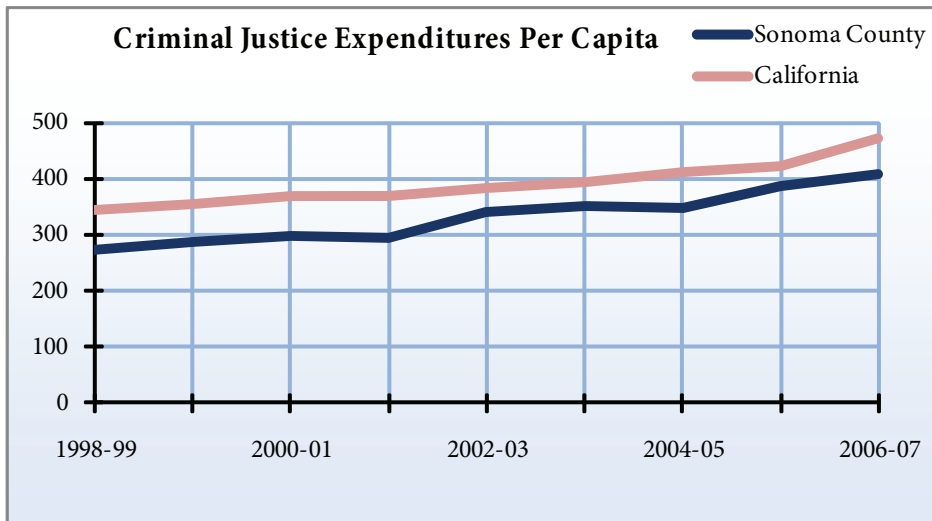
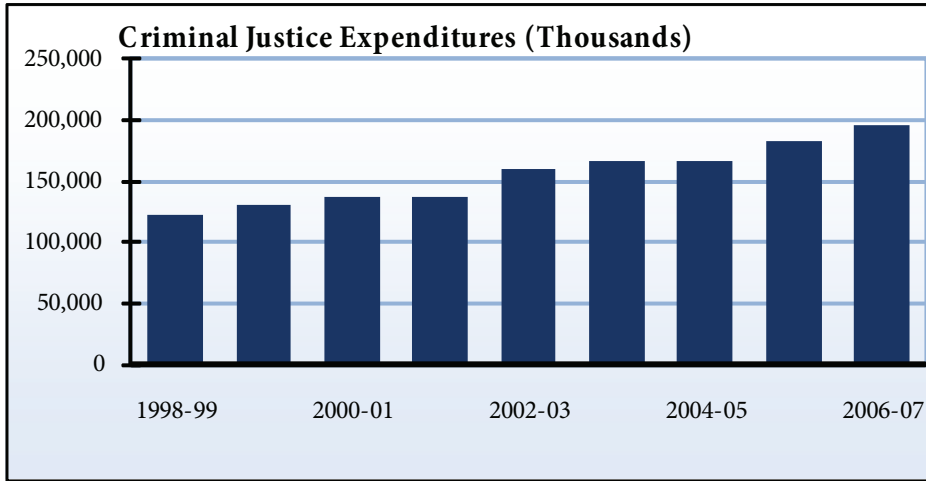
Sonoma County

The county saw an 85 percent increase in criminal justice expenditures from FY98 to FY06. As shown in the below chart, per capita criminal justice expenditures is considerably lower in Sonoma County than in the state.

Criminal Justice Expenditures (Thousands)

Year	Law			Public	Total
	enforcement	Judicial	Prosecution	defense	
1998-99	\$ 82,861	\$ 16,013	\$ 20,050	\$ 4,018	\$ 122,942
1999-00	\$ 89,260	\$ 15,466	\$ 21,732	\$ 4,238	\$ 130,696
2000-01	\$ 95,021	\$ 15,546	\$ 22,837	\$ 4,516	\$ 137,920
2001-02	\$ 105,753	\$ 15,501	\$ 11,136	\$ 5,270	\$ 137,660
2002-03	\$ 125,463	\$ 15,528	\$ 13,214	\$ 6,066	\$ 160,271
2003-04	\$ 129,943	\$ 16,340	\$ 13,744	\$ 6,314	\$ 166,341
2004-05	\$ 128,201	\$ 16,449	\$ 14,760	\$ 6,785	\$ 166,195
2005-06	\$ 144,052	\$ 16,562	\$ 15,803	\$ 7,246	\$ 183,663
2006-07	\$ 153,497	\$ 16,733	\$ 17,188	\$ 8,149	\$ 195,567

Source: California Department of Justice, Criminal Justice Statistics Center



11.4 Probation Caseload

Overview

Probation allows people who have been convicted of a minor crime to serve time outside criminal justice facilities, performing various duties such as trash collection, park cleanup, and landscape maintenance of the surrounding community. Data is representative of December 31 of a given year.

Significant probation caseloads in a county can be indicative of minor criminal activity within the community, a criminal justice system that relies on community-based rehabilitation programs, or any number of additional factors.

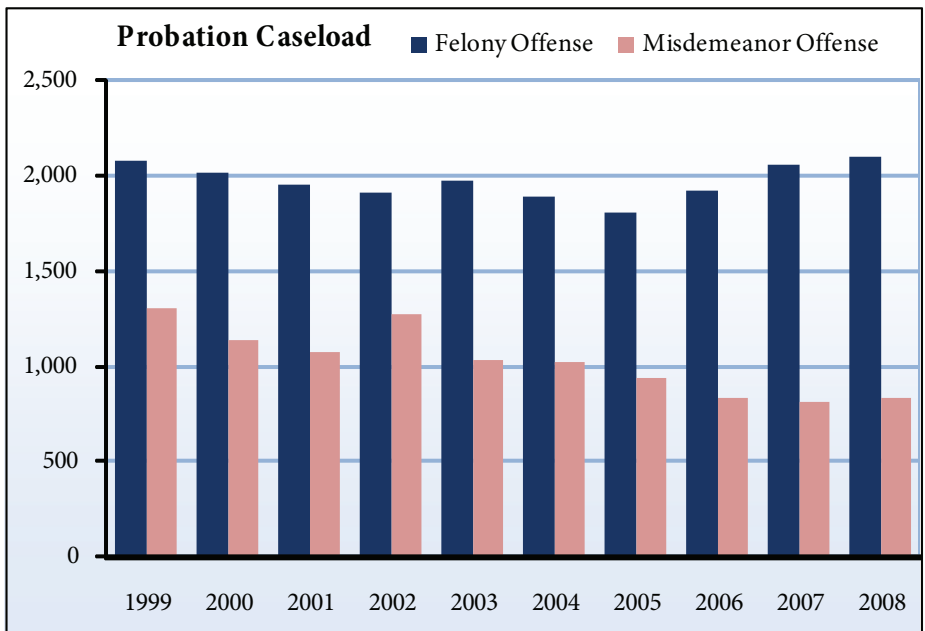
Sonoma County

There were a total of 2,934 probation cases in Sonoma County in 2008, with 2,104 cases related to felony offenses (an increase of forty-eight from the previous year) and 830 related to misdemeanors.

County Probation Caseload

Year	Felony Offense	Misdemeanor Offense	Total
1999	2,075	1,302	3,377
2000	2,011	1,136	3,147
2001	1,953	1,072	3,025
2002	1,913	1,271	3,184
2003	1,971	1,034	3,005
2004	1,889	1,023	2,912
2005	1,811	938	2,749
2006	1,925	835	2,760
2007	2,056	816	2,872
2008	2,104	830	2,934

Source: California Department of Justice, Criminal Justice Statistics Center



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- County of Sonoma Board of Supervisors
- Sonoma County Health Services
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